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SITSS00088 Online Engagement for Small Business

Release 1

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Modification History

Not applicable.

Description

A set of skills relating to social media management and website development and maintenance that equip individuals for work in a small business in the tourism, travel and hospitality industry.

Pathways Information

Achievement of these units provides credit towards qualifications in the SIT Tourism, Travel and Hospitality Training Package.

Licensing/Regulatory Information

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

Units marked with * have one or more prerequisites. Please see individual units for details.

Skill Set Requirements

Unit code	Unit title
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms
SIRXOSM003*	Use social media and online tools
SIRXOSM005	Develop a basic website for customer engagement

Target Group

This skill set is for those tourism, travel and hospitality industry personnel responsible for managing the online presence of a small business.

Suggested words for Statement of Attainment

These units of competency from the SIR Retail Services Training Package provide a set of skills in social media management and website development and maintenance to work in the tourism, travel and hospitality industry.