



SIRXMKT006

ASSESSOR GUIDE

Develop a social media strategy

Assessment 2 of 5

Project

Assessment Instructions

Task overview

This assessment is divided into two (2) 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:

- Social Media Policy and Procedures Template
- CBSA Marketing Plan

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 develop a Social Media Policy and Procedure based on the company's planned social media activity. He has provided you with the Social Media Policy and Procedure Template.

Gavin also mentioned the importance of ensuring that the Social Media Policy and Procedure you develop will be customer-focused and align with the organisational marketing plan and strategy.

You have been provided with CBSA's Marketing Plan and the Social Media Policy and Procedure template to complete this assessment.

Activity 1

Develop a new Social Media Policy and Procedure for CBSA using the Social Media Policy and Procedures Template. You must ensure that:

- Every section in the case study is filled out.
- The scope of the policy and procedures has been established based on the planned social media activity.
- You established guidelines for social media engagement and content use.
- You developed issue and crisis management guidelines and provided three (3) examples of a social media issue or crisis and the appropriate response by filling out the table.
- You integrate legal and ethical considerations into social media policies and procedures.

Assessor Instructions

Students must develop a new Social Media Policy and Procedures for CBSA using the Social Media Policy and Procedure Template.

A sample answer, as well as instructions on how to assess students' responses, is provided in SIRXMKT006_AG_02_Social Media Policy and Procedures.

Students must ensure that:

- Every section in the case study is filled out.
- The scope of the policy and procedures has been established based on the planned social media activity.
- They established guidelines for social media engagement and content use.
- They developed issue and crisis management guidelines and provided three (3) examples of a social media issue or crisis and the appropriate response by filling out the table.
- They integrate legal and ethical considerations into social media policies and procedures.

Activity 2

In the table below, explain how the Social Media Policy and Procedure is customer-focused and aligns with CBSA's Marketing Plan. In your explanation, you will need to provide examples from your Social Media Policy and Procedure.

[Approx. word count: 150 – 200 words]

Assessor Instructions

Students must fill out the table following the instructions provided.

A sample answer is provided below.

| Explain how Social Media Policy and Procedure is customer-focused. | Explain how the Social Media Policy and Procedure aligns with CBSA's Marketing plan. |
|--|---|
| <p>Students are required to insert the aspects of their policy that show that the policy protects the client's interests, rights and privacy.</p> <p>For example:</p> <ul style="list-style-type: none">(a) Content that is false or misleading is not permitted under any circumstances.(b) Statements that may be considered bullying or harassment(c) Spam, meaning the distribution of unsolicited bulk electronic messages(d) Sensitivity to the privacy of others | <p>Students are required to insert the aspects of their policy that clearly align with aspects, objectives and/or processes included in the Marketing Plan.</p> <p>For example:</p> <ul style="list-style-type: none">(a) The policy ensures the delivery of first-class customer experience to ensure high levels of customer satisfaction through the use of Social Media(b) The policy remains up-to-date with the latest business compliance requirements. |

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"/> |

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