

Colab



SIRXMKT006

ASSESSOR GUIDE

Develop a social media strategy

Assessment 3 of 5

Project

Version 1.0

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:

- CBSA Marketing Plan
- CBSA Business Information Template
- 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 determine the social media requirements of CBSA and develop a Social Media Strategy.

The board of directors suggested that they would like CBSA to develop educational videos/webinars as a way of promoting CBSA, creating brand awareness and increasing social media engagement. CBSA has never done anything like it before, so they will need to purchase equipment, and relevant software and hire new staff, such as social media content creators to develop the videos and manage social media effectively.

The board of directors stated that they would like this suggestion to be incorporated into the social media strategy. Overall, they would like the social media strategy to achieve the following objectives:

- Increase sales by 5%
- Create brand awareness by showing an increase in post-engagement of 20%
- Ensure client satisfaction through positive reviews on every social media platform

They also mentioned that the strategy needs to align with the following customer service standards:

- Every client enquiry needs to be addressed within 48 hours
- Issues need to be resolved in a professional manner following the communication policy of the company

Gavin has sent you the following documents in order to complete these tasks:

- CBSA Marketing Plan
- CBSA Business Information Template
- CBSA Social Media Strategy Template

Activity 1

Gavin would like to determine the Social Media requirements of CBSA. You will need to access and fill out the CBSA Business Information Template. More specifically, you will need to:

- Access the CBSA Marketing plan and review the organisational strategic objectives. Then determine three (3) objectives and priorities for social media use for CBSA and explain how they align with the strategic objectives.
- Source and analyse information about CBSA's target market, its social media use, behaviours and preferred platforms and provide an explanation as to why they think it is a preferred platform.
- Identify and analyse three (3) emerging trends in social media platform use using the following link:

[13 Social Media Trends in 2024 You Can Follow to Take Your Social Media Strategy to New Heights \(influencermarketinghub.com\)](https://influencermarketinghub.com)

- Review and compare the five (5) social media platforms provided in the template and select those that meet organisational and target market needs.
- Explain the existing systems and procedures used by CBSA and identify two (2) opportunities for social media integration and explain how it will work using the information provided in the CBSA Marketing Plan.
- Identify three (3) opportunities to maximise business exposure through social media activity
- Determine one (1) opportunity for building brand awareness and one (1) opportunity for building an online community through social media use

Assessor Instructions

Students must fill out the CBSA Business Information Template using the information provided in the CBSA Business Plan and the CBSA Marketing Plan.

Students need to follow the instructions as described in Activity 1 and the approximate word count given for each section in the CBSA Business Information Template.

A sample answer, as well as instructions on how to assess students' responses, is provided in SIRXMKT006_AG_03_CBSA Business Information_V1.0.

Activity 2

Gavin would like you to develop a social media strategy for CBSA for execution over a three-month period that details:

- calendar of activities
- resourcing requirements
- content strategy
- engagement strategy
- activity and engagement tracking
- key performance indicators and evaluation criteria

You will need to access and fill out the CBSA Social Media Strategy Template. To do so, you will need to use the information provided in the case study, the CBSA Marketing plan and the CBSA Business Information Template you filled out in the previous task.

Assessor Instructions

Students must fill out the CBSA Business Information Template using the information provided in the CBSA Marketing plan and the CBSA Business Information Template they filled out in the previous task.

Students need to follow the instructions as described in Activity 2 and fill out every section in the CBSA Social Media Strategy Template.

A sample answer, as well as instructions on how to assess students' responses, is provided in SIRXMKT006_AG_03_CBSA Social Media Strategy_V1.0.

Activity 3

Gavin asked you to communicate the social media strategy, the action plan, the calendar and the policies and procedures to a member of the board of directors, John Smith. To do so, he invited you to attend a meeting between himself, John Smith and you. In your meeting with them, you will need to:

- include a brief description summarising the purpose of the meeting
- present the social media strategy, the action plan, the calendar and the social media policies and procedures (from Assessment 2)
- **answer Gavin's question about the timeframe of the execution of the strategy and confirm his understanding**
- present your ideas and any requirements clearly, using language and non-verbal techniques appropriate to the audience and environment
- use questioning and listening techniques to check and confirm understanding

You are required to upload a video of yourself and two (2) others engaged in a short meeting. The participants will need to confirm their understanding of the strategy.

