Unit 408 Develop a social media strategy for customer service

UAN:	**D/506/2962**
Level:	4
Credit value:	5
GLH:	16
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSA20 Champion the use of social media to build customer trust and enhance brand value
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 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.

Learning outcome
The learner will: 1. understand the development of a customer service social media strategy
Assessment criteria
The learner can: 1.1 explain the role of social media within the organisation's customer service strategy 1.2 analyse the **components and scope** of a social media strategy and its links with other aspects of the organisation 1.3 explain the importance of marketing and brand values for the organisation's strategy 1.4 explain the **functionality and features** of external social media tools 1.5 analyse **media management tools** in relation to social networking 1.6 evaluate the way in which the organisation's use of social media contributes to business performance.

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 • 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. 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.