



SIRXMKT006

Develop a social media strategy

Assessment 1 of 5

Short Answer Questions



Assessment Instructions

Task overview

This assessment task is divided into seven (7) questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

- Learning Material



Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.



Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Question 1

Explain the key legal and ethical considerations that are relevant to social media use in the table below. To answer this question it is recommended to use the information provided in your learning material.

[Approximate word count: 130 – 150 words]

Assessor instructions: Students must explain the key legal and ethical considerations that are relevant to social media use in the table below using their own words. To answer this question, it is recommended they use the information provided in their learning material.

Students' words will vary but their answer needs to reflect the content in the sample answer provided below.

Key Legal and Ethical Considerations	Explanation
Australian Consumer Law	It guarantees consumer rights when buying goods or services
Copyright Act 1968	It grants the copyright owners exclusive rights over their materials [e.g., text, photos, images, video, etc.]
Privacy Act 1988	It provides consumers with the right to know why their personal information is being collected and who it will be provided to
Codes of practice	These are rules about how something should be done and the way that people should work. There are guidelines associated with every aspect of social media. It is important to look closely at the organisation, the industry and the types of social media activities planned to identify: <ul style="list-style-type: none">• Possible issues or crises that could arise• The potential impact of each issue or crisis on the organisation• Guidelines for the appropriate response to issues and crises and how they should be managed
Data and personal security laws	They govern how personal information is collected, handled and used, and promote the privacy of an individual

Question 2

Identify and explain four [4] current trends in social media use in the table below using your own words. To answer this question, it is recommended to use the following link:

[Social Media Trends to know for 2022 | Sprout Social](#)

[Approximate word count: 300 – 400 words]

Assessor instructions: Students must explain four [4] current trends in social media use in the table below using their own words. To answer this question, it is recommended to use the following link:

[Social Media Trends to know for 2022 | Sprout Social](#)

Students' words will vary but their answers need to come from the list of trends provided below.

Social Media Trends	Explanation
1. TikTok continues to grow	<p>TikTok reached 1 billion monthly active users in September 2021. The company has also been investing in developing its ad platform, making it easier for brands and businesses to create a presence on the network. Some TikTok stats that stand out include:</p> <ul style="list-style-type: none"> • 69% of US teens are on TikTok • 90% of users log in every day • TikTok users spend an average of 89 minutes a day on the app <p>Additionally, the company claimed that 47% of users have “bought something seen on TikTok” and that 67% “agree that TikTok inspired them to shop even when they weren’t looking to do so.” Given this growth and usage, it would be wise for businesses to take a closer look at TikTok, especially if they serve a younger audience.</p>
2. Brands invest more in social commerce	<p>According to research conducted by The Harris Poll, on behalf of Sprout Social, 73% of businesses are already participating in social commerce while 79% expect to be doing so in the next three years. Because of this trend, Sprout added dedicated integrations with Shopify and Facebook Shops. This way, you’ll be able to tag products from your store without having to leave Sprout.</p> <p>Insider Intelligence predicts that social commerce will continue to grow in the next few years. In 2022, it projects that there will be 97.2 million social commerce buyers in the US, which is 38.2% of internet users.</p> <p>Sprout’s data also shows that 80% of consumers surveyed are more likely to buy on social because of brand familiarity. That’s an enormous percentage to pay attention t</p>
3. The creator economy matures	<p>YouTube, Snapchat, Instagram and TikTok all invested in their own versions of a creator fund. According to a recent report on the creator economy, more than 50 million people worldwide consider themselves to be creators. Creators aren’t limited to social media networks but those that do use social media contribute to the expected \$13.8 billion influencer industry.</p> <p>With the maturation of the creator economy, more strategies become available to brands. Micro-influencers with less than 15k followers are benchmarked to have higher engagement rates on Instagram, YouTube, and TikTok, giving smaller brands an opportunity to grow their presence.</p>
4. Brands develop a social audio strategy	<p>Audio is nothing new but its appearance on social media is. An audio strategy includes everything from radio to podcasts to music playlists. A social audio strategy narrows it down to the platforms that have audio-only features.</p> <p>Clubhouse, a social audio platform, was one of the biggest leaders of 2021 in this space. Despite removing the invite-only requirement and</p>

