



SIRXMKT006

ASSESSOR GUIDE

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 in 2024 | 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 in 2024 | Sprout Social](#)

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

Social Media Trends	Explanation
<p>1. Video is king...but with a long-form twist</p>	<p>One of the prevailing trends in social media currently revolves around the continued dominance of video content, particularly short-form video. This trend is consistently featured on lists of social media trends due to its enduring popularity and effectiveness in engaging audiences. Short-form videos are widely regarded as one of the most captivating forms of in-feed content, with consumers expressing a preference for this format.</p> <p>However, an interesting development in this landscape is the resurgence of long-form video content. Platforms like TikTok, known primarily for short videos, have begun to embrace longer video formats. TikTok initially introduced one-minute videos, then extended the limit to 10 minutes, and most recently, they have been testing 30-minute uploads. Furthermore, TikTok is exploring horizontal video formats resembling those found on YouTube.</p> <p>This shift towards long-form video is supported by data showing that users spend a significant portion of their time on TikTok watching videos that are a minute or longer. This indicates a substantial audience interest in longer-form content on the platform.</p>
<p>2. Playful content is the new “brand personality”</p>	<p>A noteworthy trend in social media currently is the shift away from an “edgy” brand voice towards a more playful approach to content creation. Brands are increasingly exploring playful and light-hearted content strategies, moving beyond the previously dominant edgy tone.</p> <p>This trend is evident in the way brands are tapping into meme culture and internet humour to connect with their audience. Rather than maintaining a strict and serious brand voice, more brands are experimenting with their tone and visual content to align with the playful nature of internet culture.</p> <p>For instance, LinkedIn's Threads feature adopts a human voice, covering topics ranging from relatable and humorous to inspirational and heartwarming. Similarly, Auntie Anne's Pretzels have developed a strategic and branded social media meme strategy, creating content that incorporates internet culture, memes, and trends while remaining consistent with their brand identity in terms of colours, tone, and image.</p>
<p>3. The expansion of social commerce remains a trend to watch—and use</p>	<p>A significant trend in social media currently revolves around the rise of social commerce, with platforms like TikTok leading the way in this space. The emergence of the #TikTokMadeMeBuyIt trend highlights the influence of social media on consumer purchasing decisions, indicating a shift towards a more seamless integration of shopping experiences within social platforms.</p> <p>Social commerce is not merely a passing fad but a sustained trend that brands should consider incorporating into their strategies. TikTok, for instance, launched TikTok Shop in the US in late 2023, signalling a strategic move towards facilitating in-app shopping experiences. Moreover, the platform is actively testing features to streamline the shopping process further.</p> <p>According to Jeff MacDonald, Social Strategy Director at Mekanism, live streaming and interactive shopping experiences are expected to gain momentum, indicating that social commerce is poised for continued growth. Live shopping events, which blend entertainment with instant purchasing options, present an engaging opportunity for brands to connect with consumers directly.</p>

<p>4. SEO is important for social channels, too—not just your site</p>	<p>A significant trend in social media currently emphasizes the increasing role of social platforms as search engines, particularly for information discovery. Rather than relying solely on traditional search engines like Google, users are turning to platforms such as Instagram for researching topics, destinations, and products.</p> <p>The shift in user behaviour is evident, with statistics showing that nearly 40% of Gen Z individuals prefer TikTok over Google for searching for information. This highlights the importance of optimizing content for discoverability within social media ecosystems.</p> <p>For brands, this trend underscores the necessity of adopting an optimized approach to social content. Just as one would optimize website content for search engine optimization (SEO), it's crucial to optimize social media content for maximum discoverability. This involves strategically incorporating relevant keywords into captions, utilizing appropriate hashtags, and incorporating relevant keywords into alt text where applicable.</p>
<p>5. Behind-the-scenes content and reimagined transparency</p>	<p>A significant trend in social media currently revolves around the increasing demand for authentic and transparent content from brands. While in the past, brands were often recognised for speaking out on social issues. Recent data suggests a shift in consumer expectations towards transparency about business practices and values.</p> <p>According to research, only a quarter of consumers polled in the Index considered brands speaking out about causes aligned with their values to be memorable. Instead, consumers expressed a desire for more transparency from brands regarding their business practices and values. This indicates that transparency has become an expected standard rather than a distinguishing factor for brands on social media.</p> <p>Paula Perez, Social Engagement & Community Growth Specialist at Oatly, highlights that consumers are particularly interested in aspects such as labour practices, diversity, investor relations, supply chain transparency, company leadership, and environmental responsibility.</p> <p>For example, brands like Nisolo have adopted a proactive approach by regularly sharing sustainability "report cards" for their products, demonstrating transparency about their practices.</p>
<p>6. Authentic content resonates across platforms</p>	<p>A prominent trend in social media currently revolves around the increasing demand for authentic, non-promotional content from brands. According to The Sprout Social Index™, consumers express a desire for more authentic content and value brands that feature genuine voices, whether from creators or employees.</p> <p>Creator culture has witnessed a significant surge in popularity, with brands that showcase authentic voices standing out against those that do not. It's essential for brands to recognize that authenticity is not just a passing trend but rather the new norm in the era of social media.</p> <p>Sam Mackowitz, Social Media Manager at Flywire, emphasizes that artificial intelligence (AI) is only driving the desire for authenticity further. While AI offers efficiency, Mackowitz highlights the enduring importance of personal connections and authentic experiences on social media."</p>
<p>7. The evolution of social teams and titles</p>	<p>A significant trend in social media team structures is the alignment of teams to specific social platforms or networks. According to the Index,</p>

