



**Australian Government**

**Assessment Requirements for  
SIRXOSM006 Develop and manage social  
media and online strategies**

**Release: 1**

# Assessment Requirements for SIRXOSM006 Develop and manage social media and online strategies

## 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:

- develop and implement two strategies tailored to a particular organisation:
  - one overall strategy for an organisation's online presence
  - one strategy for one targeted social media or online campaign
- evaluate and report on the performance of an organisation's social media or online strategy over three successive reporting periods
- evaluate and report on the performance of an organisation's social media or online strategy for one targeted campaign
- develop and communicate written content guidelines covering the following issues:
  - use of appropriate language for outbound communications and customer interactions
  - four standard responses tailored to different types of customer interactions
  - at least three types for each of the following:
    - organisational information that can be published
    - organisational information that cannot be published
    - customer information that can be published
    - customer information that cannot be published
  - four formatting standards
  - approvals process and authority
- develop and communicate the following written policies and procedures:
  - acceptable use policy for customers of organisational social media and online sites
  - online customer service policy including complaints resolution procedures
  - privacy policy
  - procedure to gain consent to publish information about and images of others
  - security policy for online activities.

## Knowledge Evidence

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

- organisation's core activities, customer base, values and current direction
- different organisational purposes for use of social media and online platforms:

- exposure through social media activity
- building brand awareness, loyalty and an online community
- marketing and advertising
- information dissemination
- popularity of different categories and reach of particular brands of social media platforms and their key audiences
- different functions provided by social media and online platforms and how the choice of platforms relates to organisational objectives
- roles of different personnel in the implementation of social media and online activities
- key performance indicators:
  - principles and purpose
  - importance of alignment to objectives
  - how to effectively express and document
  - how to use in conjunction with data analysis and evaluation reports to evaluate success of online strategy
- common formats and styles for:
  - content guidelines and style guides
  - policies and procedures
  - action plans and schedules
- purpose and typical inclusions of a range of customer and staff focussed guidelines, policies and procedures:
  - content guidelines
  - acceptable use for users of organisational social media and online sites
  - online customer service including complaints resolution
  - privacy
  - gaining consent to publish information about and images of others
  - security for online activities
- for the particular industry, examples of best practice online policies and procedures including any templates issued by industry associations and other bodies
- for standard customer responses:
  - purpose
  - commonly used responses
  - when different types would be used.

## 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:

- comprehensive information about the operation of a real or simulated organisation to determine its characteristics and needs for the development of tailored social media or online strategies, guidelines, policies and procedures
- real workplace performance data, or data for a simulated organisation to allow evaluation of an organisation's social media or online strategies
- real workplace situations, or simulated activities, or case study scenarios that test aspects of this unit that involve team communication
- computers and general software programs used to produce system documents
- a range of social media and online platforms with access to functions used by organisations; these can be those used by a workplace or those established by a training organisation for the purpose of assessment.

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>