	<p>releasing an Android version, Clubhouse fell out of popularity. The idea, however, has been incorporated into other social media platforms. In mid-2021, Facebook introduced a slew of audio features like Rooms, podcasts and Soundbites. These features were also released to support audio creators and provide them with more tools for their content.</p>
5. Livestream shopping transforms eCommerce	<p>An eCommerce that is growing in popularity is Livestream on social media. The ongoing pandemic only fueled its growth since brick-and-mortar shopping wasn't as available as before.</p> <p>In China, where Livestream shopping is incredibly popular, the gross merchandise value (GMV) of eCommerce live-streaming went from 4.5% of the total online shopping's GMV in 2017 to an anticipated 20.3% in 2022. In the US, live commerce revenue is expected to triple by 2024, reaching 35 billion dollars.</p> <p>Livestream shopping is appealing to consumers because it incorporates a personalized atmosphere of the person live-streaming with the ease of shopping from home. A McKinsey report showed that 35.6% of livestreams were in the apparel and fashion category.</p> <p>All the major networks already have or have plans to incorporate livestream shopping for consumers. If you haven't already set it up, learn more about how to use shoppable content in your social media marketing strategy.</p>
6. Short-form videos are valued more	<p>With the rise in popularity of TikTok and Instagram's own proclamation of valuing video, it comes as no surprise that short-form video is a social media trend in 2022. The video format of Stories now exists in some form in all the major social media platforms.</p> <p>One study found that 93% of brands surveyed got a new customer because of a social media video and another company says that over half of video viewers will watch to the end if it's under a minute long. Thankfully, short-form videos are more easily accessible to brands than longer ones. The authentic and lower production nature of Stories and TikTok videos is part of the bigger appeal to consumers.</p> <p>To get more involved in short-form videos, explore five tips on creating Instagram videos and how to set up your own video marketing strategy.</p>
7. Sustainability becomes part of the purchase decision	<p>Sustainability and climate change are becoming big influencers in making purchase decisions, impacting social commerce.</p> <p>Primarily led by Gen Z, a study found that 28% of Gen Z adults were concerned with climate change, which is also reflected in their attitudes towards brands. Eighty-nine percent of internet users believe that brands should do more to reduce their carbon impact and 88% believe sustainability should be a standard business practice.</p> <p>The conscious but skeptical consumer values transparency and brands that are passionate about their values. If not done genuinely, you'll find that consumers are quick to identify corporate greenwashing.</p>
8. A social media crisis plan is a growing necessity	<p>Incidents can quickly amplify on social media, creating crisis communication situations overnight. These situations are often fast-paced and difficult to prepare for.</p> <p>In 2022, the need for social media risk management and mitigation will rise – meaning public relations and social teams need to form a unified front. Whether it's negative product feedback, site outages, going viral for the wrong reasons or real-world tragedies, it's important that brands</p>

	<p>build effective corporate communication strategies with social at the centre.</p> <p>Brands can keep their eyes and ears open for any potential crises with social listening and proactively use real-time reactions to shape communications around sensitive topics.</p>
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Question 3

Explain the role of social media use as they relate to the following aspects:

- consumer engagement and feedback
- generating sales
- promotions and marketing
- branding

Provide your answer in the table below using your own words. To answer this question, it is recommended to use the information provided in your learning material.

[Approximate word count: 130 – 160 words]

Assessor instructions: Students must explain the role of social media use as it relates to the following aspects:

- consumer engagement and feedback
- generating sales
- promotions and marketing
- branding

They need to provide their answer in the table below using their own words. To answer this question, it is recommended to use the information provided in their learning material.

Students' words will vary but their answer needs to reflect the content in the sample answer provided below.

