
Overview

This standard is about monitoring and moderating a social network as part of multi-channel retail.

Comments posted by customers on social networking sites can impact on the organisation almost instantly and so need to be monitored carefully and dealt with promptly.

Performance

criteria

- You must be able to:
- P1 take into account the access points and devices that customers will use to gain access to the social network
 - P2 use the social network to promote all of the channels in which the organisation operates
 - P3 ensure the social network operates in a way that is consistent with the **brand values** of your organisation
 - P4 promote the benefits of the social network to **colleagues**
 - P5 encourage **colleagues** to suggest ideas for discussion topics
 - P6 choose online discussion topics that are likely to help your organisation achieve its objectives and targets
 - P7 initiate and contribute to online discussions at times when doing so will best support the objectives and targets of your organisation
 - P8 monitor the social network sufficiently closely to allow effective moderation
 - P9 moderate discussions in accordance with the agreed rules
 - P10 ensure that all the content which you contribute to the network is in line with your organisation's social networking policy, is factually accurate, up-to-date, legally compliant and, where necessary, authorised by **colleagues**
 - P11 alert **colleagues** to customers' comments where these are relevant to those **colleagues'** responsibilities
 - P12 keep up-to-date with trends and technological developments relating to social networking

Knowledge and understanding

You need to know and understand:

- K1 legal and your organisation's requirements relating to maintaining a social network as part of multi-channel retailing, and their impact for your work
- K2 your organisation's social networking policy
- K3 the **access points and devices** currently available to customers when accessing the social network and the implications of each of these for a social network
- K4 which parts of your organisation could benefit from or contribute to the success of the social network
- K5 the **brand values** of your organisation
- K6 the currently accepted conventions of social networking and how these are evolving
- K7 how using social networking is expected to help your organisation to achieve its objectives and targets
- K8 the rules under which the network(s) operates
- K9 your role as moderator in ensuring discussions stay within the rules
- K10 how to recognise when to intervene in discussions
- K11 where to find accurate, up-to-date information about the products and services offered by your organisation
- K12 which **colleagues** can authorise content for the social network
- K13 sources of up-to-date information about trends and technological developments relating to social networking

Additional Information

Glossary

Access points and devices – These may include for example:

- 1 computer monitors
- 2 mobile phones
- 3 tablets
- 4 kiosks
- 5 television screens

Brand values – The core values and qualities that define your organisation's business from the customer's viewpoint

Colleagues – Those who work in any of the following:

- 1 your team
- 2 the same channel of your organisation's business
- 3 other channels of your organisation's business

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Maintain a social network as part of multi-channel retail



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