The participants will be John Smith, a member of the board of directors and Gavin Stead, the managing director. The participants must be fully briefed as outlined in the role-play instructions.

Role play instructions

The role play/meeting must include two (2) participants, must not exceed 10 minutes in duration and must address all elements of the Observation Checklist below.

In this task, you will participate in a role/play meeting with two (2) others. This may be sourced using one of the following options:

1. peers whom you are already working within the industry your qualification relates to.
2. fellow students who will play the role of John Smith, a member of the board of directors and Gavin Stead, the managing director. Please contact your fellow students via the Discussion Forum and coordinate your role-play with them directly.

If you are unable to find participants to play the role of John Smith, a member of the board of directors and Gavin Stead, the managing director, contact your assessor via the Discussion Forum, who will discuss options for pairing up with other students to complete this task.

Option 1: Peer participants

Should you complete this task with your peers, you must fully brief all participants, providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

Peers will need to state their name and job title at the start of the recording to inform consent.

Option 2: Fellow student participants

Fellow students participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Students will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Participant's briefing instructions:

John Smith, a member of the board of directors:

- Listen to the presentation carefully
- Confirm your understanding

Gavin Stead, the managing director:

- Listen to the presentation carefully
- Ask the following question: How long will it take to execute the Social Media Strategy?
- Confirm your understanding

Recording Instructions

Your role play must be recorded with all participants captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participants at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Colab. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

Assessor Instructions

Students are required to upload a video of themselves and two (2) others engaged in a short meeting. The participants will need to confirm their understanding of the Social Media Strategy and the Social Media policy and procedures.

The meeting should be a maximum of 10 minutes.

Use the following Observation Checklist to record your observations while you watch the video. Where all criteria are demonstrated, write a general comment in the Student Assessment Feedback Form. Where one or more criteria are not demonstrated to a satisfactory standard, make a specific comment for each criterion requiring re-submission, including constructive feedback in the Student Assessment Feedback Form.

Observation Checklist	
Did the student...	Satisfactory/Not Yet Satisfactory
Present the social media strategy, the action plan, the calendar and the social media policies and procedures (from assessment 2)	<input type="checkbox"/> Satisfactory <input type="checkbox"/> Not Yet Satisfactory

<p>The student has:</p> <ul style="list-style-type: none"> presented the social media strategy, the action plan, the calendar and the social media policies and procedures (from assessment 2). presented all the aspects of the social media strategy, the action plan, the calendar and the social media policies and procedures (from assessment 2). 	
<p>Respond to Gavin's question and confirm his understanding</p> <p>The student has:</p> <ul style="list-style-type: none"> responded to Gavin's question and confirmed his understanding. 	<input type="checkbox"/> Satisfactory <input type="checkbox"/> Not Yet Satisfactory
<p>Students must articulate clearly using specific and relevant language suitable to the audience to convey requirements</p> <p>The student has:</p> <ul style="list-style-type: none"> used language and non-verbal techniques appropriate to address John and Gavin 	<input type="checkbox"/> Satisfactory <input type="checkbox"/> Not Yet Satisfactory
<p>Students must use questioning and listening to check and confirm understanding.</p> <p>The student has:</p> <ul style="list-style-type: none"> used questioning and listening to receive confirmation regarding John's and Gavin's understanding. 	<input type="checkbox"/> Satisfactory <input type="checkbox"/> Not Yet Satisfactory
Assessor Name:	
Date:	

Assessment Checklist

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

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

Congratulations! You have reached the end of Assessment 3.

© UP Education Online Pty Ltd 2024

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.

House of Learning (Provider Number 21583) ABN 21 144 869 634 trading as Colab.