



SIRXMKT006

Develop a social media strategy

Assessment 3 of 5

Project



Assessment Details

This section is for SUT VE Quality and Compliance review and feedback and must be deleted in the student version of the assessment.

SECTION 1		
UNIT OF COMPETENCY DETAILS		
Code	Title	
SIRXMKT006	Develop a social media strategy	
COURSE AND MODULE DETAILS		
<i>Assessments may be published in more than one course. Add lines for additional courses as needed.</i>		
Course Code (UPed)	Module Number (Order)	Module Code (UPed)
ASSESSMENT TYPE		
Assessment Method: <i>Select all that apply.</i>	Project	Choose an item. Choose an item.

SECTION 2
STUDENT INSTRUCTIONS
<i>The following instructions detail the requirements of the assessment and are captured on the LMS assessment page. This includes a description of the student instructions, associated files and submission instructions.</i>
Student instructions
This is assessment 3 of 5 assessments for SIRXMKT006 - Develop a social media strategy. This assessment requires you to answer three (3) activities to test your understanding and skills required for this unit. To be assessed as competent, you must complete all tasks in the format required. You are required to download your assessment by clicking on the assessment document icon below (see Let's begin) and upload your completed assessment for submission.
Supporting documents
To answer some of the questions, you will need to access the following documents: <ul style="list-style-type: none">• Learning Material• CBSA Marketing Plan• SIRXMKT006_03_CBSA Business Information – Template• SIRXMKT006_03_CBSA Social Media Strategy – Template
Files for submission
Submit the assessment document with all tasks completed in the spaces provided. Submit the following files: <ul style="list-style-type: none">• Assessment document• SIRXMKT006_03_CBSA Business Information – Template

- SIRXMKT006_03_CBSA Social Media Strategy – Template

Submission instructions

Video and Audio Submissions

You may be requested to record an audio or video file for your assessment. You have the option to record directly into your assessment via this page, using the record button from the menu. The feature will provide you with an opportunity to review your recording and redo it as many times as needed, prior to submitting it.

PDF File Submissions

Please save all Word documents as PDF files before submitting.

IMPORTANT: Word documents will **not** be accepted.

Most modern web browsers can open and display a PDF file. If you have an older operating system, however, you may need a PDF reader installed on your device such as the Acrobat Reader, available from Adobe.

Windows: Word 2013 and newer

Choose **File > Export > Create PDF/XPS**.

Windows: Word 2010

1. Click the **File** tab
2. Click **Save As**
 - To see the Save As dialog box in Word 2013 and Word 2016, you have to choose a location and folder
3. In the **File Name** box, enter a name for the file, if you haven't already
4. In the **Save as** type list, click **PDF** [*.pdf].
 - If you want the file to open in the selected format after saving, select the Open file after publishing check box.
 - If the document requires high print quality, click Standard (publishing online and printing).
 - If the file size is more important than print quality, click Minimum size (publishing online).
5. Click **Options** to set the page to be printed, to choose whether markup should be printed, and to select output options. Click **OK** when finished.
6. Click **Save**.

macOS: Office for Mac

To save your file as a PDF in Office for Mac follow these easy steps:

1. Click the **File**
2. Click **Save As**
3. Click **File Format** towards the bottom of the window
4. Select **PDF** from the list of available file formats
5. Give your file a name, if it doesn't already have one, then click **Export**

For more detailed instructions refer to [Microsoft Support](#).

SECTION 3

ASSESSMENT TASK CRITERIA AND OUTCOME

This assessment will be graded as Satisfactory (S) or Unsatisfactory (US).

To achieve Satisfactory; valid, sufficient, authentic, and current evidence of meeting the criteria must be submitted.

Refer to the mapping spreadsheet for details for this unit.

SECTION 4

ASSESSMENT DETAILS

Please refer to SECTION 2 to confirm how the assessment tools will be built and the methods that will be used to collect evidence i.e., Student's will type answers directly into LMS or will upload of files of completed assessment tasks.

The STUDENT INSTRUCTIONS above will be added directly into the LMS.

All associated files will be accessed via the LMS, as will any Assessor Guides, Matrix, Templates etc.

Students and Assessors have restricted permissions in the LMS. Assessor Guides, including model answers, will be available to Assessors ONLY.

