



SIRXMKT006

ASSESSOR GUIDE

Develop a social media strategy

Assessment 5 of 5

Project

Assessment Instructions

Task overview

This assessment is divided into four [4] 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 Report
- 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].

A month has passed since you implemented the Social Media Strategy, and Gavin sent you the following report:

- **SIRXMKT006_05_Social Media Report**

The report includes all the social media stats from last month as well as a chart that depicts the social media visits per platform.

You will need to read, interpret and analyse the report and review CBSA's social media performance.

The managing director, Gavin Stead, would like you to:

1. Analyse captured data to determine social media engagement, activity and reach.
2. Evaluate social media activity against strategy and evaluate the success of social media use.
3. Identify opportunities for future improvements in social media use and modify strategy and plans accordingly.

Activity 1

Read the **Social Media Report** that Gavin sent across. Analyse the data and fill out the Social Media Data Analysis table.

[Approx. word count: 50 – 60 words]

Assessor Instructions

Candidates must fill out the Social Media Data Analysis table. They must be able to identify which data from the **SIRXMKT006_05_Social Media Report** should go in each column.

Social Media Visits need to be inserted in the engagement column. The candidates must insert the total monthly visits.

Candidates' responses should reflect the answers in the table below.

Social Media Data Analysis			
Social Media Platform	Engagement	Activity	Reach
Twitter	23 New Followers	42 Retweets	56 Mentions
	201 Visits	83 Favourites	
Facebook	14 New Fans	265 Interactions	2,367 Post Reach
	110 Visits	402 Page Impressions	321 Talking About
LinkedIn	3 New Followers	1,109 Impressions	4.9 Avg. Reach
	71 Visits	559 Clicks	

		27 Likes	
YouTube	62 New Subscribers 142 Visits	86 Likes 35 Comments	654 Views This Month

Activity 2

Gavin would like you to evaluate CBSA's social media activity and its success using the KPIs you established in your Social Media Strategy (Assessment 3).

To do so, you will need to fill out the Social Media Evaluation table below.

[Approx. word count: 25 - 30 words]

Assessor Instructions

Candidates must fill out the table using the KPIs they established in the Social Media strategy they developed in Assessment 3.

A guide of what is expected under each column is provided below.

Social Media Platform	Established KPIs <i>[From the Social Media Strategy]</i>	Were the KPIs met? [Y/N]
<i>Insert the Social Media Platform</i>	<i>Insert the established KPIs for each platform based on the Social Media Strategy.</i> <i>If the KPIs differ significantly from the results reported in the SIRXMKT006_05_Social Media Report, candidates can still include all the KPIs they established in their Social Media Strategy.</i>	<i>Provide a Yes or No answer</i> <i>If the KPIs differ significantly from the results reported in the SIRXMKT006_05_Social Media Report, candidates will only have to provide a Yes or No answer for the KPIs they can compare.</i>

Activity 3

Gavin asked you to identify opportunities for future improvements in social media use and fill out the Social media opportunities table below. You will need to provide one (1) opportunity for improvement for each platform using the link below:

[9 Social Media Ideas for Instant Improvement of Businesses \(infographicdesignteam.com\)](https://www.infographicdesignteam.com/9-social-media-ideas-for-instant-improvement-of-businesses/)

[Approx. word count: 150 – 170 words]

Assessor Instructions

Candidates must fill out the table below following the instructions provided in Activity 3.

- Students might choose a different opportunity for improvement from the website provided to them [9 Social Media Ideas for Instant Improvement of Businesses \(infographicdesignteam.com\)](https://www.infographicdesignteam.com/9-social-media-ideas-for-instant-improvement-of-businesses/).
- Their responses need to come from the website provided.

A sample answer is provided below.

Social Media Platform	Opportunities for improvement
Facebook	Update your company profile and contact information on your Facebook page. Link your Facebook page to your website/blog to allow visitors to connect with your page easily. If you haven't changed your Facebook cover photo since you started it, you are missing a big marketing opportunity. Freshen up your page with a new cover photo.
Twitter	Grow your Twitter followers on a daily basis. Identify your real followers, write content relevant to your audience and keep on updating your content. Track your mentions, keywords and hashtags.
LinkedIn	Make sure your LinkedIn profile is 100% complete. Update your profile by adding new employment, skills, testimonials, articles or presentations. Begin to participate in active conversations.
YouTube	Update your old content, as 'content' is always your friend. A good way to ensure that you have up-to-date content is by finding reliable sources of information in your industry. Listen to your target audience on what they care about so that you can create content they will find engaging and relevant.

Activity 4

Based on the opportunities you identified in Activity 3, you will need to access your Social Media Strategy document from Assessment 2 and modify it.

You will need to add the **Opportunities for Future Improvements** table below under '*Content development, customer engagement and customer service strategy*'.

In your table, you will need to give a brief description of how this revised section is to be used in the future and insert the opportunities for future improvements from the previous activity. Record the updates in red.

When you finish with your updates, you will need to save your document as:

- SIRXMKT006_04_CBSA Social Media Strategy – Updated

Assessor Instructions

Candidates must update the Social Media Strategy they developed in Assessment 2.

All their modifications and updates need to be inserted in red, and they need to align with the opportunities they identified in Activity 3.

A sample answer is provided in the Assessor's folder under the name:

SIRXMKT006_AG_05_CBSA Social Media Strategy – Updated_V1.0

Below is the added section.

Opportunities for future improvements	
<i>Candidates need to explain how this section will be used in the future and insert the opportunities they identified in Assessment 5, Activity 3 for each social media platform.</i>	
<i>Their answers regarding how this section will be used in the future may vary but it will need to explain:</i>	
<ul style="list-style-type: none">• <i>Who will use it</i>• <i>When it will be used/how often</i>• <i>How it will be used</i>	
<i>This section will be used by the Social Media staff to identify and insert opportunities for future improvements every time they review and update the Social Media Strategy.</i>	
Facebook posts	Update your company profile and contact information on your Facebook page. Link your Facebook page to your website/blog to allow visitors to connect with your page easily. If you haven't changed your Facebook cover photo since you started it, you are missing a big marketing opportunity. Freshen up your page with a new cover photo.
Twitter posts	Grow your Twitter followers on a daily basis. Identify your real followers, write content relevant to your audience and keep on updating your content. Track your mentions, keywords and hashtags.
LinkedIn posts	Make sure your LinkedIn profile is 100% complete. Update your profile by adding new employment, skills, testimonials, articles or presentations. Begin to participate in active conversations.
YouTube videos	Update your old content as 'content' is always your friend. A good way to ensure that you have up-to-date content is by finding reliable sources of information in your industry. Listen to your target audience on what they care about so that you can create content they will find engaging and relevant.

Assessment Checklist

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

Assessment 5 - Project		
1	Activity 1	<input type="checkbox"/>
2	Activity 2	<input type="checkbox"/>
3	Activity 3	<input type="checkbox"/>
4	Activity 4	<input type="checkbox"/>

Congratulations! You have reached the end of Assessment 5.

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