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Develop a social media strategy

Assessment 4 of 5

Project

Version 1.0

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 Social Media Policy and Procedures Template
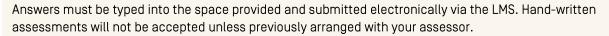- CBSA Social Media Strategy Template

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.

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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
CBSA's reputation would have been affected negatively. 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. Followers could have lost trust in CBSA's content, and this could	1. Take the post down instantly. 2. Apologise publicly. 3. Apologise promptly within 24 hours. 4. Apologise on every social media platform used by CBSA. 5. Offer compensation to the photographer. 6. Ensure your followers that you have put measures in place to avoid such breaches from reoccurring in the future.	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 applications, sound recordings (speeches, music), footage (cinematographic vision), graphics (graphs, charts, logos,

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have affected the educational videos the company created.		clipart), images, artwork, photographs, publications, or musical notation. 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.

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Activity 2

In column 1, list and describe five tools that CBSA can use for tracking social media engagement, activity, and reach. Use the following link: Social Media Tracking Tools Software – Review Leading Systems (capterra.com).

In columns 2 – 10, mark a tick for each characteristic present in the chosen tool and a cross for characteristics that are absent in the chosen tool.

Assessor Instructions

Students must fill out the table by listing and describe five tools that CBSA can use for tracking social media engagement, activity, and reach. They must use the link: Social Media Tracking Tools Software – Review Leading Systems (capterra.com).

Their responses must come from the table below.

Tool	Characteristics									
Provide a Short description	Campaign Analytics	Competitive Analysis	Content Management	Dashboard	Engagement Tracking	Multi-Channel Data Collection	Performance Metrics	Reporting & Statistics	Social Media Integration	Trend Analysis
BrandWatch 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.	√	√	√	√	√	√	√	√	√	√
Sprinklr Sprinklr is a comprehensive AI-powered customer experience management platform. It offers a suite of tools designed to enhance your brand's digital presence and customer engagement.	√	X	√	X	√	X	√	√	√	√
Brand24 Brand24 is a social listening platform that gathers and analyses all publicly available mentions of	√	√	X	√	√	√	X	√	√	√

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your keywords on the Internet.										
Audiense Audiense is a comprehensive social media marketing platform designed to help businesses understand and connect with their audience on a deeper level. With advanced analytics and audience segmentation tools, Audiense enables users to uncover valuable insights, optimize targeting strategies, and engage with their target audience effectively across various social media channels.	X	X	X	√	√	X	√	√	√	√
Iconosquare Iconosquare is a social media management and analytics platform designed to empower businesses with actionable insights and tools to optimize their social media presence. Iconosquare helps	√	√	√	√	√	√	√	√	√	√

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businesses monitor performance, track metrics, and engage with their audience effectively across various social media platforms.										
YouScan YouScan is an i social media monitoring and analytics platform designed to help businesses gain valuable insights into their brand reputation, customer sentiment, and market trends. With powerful AI-driven technology, YouScan allows users to track mentions, analyze sentiment, and uncover actionable insights from online conversations across various social media channels and other online sources.	√	√	√	√	√	√	√	√	√	√
Equip Equip is a social media management platform designed to streamline and enhance your social media marketing efforts. Equip	√	X	√	√	√	X	√	√	√	X

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empowers businesses to manage their social media presence effectively, analyze performance metrics, and engage with their audience seamlessly across multiple platforms.									

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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:

32 Best Social Media Posting and Scheduling Tools (influencermarketinghub.com). 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 to 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 posts
Students need to insert the platforms they decided CBSA will use in their Social Media Strategy in Assessment 3.	*The content needs to align with the action plan they developed as part of the Social Media Strategy document in Assessment 3.*	*They need to choose their preferred monitor tools from the link below:* 32 Best Social Media Posting and Scheduling Tools (influencermarketinghub.com)	*The person responsible for monitoring the posts needs to align with the person they chose in their Social Media Policy and Procedures.*

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Activity 4

Gavin sent you the following Twitter post:

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twitter 🐦   **@CBSA**

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

www.youtube.cbsatrain.com.au

Gavin advised you that the training seminars have not been officially released yet, and they should not have 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, candidates should document all sections of their Social Media Strategy and Social Media Policy and Procedures that have been breached. If there are no specific sections addressing the identified issues, students should include relevant sections that address the issues in a broader context. For instance, if there's a section discussing appropriate communication methods, it can be included regarding spelling errors.
- In the third column, candidates need to provide one (1) suggestion for each identified issue. Their suggestion may vary, but their answers need to:
  - Be specific to the identified issue.
  - Show how it will stop reoccurrence in the future.

Identified Issue	Which section of the Social Media Strategy or Policy and Procedures is being breached?	How can you ensure it will not reoccur?
Identify the three (3) issues in this post	*Copy and paste parts of the Strategy or the Policy and Procedures, where applicable.*	*Provide one (1) strategy for each issue.*
Spelling errors: - anounce - avaliable	Guidelines for social media engagement and content use • use appropriate language, and ensure there are no spelling or grammar errors	The content of each post should be reviewed, proofread, and approved by the Marketing Manager and one peer before posting.
The link is not working: www.youtube.cbsatrain.com.au	N/A	All links must be tested prior to posting by the Social Media Content Creator and one peer.
The seminars have not been officially released.	The following content is not permitted under any circumstances:	The Social Media content creator needs to work with the other departments to ensure the posts

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	• content that has not been released to the market. *Privacy* • Avoid sharing upcoming products,	align with the products and the services developed and on offer.

Assessment Checklist

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

Assessment 2 – Project		
1	Activity 1	☐
2	Activity 2	☐
3	Activity 3	☐
4	Activity 4	☐

Congratulations! You have reached the end of Assessment 4.