The following pages contain the draft assessment which will be built into the LMS once reviewed. This includes:

- Instructions to students
- Questions /tasks
- Templates /tables where applicable
- Links to supporting files /websites
- Instructions to assessors
- Sample answers /examples of benchmark answers

SECTION 5

STAKEHOLDERS AND SIGN OFF

List all that apply for each of the stakeholder roles below.

UPed Learning Designer/Author name	
SOE Quality and Compliance Manager name	
SUT VE Quality Compliance name	
Date approved	

Assessment Instructions

Task overview

This assessment is divided into three [3] activities. Read each question carefully before typing your response in the space/ format provided.

Additional resources and supporting documents

To complete this assessment, you will need:

- CBSA Marketing Plan
- SIRXMKT006_03_CBSA Business Information – Template
- SIRXMKT006_03_CBSA Social Media Strategy – Template

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.

Case study

You are working as a marketing specialist for CBSA (Complete Business Solutions Australia).

The managing director, Gavin Stead, would like you to determine the social media requirements of CBSA and develop a Social Media Strategy.

The board of directors suggested that they would like CBSA to develop educational videos/webinars as a way of promoting CBSA, creating brand awareness and increasing social media engagement. CBSA has never done anything like it before, so they will need to purchase equipment, and relevant software and hire new staff, such as social media content creators to develop the videos and manage social media effectively. The board of directors stated that they would like this suggestion to be incorporated into the social media strategy. Overall, they would like the social media strategy to achieve the following objectives:

- Increase sales by 5%
- Create brand awareness by showing an increase in post engagement of 20%
- Ensure client satisfaction through positive reviews on every social media platform

They also mentioned that the strategy needs to align with the following customer service standards:

- Every client enquiry needs to be addressed within 48 hours
- Issues need to be resolved in a professional manner following the communication policy of the company

Gavin has sent you the following documents in order to complete these tasks:

- **CBSA Marketing Plan**
- **SIRXMKT006_03_CBSA Business Information – Template**
- **SIRXMKT006_03_CBSA Social Media Strategy – Template**

Activity 1

Gavin would like to determine the Social Media requirements of CBSA. You will need to access and fill out the **SIRXMKT006_03_CBSA Business Information – Template**.

More specifically you will need to:

- Access the CBSA Marketing plan and review the organisational strategic objectives. Then determine three [3] objectives and priorities for social media use for CBSA and explain how they align with the strategic objectives.
- Source and analyse information about CBSA's target market, its social media use, behaviours and preferred platforms and provide an explanation as to why they think it is a preferred platform.
- Identify and analyse three [3] emerging trends in social media platform use using the following link:

[17 Social Media Trends for 2022 and Beyond \[influencermarketinghub.com\]](https://influencermarketinghub.com)

- Review and compare the four [4] social media platforms provided in the template and select those that meet organisational and target market needs.
- Explain the existing systems and procedures used by CBSA and identify two [2] opportunities for social media integration and explain how it will work using the information provided in the CBSA Marketing Plan.
- Identify three [3] opportunities to maximise business exposure through social media activity
- Determine one [1] opportunity for building brand awareness and one [1] opportunity for building an online community through social media use

Assessor instructions: Candidates must fill out the SIRXMKT006_03_CBSA Business Information – Template using the information provided in the CBSA Business Plan and the CBSA Marketing plan.

Candidates need to follow the instructions as described in Activity 1 and the approximate word count given for each section in the **SIRXMKT006_03_CBSA Business Information – Template**.

A guide of what is expected in every section of the template is provided in the Assessor folder under the name **SIRXMKT006_03_CBSA Business Information – Guide**.

Activity 2

Gavin would like you to develop a social media strategy for CBSA for execution over a three-month period that details:

- calendar of activities
- resourcing requirements
- content strategy
- engagement strategy
- activity and engagement tracking
- key performance indicators and evaluation criteria

You will need to access and fill out the **SIRXMKT006_03_CBSA Social Media Strategy – Template**. To do so, you will need to use the information provided in the case study, the CBSA Marketing plan and the **SIRXMKT006_03_CBSA Business Information – Template** you filled out in the previous task.

