Australian Government

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

Release: 1

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

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source information on, and work according to, a range of ethical and professional standards when using social media and online platforms for business purposes.

This key skill underpins effective performance when utilising social media and online platforms for diverse purposes. It applies to individuals working at all levels from operational personnel through to managers.

This unit applies to self-employed individuals, and owners and employees of any type of micro, small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Online and Social Media

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Source information on the general impacts of social media.	1.1. Access and interpret information about the positive and negative impacts of social media.
	1.2. Identify and evaluate the terms of service associated with social media platforms to identify requirements.
	1.3. Determine how online harassment can occur via

	organisational sites and who may be targeted.
	1.4. Determine how social media platforms share user information and identify impacts on users.
	1.5. Evaluate ways to avoid negative impacts on users of organisational social media sites.
2. Comply with industry and organisational ethical and professional codes of conduct for online activities.	2.1. Identify industry codes of conduct, objectives and scope, and seek advice from relevant personnel on applicability to organisation.
	2.2. Identify organisational online code of conduct, objectives and scope, and determine applicability to own job role.
	2.3. Evaluate contents of codes of conduct and significance to own personal and work based online behaviours and communications.
	2.4. Clarify content and compliance requirements of codes with relevant personnel.
	2.5. Act according to professional values and principles outlined in codes, seeking advice when difficulties arise.
3. Maintain personal online presence consistent with organisational standards.	3.1. Determine differences between organisational and personal online presence.
	3.2. Clearly differentiate between representing self and organisation during online activities.
	3.3. Review and ensure personal online posts and activities do not damage reputation of organisation and those associated with it.
4. Protect customer privacy and maintain confidentiality of organisational information.	4.1. Access and interpret information on privacy regulations and scope of requirements.
	4.2. Identify and interpret organisational privacy policies and procedures and determine applicability to own job role.
	4.3. Collect, use, maintain and protect information provided by customers and others, according to privacy regulations and organisational policies and procedures.
	4.4. Obtain and comply with permissions to publish images and text representing others.
	4.5. Maintain confidentiality of sensitive organisational information and confirm information that can be released before publishing.
5. Source information on copyright.	5.1. Access and interpret information on copyright to determine what is and what is not protected by copyright.
	5.2. Identify copyright owner's exclusive rights to materials.
	5.3. Determine permissions required to use copyright materials and how to obtain these.

6. Engage professionally with customers online.	6.1. Communicate with customers in a timely, professional and positive manner to enhance organisational reputation.
	6.2. Respond to negative and potentially defamatory comments, complaints and conflicts sensitively, courteously and respectfully.
	6.3. Minimise risk to self and organisational reputation by escalating conflict to relevant personnel.

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 unfamiliar and complex information to determine regulatory requirements and organisational standards.
Writing skills to:	• produce notes and summarise and record information in basic documents produce customer responses of varying complexity, using language suitable for purpose and audience.
Learning skills to:	• proactively use opportunities to obtain and update knowledge of social media impacts and ethical and professional standards.
Technology skills to:	• use computers or mobile devices and the Internet to search for and download information
	• use software applications to create, update and store basic documents.

Unit Mapping Information

No equivalent unit.

Links

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

SkillsIQ