



SIRXMKT006

# Develop a social media strategy

## Assessment 4 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		
<b>Assessment Method:</b>	<b>Project</b>	Choose an item. Choose an item.
<i>Select all that apply.</i>		

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>
<b>Student instructions</b>
This is assessment 4 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.
<b>Supporting documents</b>
To answer some of the questions, you will need to access the following documents: <ul style="list-style-type: none"><li>SIRXMKT006_02_CBSA Social Media Policy and Procedures – Template</li><li>SIRXMKT006_03_CBSA Social Media Strategy – Template</li></ul>
<b>Files for submission</b>
Submit the assessment document with all tasks completed in the spaces provided.  Submit the following files: <ul style="list-style-type: none"><li>Assessment document</li></ul>

## 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:

- SIRXMKT006\_02\_CBSA Social Media Policy and Procedures – 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 monitor the social media use of CBSA as two weeks after you implemented the Social Media Strategy, a social media crisis occurred.

### Details of the crisis

CBSA was accused by one of the followers of using a photographer's picture without permission. The photographer then, posted from his personal Twitter account the following message tagging CBSA:

"It is unbelievable how in this day and age where intellectual property and copyright laws are so widely known, companies are still taking advantage of artists' work without the need to even acknowledge the source. I am not going to even discuss compensation."

The post was shared 126 times and had over 200 negative comments. CBSA marketing team only picked up the issue 3 days after it occurred.

## Activity 1

Fill out the table below:

- In column 1 describe the impact the incident would have on CBSA
- In column 2 insert the actions you will need to take to minimise the impact
- In column 3 provide two (2) strategies to ensure the occurrence of future issues or crises is minimised. Your strategies need to align with the Social Media Policy and Procedures you developed in Assessment 2.

[Approx. word count:150 – 200 words]

**Assessor instructions:** Candidates must Fill out the table below:

- The identified impact should relate to the crisis and align with the expected reaction CBSA's target audience would have had in such a crisis.
- The actions need to show that the crisis will be addressed and resolved.
- The strategies to ensure the occurrence of future issues or crises is minimised need to align with the Social Media Policy and Procedures they developed in Assessment 2.

An exemplary answer is provided below

The impact	Actions to minimise the impact	Strategies to ensure the occurrence of future issues or crises is minimised
<p>CBSA's reputation would have been affected negatively.</p> <p>A lot of the followers would have been disappointed with the fact that CBSA used the photograph without permission and potential would stop following the company.</p>	<ol style="list-style-type: none"><li>1. Take the post down instantly</li><li>2. Apologise publicly</li><li>3. Apologise promptly within 24 hours</li><li>4. Apologise in every social media platform used by CBSA</li><li>5. Offer compensation to the photographer</li></ol>	<ol style="list-style-type: none"><li>1. Designated social media staff will use the company's own intellectual property where possible and shall obtain prior consent where the CBSA is not the creator or copyright owner, to use or reproduce copyright material including</li></ol>

<p>Followers could have lost trust in CBSA's content, and this could have affected the educational videos the company created.</p>	<p>6. Ensure your followers that you have put measures in place to avoid such breaches from reoccurring in the future</p>	<p>applications, sound recordings (speeches, music), footage (cinematographic vision), graphics (graphs, charts, logos, clipart), images, artwork, photographs, publications, or musical notation.</p> <p>2. Designated social media staff will also typically seek permission before publishing or uploading the intellectual property of a third party or before linking to another site or social media application.</p>
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### Activity 2

In column 1, list five and describe [5] tools to be used by CBSA to ensure tracking of social media engagement, activity and reach in the table below using the link: [Social Media Tracking Tools Software - Review Leading Systems \(capterra.com\)](https://www.capterra.com/social-media-tracking-software/).

In columns, 2 – 8, put a tick for each characteristic that the chosen tool has.

**Assessor instructions:** Candidates must fill out the table using the link [Social Media Tracking Tools Software - Review Leading Systems \(capterra.com\)](https://www.capterra.com/social-media-tracking-software/).

Their responses must come from the table below.

Tool (Short description)	Competitive Analysis	Customer Engagement	Dashboard	Influencer Tracking	Reputation Management	Sentiment Analysis	Trend Analysis
<p><a href="#">Birdeye</a> This platform uses information gleaned from consumer reviews and comments collected from social media, review sites, and surveys to assist businesses in making more informed decisions.</p>	✓	✓	✓	✓	✓	✓	✓
<p><a href="#">Critical Mention</a> Critical Mention is a cloud-based media monitoring platform that offers solutions to find and share TV and radio content, associated metadata</p>	✓	X	✓	✓	✓	✓	✓

and historical archives.							
<b>Brand24</b> Brand24 is a social listening platform that gathers and analyses all publicly available mentions of your keywords on the Internet.	✓	✓	✓	✓	✓	✓	✓
<b>Facelift Cloud</b> Facelift Cloud is a cloud-based social media marketing solution that helps businesses automate processes for publishing content across digital channels to increase customer engagement.	✓	✓	✓	✓	✓	✓	✓
<b>Falcon.io</b> Within its Social Media Management solution, Brandwatch (formerly Falcon.io) offers features including social media listening, engagement, publishing, measurement, influencer marketing and customer data management.	✓	✓	✓	✓	✓	✓	✓
<b>AgoraPulse</b> Agorapulse is a cloud-based social media marketing software that offers profile management, social influencer management and social media analytics in a suite.	✓	✓	X	✓	X	✓	✓
<b>Click Analytic</b> Click Analytic was created for marketers to maximize their influencer marketing budget and associated returns.	X	X	✓	X	X	X	X
<b>Maybe*</b>	✓	✓	✓	✓	✓	✓	✓



