



SIRXMKT006

Develop a social media strategy

Assessment 5 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:	Project	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>
Student instructions
This is assessment 5 of 5 assessments for SIRXMKT006 - Develop a social media strategy. This assessment requires you to answer four [4] 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• SIRXMKT006_05_Social Media Report• 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_04_CBSA Social Media Strategy – Updated

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 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:

- SIRXMKT006_05_Social Media Report
- 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).

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 *SIRXMKT006_05_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 201 Visits	42 Retweets 83 Favourites	56 Mentions
Facebook	14 New Fans 110 Visits	265 Interactions 402 Page Impressions	2,367 Post Reach 321 Talking About
LinkedIn	3	1,109	4.9

	New Followers 71 Visits	Impressions 559 Clicks 27 Likes	Avg. Reach
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://infographicdesignteam.com)

[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 to for improvement from the website provided to them [9 Social Media Ideas for Instant Improvement of Businesses \[infographicdesignteam.com\]](https://www.infographicdesignteam.com).
- 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.

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_05_CBSA Social Media Strategy - Updated - Sample answers

Below is the added section.

Opportunities for future improvements

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.

Their answers regarding how this section will be used in the future may vary but it will need to explain:

- Who will use it
- When it will be used/how often
- How it will be used

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.

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 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 5!

© **UP Education Online Pty Ltd 2021**

Except as permitted by the copyright law applicable to you, you may not reproduce or communicate any of the content on this website, including files downloadable from this website, without the permission of the copyright owner.

© **RTO Advice Group Pty. Ltd. as trustee for RTO Trust (ABN 88 135 497 867) t/a Eduworks Resources 2021**

Reproduced and modified under license by UP Education Online Pty Ltd.