UNIT CODE	**OSM005**
UNIT TITLE	**Analyse performance of social media and online business tools**
APPLICATION	This unit describes the performance outcomes, skills and knowledge required to use analytics tools to collect and analyse data on the performance of an organisation's social media and online presence. It requires the ability to evaluate and present reports on the effectiveness of social media and online business tools.
	It can apply to individuals who work independently or with limited guidance from others, including senior operational personnel and business unit managers. It would apply to small business owner operators who are responsible for a range of functions.
	This unit applies to any type of small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations. References to customers should be interpreted in the context of the particular industry and organisation which will use different terms to describe their stakeholders.
	This unit is designed for use across industries. Training and assessment should be contextualised to meet the particular requirements of the industry for which it is delivered.
	No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	Online and Social Media
UNIT SECTOR	Cross Sector

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	*Performance criteria describe the performance needed to demonstrate achievement of the element.*

1. Identify analytics tools and functions.	1.1 Obtain information on inbuilt analytics tools provided by social media and online platforms. 1.2 Identify external providers of analytics tools. 1.3 Identify types of available data and functions to assist with analysis. 1.4 Determine how specific data can be used to measure and improve customer engagement.
2. Collect and analyse data.	2.1 Determine data analysis needs, select analytics tool and collect relevant data. 2.2 Filter, assess quality of data and cleanse to ensure relevance to analysis. 2.3 Identify trends in quantitative performance through statistical analysis. 2.4 Evaluate qualitative information and identify patterns. 2.5 Monitor performance of social media and online presence regularly to ensure ongoing effectiveness.
3. Evaluate performance.	3.1 Assess quantitative and qualitative information against business objectives for use of social media and online tools. 3.2 Determine success of online presence in engaging customers for general and targeted purposes. 3.3 Create and present reports on data analysis and evaluation, and include recommendations for future improvements.

FOUNDATION SKILLS	
Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.	
SKILLS	**DESCRIPTION**
Reading skills to:	■ interpret jargon specific to different types of social media and online analytics tools ■ interpret the intent and extract relevant content of customer opinions expressed with differing levels of clarity.
Writing skills to:	■ produce cohesive data analysis and evaluation reports using language suitable for purpose and audience ■ present factual information without ambiguity ■ summarise and paraphrase a variety of customer opinions without altering meaning.

Numeracy skills to:	- interpret numerical data of different complexity and complete routine calculations involving addition, subtraction, multiplication and percentages. - extract, evaluate and interpret numerical data involving whole numbers and time periods from charts and graphs - interpret and compare fundamental statistical information to draw conclusions.
Problem-solving skills to:	identify and cleanse inaccurate, duplicative and irrelevant data.
Initiative and enterprise skills to:	critically evaluate successes and failures of social media and online performance to suggest improvements.
Self-management skills to:	take responsibility for performance analysis from data collection through to evaluation and report presentation.
UNIT MAPPING INFORMATION	No equivalent unit.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

TITLE	Assessment Requirements for OSM005 Analyse performance of social media and online business tools
PERFORMANCE EVIDENCE	Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and: - utilise three different social media and online analytics tools - analyse, evaluate and report on the general performance of an organisation's social media or online business tools over three successive weekly or monthly periods - analyse, evaluate and report on the performance of an organisation's social media or online business tool when one specific communication or targeted campaign has been implemented - across all above analysis, evaluation and reporting activities, collectively cover: - page visits and how page was accessed - page likes or followers - reach of specific communication - engagement; how many people liked, shared or commented on specific communications - days and time of day of engagement - audience demographics - qualitative evaluation of positive and negative comments - recommendations for future improvements.

KNOWLEDGE EVIDENCE	**Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:**

	■ inbuilt analytics tools provided by a range of social media and online platforms and how to access these
	■ a range of external analytics tools which provide data for individual and multiple social media and online platforms
	■ types of data available to measure customer engagement, to include:
	  ○ page visits and how page was accessed (directly or via other sites)
	  ○ page likes, followers
	  ○ reach of specific communication
	  ○ engagement; how many people liked, shared or commented on specific communications
	  ○ video views, duration of view
	  ○ days and time of day of engagement
	  ○ audience demographics
	
	■ functions provided by analytics tools to sort, analyse and report on customer engagement
	■ data that might be cleansed and reasons for doing this
	■ common reasons for analysing social media and online tool data and how data can be used to improve effective customer engagement:
	  ○ creating content that elicits interest
	  ○ creating content for a call to action
	  ○ targeting specific audiences
	  ○ scheduling communications
	
	■ methods used to analyse and assess data:
	  ○ measuring results against overarching business objectives and key performance indicators
	  ○ measuring results of a particular targeted campaign against objectives and expectations
	  ○ comparing historical results
	  ○ measuring and comparing audience demographics for general site interaction and responses to specific communications
	  ○ measuring customer actions
	  ○ identifying and measuring positive and negative customer responses
	  ○ identifying themes, patterns and relationships for qualitative information
	  ○ evaluating information against a predetermined theory or an external cause for customer reactions
	
	■ format for and inclusions of data analysis and evaluation reports
	■ techniques used to draw and express conclusions and recommendations.

ASSESSMENT CONDITIONS	Assessment must ensure use of:
	• a range of inbuilt analytics tools provided by social media and online platforms
	• a range of external analytics tools which provide data for individual and multiple social media and online platforms
	• computers or mobile devices for accessing data and production of reports.
	Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors, and:
	• have at least three years' experience in using social media and online data analytics tools in a workplace where they have applied the skills and knowledge covered in this unit of competency.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

ASSESSMENT CONDITIONS

Assessment must ensure use of: