Assessment Requirements for SIRXOSM002 Maintain ethical and professional standards when using social media and online platforms

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Modification History

Not applicable.

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:

- source and interpret information on:
  - terms of service for three different brands of social media, including information how those brands share user information
  - general impacts of social media on organisations and users, both positive and negative, from three different sources
  - cyberbullying and its impacts from three different sources
  - a suitable code of conduct for online activities relevant to the individual's current or prospective industry
  - employment
  - an organisational code of conduct for online activities relevant to the individual's current or prospective job
  - role, and obtain any required permissions for release
  - the overarching requirements of commonwealth privacy regulations and any applicable local state or territory privacy regulations relevant to the individual's current or prospective industry employment
  - copyright in Australia; what it protects and does not protect, exclusive rights of owners and requirements for permissions
  - defamation via social media from three different sources
  - organisational criticism via social media; either customer or employee based
- from information collected, provide an overview evaluation of each of the above topics
- evaluate three situations involving personal online posts that present a risk to an organisation's reputation and identify guidelines that could be used to avoid risk
- respond professionally to customer communications covering:
  - a general product or service need, on two occasions
  - negative comment or complaint about organisational issues, products or services, on two occasions.

Knowledge Evidence

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

- at a fundamental level of understanding:
  - terms of service for common brands of social media; how they share user information and how this may impact on users
  - the general impacts of social media, both positive and negative:
    - impacts on organisation reputation
    - social impacts on users
  - meaning of harassment and cyberbullying and how this occurs and can escalate through use of social media
  - how bullying of employees and contractors can occur because of organisational connections and via organisational social media sites
  - organisational duty of care to protect individuals from cyberbullying and processes that can be taken to avoid and respond to incidents
- the content of industry and organisational codes of conduct or policies for online activities, applicable to the individual's context and the importance in guiding ethical and professional behaviours
- boundaries of personal and professional online activities how personal posts and online presence can adversely affect organisational reputation and others associated with the organisation including: customers, suppliers, sponsors, donors etc.
- methods that can be used to ensure personal posts are not assumed to be representing the organisation
- a fundamental understanding of the key contents of:
  - commonwealth privacy law inclusive of the Australian Privacy Principles and how these regulate the collection, use, maintenance and secure storage of private customer information collected by private and government organisations
  - any state or territory privacy regulations relevant to the individual's industry and work context
- the content of organisational privacy policies and procedures, applicable to the individual's industry context, and the importance in guiding ethical and professional behaviours
- types of:
  - customer information generally considered to be sensitive and relevant to the individual's work context
  - consents used when publishing information about others and their images
  - organisational information generally considered to be sensitive and deemed not for public release
- at a fundamental level of understanding:
  - what copyright protects and does not protect
  - who can own copyright, and procedures used by owners to identify copyright

- • exclusive rights that owners have over their material and how this affects use of materials by others
  - • permissions that are required to use materials and how to obtain
  - • meaning of defamation, slander and libel and how this occurs and can escalate through use of social media
  - • potential personal and organisational consequences of both receiving and making defamatory comments
- • differences between personal and professional online communication styles and choice of language
- • principles of positive and professional online communications that enhance customer engagement and organisational reputation
- • types of positive language and approaches that can be used when dealing with negativity, complaints and conflicts.

Assessment Conditions

This unit has been written to allow for application to any type of industry. Assessment must be customised according to the industry context of learners while ensuring that all skill and knowledge content is assessed, and all performance evidence is collected.

This unit and Assessment Requirements references customers as a generic term throughout. However, because different industries and organisations use different terms to describe their stakeholders, learners should use terms appropriate for their industry during assessment.

Assessment must ensure use of:

- • real workplace situations, or simulated activities, or case study scenarios that test aspects of this unit that involve customer communication
- • computers or mobile devices and the Internet to source information
- • terms of service published by social media brands
- • Australian Privacy Principles (or their successor) fact sheets
- • sample organisational privacy policies
- • sample industry and organisational documents relating to online and social media activities; including codes of conduct, policy statements or guidelines.

Assessors must satisfy the assessor requirements nominated in the Standards for Registered Training Organisations, or their successor, and must have workplace experience where they have applied the skills and knowledge covered in this unit of competency.

Links

Companion Volume Implementation Guide -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d