

## Unit 408

## Develop a social media strategy for customer service

<b>UAN:</b>	<b>D/506/2962</b>
<b>Level:</b>	4
<b>Credit value:</b>	5
<b>GLH:</b>	16
<b>Relationship to NOS:</b>	Customers Service (2013) National Occupational Standards: <ul style="list-style-type: none"><li>• CFACSA20 Champion the use of social media to build customer trust and enhance brand value</li></ul>
<b>Assessment requirements specified by a sector or regulatory body:</b>	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
<b>Aim:</b>	This unit aims to provide the knowledge and skills required to develop a social media strategy for customer service. Upon completion of this unit, learners will be able to develop a customer service social media strategy. Learners will also be able to promote the customer service benefits of social media networking.

<b>Learning outcome</b>
The learner will: <ol style="list-style-type: none"><li>1. understand the development of a customer service social media strategy</li></ol>
<b>Assessment criteria</b>
The learner can: <ol style="list-style-type: none"><li>1.1 explain the role of social media within the organisation's customer service strategy</li><li>1.2 analyse the <b>components and scope</b> of a social media strategy and its links with other aspects of the organisation</li><li>1.3 explain the importance of marketing and brand values for the organisation's strategy</li><li>1.4 explain the <b>functionality and features</b> of external social media tools</li><li>1.5 analyse <b>media management tools</b> in relation to social networking</li><li>1.6 evaluate the way in which the organisation's use of social media contributes to business performance.</li></ol>

### Assessment guidance

#### Components and scope include:

eg

- objectives of strategy
- justification for the use of social media
- how it will be used
- risks involved

#### Functionality and features:

The external social media tools allow eg analysis, monitoring. (Note- at least **three** must be explained).

#### Media management tools:

Are many and varied and are the tools to help you use social media more effectively. They include tools that help personalise business replies, improve monitoring and assist analysis. (Note – at least **three** must be analysed)

#### Evidence may be supplied by:

- questioning
- professional discussion
- reflective account
- organisational policies and procedures\*
- legislative and regulatory requirements\*
- organisational documentation\*
- social media strategy

### Learning outcome

The learner will:

2. be able to develop a customer service social media strategy

### Assessment criteria

The learner can:

- 2.1 evaluate the **factors** affecting the development of a customer service social media strategy
- 2.2 assess the suitability of different methods of engaging customers using social media
- 2.3 analyse competitor presence and activity in social media
- 2.4 formulate a vision for a social media strategy that takes account of the organisation's **operating environment and practical constraints**
- 2.5 develop a strategy that is consistent with the organisation's overall business strategy and objectives and addresses identified **risks**
- 2.6 evaluate the extent to which existing organisational structures and processes are capable of delivering the strategy.

## **Assessment guidance**

### **Factors:**

eg

- internal and external
- cost
- organisation's market
- technical knowledge

### **Operating environment and practical constraints:**

eg:

- organisation's market
- prospective audience
- organization's size
- technical ability of staff
- financial factors
- possible risk

### **Risks:**

eg

- corporate identity theft
- can affect adversely the reputation of the brand
- can be data protection issues
- loss of confidential organisation data
- can be legal and regulatory compliance issues
- poor monitoring

### **Evidence may be supplied by:**

- observation
- witness testimony
- questioning
- professional discussion
- reflective account
- report on developing customer service through social media
- organisational policies and procedures\*
- legislative and regulatory requirements\*
- customer records\*
- organisational documentation\*
- social media strategy

### Learning outcome

The learner will:

3. be able to promote the benefits of social media networking to customer service

### Assessment criteria

The learner can:

- 3.1 evaluate the benefits and drawbacks of using social media for dissemination purposes
- 3.2 analyse the benefits and consequences of social media engagement with customers
- 3.3 promote on-going dialogue with customers through social networking
- 3.4 act as a **social media 'champion'** within the organisation
- 3.5 analyse the **risks** attached to the use of social media.

### Assessment guidance

#### **Social media 'champion':**

is an individual who is likely to be passionate about the use of social media and will promote it actively in the organisation.

#### **Risks:**

eg

- corporate identity theft
- can affect adversely the reputation of the brand
- can be data protection issues
- loss of confidential organisation data
- can be legal and regulatory compliance issues
- poor monitoring

#### **Evidence may be supplied by:**

- observation
- witness testimony
- questioning
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- reflective account
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- legislative and regulatory requirements\*
- customer records\*
- organisational documentation\*
- social media strategy.

Note: here the candidate may prefer to produce a report that outlines how they worked their way through the unit. This report will require to be backed by additional evidence that provides confirmation that they competently developed a social media strategy for customer service in an organisation.

\*Internal/organisational documentation need not be held in the candidate's portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.