	<p>64% of social teams are organized in this manner. However, this approach poses challenges as social media continually evolves, requiring teams to adapt and acquire new skills to effectively manage emerging platforms and trends.</p> <p>As new platforms like Threads emerge, questions arise regarding the allocation of responsibilities within divided network-focused teams. With the rapid evolution of social media, new job roles and titles are constantly emerging and evolving, necessitating a flexible approach to team structures and skillsets.</p> <p>Gabby Grahek, Strategic Services Consultant at Sprout and a social media thought leader, advocates for the development of social specialties within social teams. Grahek emphasizes the importance of organizations investing in specialized roles and elevating the maturity levels of social teams.</p>
<p>8. The boom of the creator and influencer economy</p>	<p>A prominent trend in social media revolves around the increasing importance of creators and influencers in brand strategies. In today's landscape, where authenticity is paramount, creators and influencers play a vital role in providing a genuine, human voice and experience to brand content.</p> <p>Research indicates that influencer marketing has become essential to social strategies, with 8 in 10 social marketers describing it as such. The dominance of platforms like TikTok underscores the growing preference for authentic, unfiltered content. Users gravitate towards content that feels genuine and relatable, leading brands to increasingly leverage creators and influencers who can craft compelling stories and connect with audiences on a personal level.</p> <p>According to Jeff MacDonald, this trend is likely to persist, with creators and influencers continuing to shape the social media landscape. Brands that embrace creator and influencer partnerships can tap into this trend to connect with audiences more effectively.</p>
<p>9. Personalized customer care is a consumer preference</p>	<p>One of the prominent trends in social media revolves around the heightened expectations for social media customer service. Consumers not only demand fast responses but also personalised interactions tailored to their specific needs. According to the Index, 70% of consumers expect personalised responses when reaching out for customer service on social media.</p> <p>Furthermore, research indicates that 76% of consumers appreciate when companies prioritise customer support, highlighting the importance of effective social media customer care in maintaining consumer satisfaction and loyalty. Brands that fail to meet these expectations risk falling behind in today's competitive landscape.</p>
<p>10. Marketing and customer care teams use AI regularly...and monitor it closely</p>	<p>A notable trend in social media revolves around the increasing utilization of artificial intelligence (AI) to streamline workflows, a trend expected to continue into the foreseeable future. The positive impact of AI on marketing work is already evident, with over 80% of marketers reporting its benefits, according to The 2023 Social Index™.</p> <p>AI is not only aiding in scaling content creation and customer care responses but is also expected to play a more significant role as a marketing and customer care tool. In 2024, we anticipate a deeper integration of AI in personalizing user experiences. AI's ability to analyze user data enables highly tailored content recommendations, enhances customer service through responsive chatbots, and drives more effective targeted advertising.</p>

	<p>However, alongside the sustained use of AI, there's a growing trend of increased discussions surrounding AI ethics and its safe implementation. As Gabby Grahek suggests, companies that have been hesitant to adopt AI tools are likely to develop adherence and governance policies to leverage AI's efficiencies cautiously.</p> <p>This year, we can expect a shift in how AI is approached, with a focus on implementing strict adherence and governance policies to ensure the responsible and ethical use of AI tools. Despite the advancements in AI technology, companies are becoming more mindful of the importance of maintaining ethical standards and ensuring AI is used in ways that benefit both businesses and consumers.</p>
<p>11. Social data is key—beyond the marketing team</p>	<p>A prevailing trend in social media involves the recognition that social media data is not confined to the realms of marketing or social teams; instead, it has the potential to inform and benefit every area and team within an organization. Contrary to the myth that social data is only relevant to marketing, insights gleaned from social media can significantly impact various aspects of business operations, including product development, customer support, and public relations.</p> <p>Research indicates that 76% of marketers acknowledge that their team's social insights inform other departments within the organisation. This trend is expected to persist, with companies that fail to leverage social data to inform their broader business activities likely to fall behind competitors.</p> <p>Moreover, delving deep into social media data is one of the most effective ways to identify trends in owned content. As social teams become more sophisticated in their understanding and utilisation of data, they will increasingly extend its use beyond their department to influence decision-making across the organisation.</p> <p>However, effective communication of social data with other departments is crucial for maximising its impact. Social teams must convey insights in a manner that is accessible and actionable for other teams, fostering collaboration and ensuring that social data informs strategic decisions across the organisation.</p>

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.

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. • Post 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 to a customer like them, compared to a professional photo taken by the company • 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. 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

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
<ol style="list-style-type: none"> 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. 	<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
<ol style="list-style-type: none"> 2. ShortStack ShortStack is a landing page builder that focuses primarily on building online contests. 	
<ol style="list-style-type: none"> 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.	
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.	
5. Rival IQ 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 suite. 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
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.	Extremely dangerous because it has the potential to go viral and generate a great deal of negative publicity very quickly.	1. Detect the problem as soon as possible 2. React by offering clarity regarding the crisis or the issue 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
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.	If you don't anticipate and deal with it as soon as possible, it can quickly escalate into a bigger scandal.	
3. Industry crisis - This is common when a brand, product, or industry experiences a boycott. Or, when a major malfunction happens across an industry.	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.	
4. Fake news - each person on social media can spread false statements about your brand, products, employees, company culture, and more.	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.	

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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