Assessor instructions: Candidates must fill out the SIRXMKT006_03_CBSA Business Information – Template using the information provided in the CBSA Marketing plan and the **SIRXMKT006_03_CBSA Business Information – Template** they filled out in the previous task.

Candidates need to follow the instructions as described in Activity 2 and fill out every section in the **SIRXMKT006_03_CBSA Social Media Strategy – Template**.

A guide of what is expected in every section of the template is provided in the Assessor folder under the name **SIRXMKT006_03_CBSA Social Media Strategy – Guide**.

Activity 3

Gavin asked you to communicate the social media strategy, the action plan, the calendar and the policies and procedures to a member of the board of directors, John Smith. To do so he invited you to attend a meeting between himself, John Smith and you. In your meeting with them you will need to:

- include a brief description summarising the purpose of the meeting
- present the social media strategy, the action plan, the calendar and the social media policies and procedures [from assessment 2]
- answer Gavin’s question about the timeframe of the execution of the strategy and confirm his understanding

- present your ideas and any requirements clearly, using language and non-verbal techniques appropriate to the audience and environment
- use questioning and listening techniques to check and confirm understanding

You are required to upload a video of yourself, and two [2] others engaged in a short meeting. The participants will need to confirm their understanding of the strategy.

The participants will be John Smith, a member of the board of directors and Gavin Stead, the managing director. The participants must be fully briefed as outlined in the role play instructions.

Role play instructions

The role play/meeting must include two [2] participants, must not exceed 10 minutes duration and must address all elements of the Observation Checklist below.

In this task, you will participate in a role/play meeting with two [2] others. This may be sourced using one of the following options:

1. peers whom you are already working with, in the industry your qualification relates to.
2. fellow students who will play the role of John Smith, the member of the board of directors and Gavin Stead, the managing director. Please contact your fellow students via the Discussion Forum and coordinate your role play with them directly.

If you are unable to find participants to play the role of John Smith, the member of the board of directors and Gavin Stead, the managing director, contact your assessor via the Discussion Forum who will discuss options for pairing up with other students to complete this task.

Option 1: Peer participants

Should you complete this task with your peers, you must fully brief all participants, providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

Peers will need to state their name and job title at the start of the recording to inform consent.

Option 2: Fellow student participants

Fellow students participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Students will need to state their name and that they are a student [as their job title] at the start of the recording to inform consent.

Participant's briefing instructions:

John Smith, a member of the board of directors:

- Listen to the presentation carefully
- Confirm your understanding

Gavin Stead, the managing director:

- Listen to the presentation carefully
- Ask the following question: How long will it take to execute the Social Media Strategy?
- Confirm your understanding

Recording instructions

Your role play must be recorded with all participants captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participants at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

ASSESSOR OBSERVATION CHECKLIST: Activity 3

Students are required to upload a video of themselves, and two [2] others engaged in a short meeting. The participants will need to confirm their understanding of the Social Media Strategy and the Social Media policy and procedures.

The meeting should be a maximum of 10 minutes.

Students must demonstrate each of the performance criteria outlined in the observation checklist below.

ACTIVITY	SATISFACTORY YES / NO	ASSESSOR COMMENTS
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Task checklist

Present the social media strategy, the action plan, the calendar and the social media policies and procedures [from assessment 2]			<p>The student has:</p> <ul style="list-style-type: none"> • presented the social media strategy, the action plan, the calendar and the social media policies and procedures [from assessment 2] • presented all the aspects of the social media strategy, the action plan, the calendar and the social media policies and procedures [from assessment 2]
Respond to Gavin's question and confirm his understanding			<p>The student has:</p> <ul style="list-style-type: none"> • responded to Gavin's question and confirmed his understanding

Skills checklist

Students must articulate clearly using specific and relevant language suitable to audience to convey requirements			<p>The student has:</p> <ul style="list-style-type: none"> used language and non-verbal techniques appropriate to address John and Gavin
Students must employ listening and questioning techniques to confirm understanding			<p>The student has:</p> <ul style="list-style-type: none"> used questioning and listening to receive confirmation regarding John's and Gavin's understanding

Assessment checklist:

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

Assessment 2 - Project		
1	Activity 1	<input type="checkbox"/>
2	Activity 2	<input type="checkbox"/>
3	Activity 3	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 3!

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