Maybe* is a social media management platform that does all of the things you'd expect; scheduling, listening, post boosting, and audience building.							
<b>Audiense</b> Audiense is a social marketing platform with rich, actionable insight and marketing tools to engage audiences based on what they say, who they are, and how they think. This allows marketers to understand their audiences in unparalleled depth, identify strategic market opportunities and engage audiences intelligently.	X	X	✓	✓	X	✓	✓
<b>Cronycle</b> Cronycle is content curation, collaboration, distribution and sharing tool designed to assist businesses with research and content discovery, made with recommended sources such as related topics, RSS and experts on Twitter.	X	X	X	✓	X	X	✓

### Activity 3

Gavin has requested for you develop a plan to monitor the posting of social media content. You will need to ensure that your plan aligns with the Social Media Policy and Procedures [assessment 2] as well as CBSA's Social Media strategy [assessment 3]. To decide on the social media monitoring tools, you will need to use the link below:

[31 Best Social Media Scheduling Tools for September 2022 \[influencermarketinghub.com\]](https://influencermarketinghub.com/best-social-media-scheduling-tools/)

Use the table below to develop your plan.

**Assessor instructions:** Candidates must fill out the table using the information from Assessment 2 and Assessment 3. Their responses need to align with the Social Media Policy and Procedures and the Social Media Strategy they developed for CBSA.

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

Social Media Monitoring Plan			
Platform	Content to be posted per month	Tools to monitor the post	Person responsible to monitor the post
<i>Students need to insert the platforms they decided CBSA will use in their Social Media Strategy in Assessment 3.</i>	<i>The content needs to align with the action plan they developed as part of the Social Media Strategy document in Assessment 3.</i>	<i>They need to choose their preferred monitor tools from the link below:</i>  <a href="#"><u>31 Best Social Media Scheduling Tools for September 2022</u></a> <a href="#"><u>/influencermarketinghub.com/</u></a>	<i>The person responsible to monitor the post needs to align with the person they chose in their Social Media Policy and Procedures.</i>

#### Activity 4

Gavin sent you the following Twitter post:



@CBSA

We are glad to announce that our new online training seminars are now available on our YouTube channel. Follow the link below to access them:

[www.youtube.plasnad.com.au](http://www.youtube.plasnad.com.au)

Gavin advised you that the training seminars have not been official released yet and they should have not been announced publicly as the training team is still working on them.

You will need to review the post to determine whether it aligns with CBSA’s Social Media Strategy and Social Media Policy and Procedures and fill out the table below.

[Approx. word count: 100 – 150 words]

**Assessor instructions:** Candidates must:

- Identify both issues in the table provided below
- In the second column, they need to provide all the parts that have been breached from their Social Media Strategy and the Social Media Policy and Procedures. If there are no parts that directly address the identified issues in the student’s Social Media Strategy, Policy and Procedures, the students will need to add the parts that address each issue in a broader context. For example, if they have included a

section that discusses appropriate communication methods, that can add this section in relation to the spelling errors.

- In the third column, they need to provide one [1] suggestion for each identified issue. Their suggestion may vary but their answers need to:
  - o Specific to the identified issue.
  - o Show how it will stop reoccurrence in the future.

Identified Issue	Which part of the Social Media Strategy or Policy and Procedures is being breached?	How can you ensure it will not reoccur?
<p>Identify the three [3] issues in this post</p>	<p><i>Copy and paste parts of the Strategy or the Policy and Procedures, where applicable.</i></p>	<p><i>Provide one [1] strategy for each issue.</i></p>
<p>Spelling errors:</p> <ul style="list-style-type: none"> <li>- announce</li> <li>- available</li> </ul>	<p>Guidelines for social media engagement and content use</p> <ul style="list-style-type: none"> <li>- use appropriate language, and ensure there are no spelling or grammar errors</li> </ul>	<p>The content of each post should be reviewed, proofread and approved by the Marketing Manager and one peer before posting.</p>
<p>The link is not working: <a href="http://www.youtube.plasnad.com.au">www.youtube.plasnad.com.au</a></p>	<p>N/A</p>	<p>All links must be tested prior to posting by the Social Media Content Creator and one peer.</p>
<p>The seminars have not been officially released.</p>	<p>The following content is not permitted under any circumstances:</p> <ul style="list-style-type: none"> <li>- content that has not been released to the market.</li> </ul> <p><u>Privacy</u></p> <ul style="list-style-type: none"> <li>- Avoid sharing upcoming products,</li> </ul>	<p>The Social Media content creator needs to work with the other departments to ensure the posts align with the products and the services developed and are on offer.</p>

**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"/>
4	Activity 4	<input type="checkbox"/>



**Congratulations you have reached the end of Assessment 4!**

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