Aspect	What is the role of social media?
Consumer engagement and feedback	Social media can assist the organisation to engage consumers via posts and they are a great tool for gathering feedback through interactions and reviews.
Generating sales	Social media can assist with generating sales as a business can promote its services or products to a wide audience very quickly. Businesses can also promote their products or services specifically to the audience they feel is more likely to purchase them using targeted ads.
Promotions and marketing	Social media have become the main tool used by most business for promotions and marketing due to their effectiveness. Almost every business is using social media to promote their services or products and customers tend to check the social media of a company before they complete a purchase.

Branding	Social media is a great tool for a business to promote and establish its brand. Customers like to deal with companies that have a “face” a social media can assist your business to achieve this.
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Question 4

Explain the techniques for achieving the following aspects through social media use:

- customer engagement
- brand awareness
- brand advocacy
- increased sales
- improved reach

Provide two [2] techniques for each aspect of the table below using your own words. To answer this question, it is recommended to use the information provided in your learning material.

[Approximate word count: 230 – 250 words]

Assessor instructions: Students must explain the techniques for achieving the following aspects through social media use:

- customer engagement
- brand awareness
- brand advocacy
- increased sales
- improved reach

They need to provide two [2] techniques for each aspect in the table below using their own words. To answer this question, it is recommended to use the information provided in their learning material.

Students' words will vary but their answer needs to reflect the content in the sample answer provided below.

Aspect	Techniques
Customer engagement	<ul style="list-style-type: none"> • Ensure your posts are of a high caliber and relevant to get a positive reaction from your audience and in turn, engage with them. • Posts content consistently, people will have more confidence in your brand and sales will increase as a result.
Brand awareness	<ul style="list-style-type: none"> • Work with Social Media influencers • Know your target market and which platform they use • Encourage and feature user generated content. People prefer user-generated content as they can easily relate

	<p>to a customer like them, compared to a professional photo taken by the company</p> <ul style="list-style-type: none"> • Offer special deals and promotions. This can even help you win more followers as well as make the existing ones feel that you are giving them exclusive benefits.
Brand advocacy	<ul style="list-style-type: none"> • Turn your customer into brand ambassadors. Use passionate customers to review their experiences and promote your products in exchange for free services or products or discounts. This will generate word of mouth marketing to their friends and families. • Post content consistently, people will have more confidence in your brand and sales will increase as a result.
Increased sales	<ul style="list-style-type: none"> • Use paid ads to attract more eyes • Offer special deals and promotions. This can even help you win more followers as well as make the existing ones feel that you are giving them exclusive benefits. • Use interactive posts to engage your customers and allow them to buy things straight from these posts
Improved reach	<ul style="list-style-type: none"> • Work with Social media influencers and • Use paid ads to improve your reach. • Encourage and feature user generated content.

Question 5

Explain the role of user-generated content and its benefits in the table below using your own words. To answer this question, it is recommended to use the information provided in your learning material.

[Approximate word count: 110 – 130 words]

Assessor instructions: Students must explain the role of user-generated content and its benefits in the table below using their own words. To answer this question, it is recommended to use the information provided in their learning material

Students' words will vary but their answer needs to reflect the content in the sample answer provided below.

User Generated Content	
Role	Benefits
User Generated content is content created by customers or fans and it is used to promote the company. It could come from photos, videos, other social media posts, reviews, articles etc.	<ol style="list-style-type: none"> 1. Consumers tend to trust other consumers more than the marketers 2. When a company promotes user generated content is putting the consumer in the centre of its operations and this has a positive effect on other consumers 3. User generated content is original and authentic. It has not been created to cover imperfections of the brand, the product or the service.

	<p>4. It is cost-effective as users are creating the content and therefore, it reduces the amount that would have been invested in creating expensive advertising campaigns</p>
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Question 6

Fill out the table below:

- In column 1, list and explain four (4) tools
- In column 2, list four (4) methods for tracking social media activity

To answer this question, it is recommended to use the information provided in your learning material.

