Unit 221   Use social media to deliver customer service

UAN:	J/506/2163
Level:	2
Credit value:	3
GLH:	18
Relationship to NOS:	This unit is linked to the Customers Service (2013) National Occupational Standards: • CFACSA19 Deal with customers using a social media platform
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to develop the knowledge and skills required when using social media to deliver customer service. Upon completion of this unit, learners will be able to deal with customers using social media.

Learning outcome
The learner will:
1. understand social media in a business environment
Assessment criteria
The learner can:
1.1 explain how different **social media platforms** can be used for customer service
1.2 describe different **audience groups** for a range of social media platforms
1.3 explain the importance of monitoring **customer posts** in social media networks
1.4 explain **organisational policy and guidelines for the use of social media** for customer service purposes
1.5 explain the **etiquette of communication** within different social media platforms
1.6 explain the importance of **security settings** and how they are used on different social media platforms
1.7 identify the information that can be shared when colleagues are involved in exchanges using social media.

Assessment guidance

Social media platforms:
There are many social media platforms which are used by organisations to promote their products and services and communicate with customers. These are regularly being added to or changing in amount of usage. You will be required to explain how **three** of them can be used for customer service.

Audience groups:
Are the target markets that you want your message to get to. Different audience groups will use different social media platforms. Audiences will be grouped by
eg
- age
- gender
- interests

Customer posts:
Are what the customer has written and placed on a social media platform.

Organisational policy and guidelines for the use of social media:
- roles and responsibilities showing limits of authority
- service offer
- handling of customers
- IT policy
- Use of social media

Etiquette of communication is how you behave when you **communicate on social media.**
You need to for example to:
- think before you post anything or respond
- use common sense
- be polite
- remember your posting is likely to be seen by many
- consider the language you use and your tone
- remember it is not your profile but your organisation's

Security settings:
eg two-step verification helps to protect your account by making it more difficult for a hacker.

Evidence may be supplied by:
- professional discussion
- questioning
- report

Learning outcome
The learner will:
2. be able to deal with customers using social media

Assessment criteria
The learner can:
2.1 monitor social media to identify customer questions, requests and comments
2.2 make responses that are appropriate to **posts** made by customers on **social media networks**
2.3 take action to ensure that customers are satisfied before **closing dialogue**
2.4 adhere to **organisational policies and procedures, legal and ethical requirements** when dealing with customers using social media.

Assessment guidance

Customer posts:
Are what the customer has written and placed in a social media platform.
 	
Social media networks:
Those networks relevant to your organisation using at least one.
 	
Closing dialogue:
Is when you finish the communication. Before that you will check the customer is satisfied, you will confirm understanding and only then close the conversation.
 	
Organisational policies and procedures which relate to:
    • roles and responsibilities showing limits of authority
    • service offer
    • handling of customer issues
    • customer service policy and procedures
    • IT policy
    • social media policy
 	
Legal requirements:
eg
    • Data Protection Act
    • Equality Act
    • Health and Safety at Work Act
    • Legislation referring to libel
 	
Ethical requirements:
    • organisational principles
    • values
    • fairness

Evidence may be supplied by:
- observation
- witness testimony
- customer records*
- professional discussion
- questioning
- reflective account
- customer feedback
- service offer*
- feedback
- documentation*
- organisational policies and procedures*

Note: this unit is about using social media to deliver customer service.

Here the candidate will require to be observed over time actively using **at least one** form of social media to deliver customer service. Witness testimonies can be added if necessary.

* While the candidate can provide a copy of the organisational policies and of the organisational ethical policy/requirements (or refer to them), this on its own is not sufficient. The candidate will require to demonstrate their application and be able to discuss them, showing understanding of how they are applied. This also applies to legal requirements.

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.