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**Overview**

This standard is about engaging with audiences online. It is about your ability to start, maintain and use online communities such as social networks, online worlds and environments, discussion forums, newsgroups and mailing lists. It concerns the skills needed to build and retain a critical mass of users to ensure the community remains active.

This is not a technical function, although some technical knowledge is needed. Good social and listening skills, judgement, diplomacy, energy and persistence are required.

**Performance  
criteria**

- You must be able to:*
- P1 identify the business objectives or other reasons for setting up an online community or social media presence
  - P2 identify who and where your target audiences are
  - P3 devise a strategy for engaging with your target audiences
  - P4 devise editorial, technical and security policies and posting guidelines for your community
  - P5 determine the most appropriate tools, systems or social networks for your needs
  - P6 set up your online community or social media presence using your selected tools, systems or social networks
  - P7 promote your community or social media presence in order to attract new users
  - P8 be proactive in posting new messages in order to stimulate user engagement
  - P9 be proactive in responding to questions or other posts in order to keep a discussion going
  - P10 monitor adherence to editorial policies and guidelines and take relevant action where they are contravened
  - P11 manage posts in accordance with your organisation's policies, ensuring you can support your decisions with a clear rationale
  - P12 mediate between participants where necessary to defuse or head off confrontation
  - P13 escalate to appropriate authorities when a legal or regulatory breach occurs

**Knowledge and understanding**

*You need to know and understand:*

- K1 how to identify and define your reasons for maintaining an online community or social media presence
- K2 techniques for classifying, characterising and segmenting audiences
- K3 where to find information relating to emerging, popular or declining social networks and online communities, or other trends
- K4 how to identify social networks, online communities, environments, software or other tools that may be relevant to you
- K5 where to find user guides, frequently asked questions, or other sources of help relating to the social networks, environments or other tools you are using
- K6 how to use, configure and maintain your community software or online social media presence, from a technical point of view
- K7 techniques for attracting users to your community and building a critical mass of active participants
- K8 how to encourage a sense of belonging and commitment to the community amongst users
- K9 how to promote the emergence of volunteer leaders who will help to maintain and police the community
- K10 how to deal effectively with inappropriate or anti-social behaviour that could damage the community, such as bullying or personal attacks
- K11 common problems that can impact on the sustainability of online communities, particularly relating to size, composition, focus or remit and editorial policy
- K12 the legal and ethical responsibilities of a publisher, particularly relating to libel, defamation, taste and decency, incitement to hatred or discrimination, etc.
- K13 ethical issues such as privacy and freedom of speech

## **SKSIM29** SQA Unit Code H8YJ 04

### Manage online engagement

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<b>Developed by</b>	Creative Skillset
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<b>Status</b>	Original
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<b>Originating organisation</b>	Creative Skillset
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<b>Original URN</b>	SKSIM31
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<b>Relevant occupations</b>	Media and communication; Media Associate Professionals; Arts, Media and Publishing; Associate Professionals and Technical Occupations; Design associate professionals; Crafts, creative arts and design I
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<b>Suite</b>	Interactive Media and Computer Games
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<b>Key words</b>	Online; engagement; audiences; communities; social networks; online worlds; environments; discussion forums; newsgroups mailing lists; users; technical; social ;listening; skills; judgement; diplomacy
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