[Approximate word count: 100 – 150 words]

Assessor instructions: Students fill out the table below:

- In column 1, list and explain four (4) tools
- In column 2, list four (4) methods for tracking social media activity

To answer this question, it is recommended to use the information provided in their learning material.

Students' words will vary but their answer needs to reflect the content in the sample answer provided below.

Social Media Activity Tracking	
Tools	Methods
<p>1. Google analytics Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.</p>	<ul style="list-style-type: none"> • Track your total number of followers • Identify the best time to engage • Track the total reach of your posts • Track competitors' social media activities
<p>2. ShortStack ShortStack is a landing page builder that focuses primarily on building online contests.</p>	
<p>3. Keyhole Keyhole is an analytics and monitoring tool that can be used for all of the social media needs online. Keyhole helps agencies measure the impact of their influencer and social media campaigns.</p>	
<p>4. HootSuite Hootsuite is a social media management platform that lets you schedule posts, reply to messages, and control multiple social media accounts from a single interface.</p>	
<p>5. Rival IQ</p>	

Rival IQ delivers analytics and competitive insights to help digital marketers make informed decisions, improve results, and better understand competitors.	
6. Sendible Sendible is a social media marketing platform that allows individuals, agencies and small businesses to engage with their audience across multiple channels at any time. Sendible's analytics allows users to track and monitor the success of their social media marketing efforts and ROI.	
7. Mention Mention is a social listening web application. Mention enables brands and agencies to monitor the web, listen to their audience and manage social media.	
8. Brand24 Brand24 is a social media monitoring that allows you to track what people say about your company online. It provides customer insights, as well as valuable information for marketing campaigns. You can also use it to manage your online reputation, track your competitors, get customer feedback, do social selling or find influencers.	
9. Social Bakers Socialbakers is a marketing & analytics suites . They provide user-friendly social media solutions that allow brands to measure, compare, and optimize their social campaigns with competitive intelligence that is second to none.	

Question 7

Describe the four (4) types of social media issues and crises and explain their potential impact and the management strategies in the table below using your own words.

To answer this question, it is recommended to use the information provided in your learning material.

(Approximate word count: 250 – 300 words)

Assessor instructions: Students must describe the four (4) types of social media issues and crisis and explain their potential impact and the management strategies in the table below using their own words. To answer this question, it is recommended to use the information provided in their learning material

Students' words will vary but their answer needs to reflect the content in the sample answer provided below.

Types of Social Media issues and crisis	Potential Impact	Management Strategies
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<p>1. Multi-channel crisis - This happens when more than one channel, e.g., web, social media, radio, television, etc. promotes a problem for your brand. It has the potential to go viral, in a negative way, if not addressed quickly.</p>	<p>Extremely dangerous because it has the potential to go viral and generate a great deal of negative publicity very quickly.</p>	<p>1. Detect the problem as soon as possible</p>
<p>2. Emerging crisis - This happens when trends start to escalate in your industry. It could be anything from a broccoli shortage to a product recall. If left unanticipated and dealt with quickly, it could escalate into a larger scandal.</p>	<p>If you don't anticipate and deal with it as soon as possible, it can quickly escalate into a bigger scandal.</p>	<p>2. React by offering clarity regarding the crisis or the issue</p>
<p>3. Industry crisis - This is common when a brand, product, or industry experiences a boycott. Or, when a major malfunction happens across an industry.</p>	<p>It occurs when a vendor or competitor is experiencing a social media crisis. For example, when many fashion brands are suddenly all attacked for non-transparent actions.</p>	<p>3. Prevent the social media crisis by using a social media monitoring tool, and search engine listening tools can inform and help you to react quickly and detect the dangers as they occur</p>
<p>4. Fake news - each person on social media can spread false statements about your brand, products, employees, company culture, and more.</p>	<p>In the age of social media, a post can go viral in just one click. The ability to detect rumours about your brand quickly is essential.</p>	

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Seven (7) short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations you have reached the end of Assessment 1!

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