

## Use social media in hospitality

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### Overview

The reputation of your brand or organisation can be directly affected by social media interactions and in particular the way you deal with negative reactions and problems which find their way into a public arena. This standard is about being prepared to deal effectively with customer contact through social media platforms and using social media to satisfy customers by meeting their expectations.

When you have completed this standard you will have demonstrated your understanding of and your ability to:

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### Performance criteria

You must be able to:

#### **Use social media effectively**

1. Scan social media exchanges to identify relevant customer

#### **Communications**

2. Respond to direct queries or requests through social media communications following organisational guidelines and within response times
3. Explain your services or products and your organisation's service offer clearly and concisely to your customer
4. Adapt your response using social media to your customer's precise needs

#### **Establish a rapport with customers using social media**

5. Present a professional and respectful image when dealing with your Customer
6. Interpret your customer's needs from the tone and approach of their postings
7. Respond to your customer in a way that shows you understand their needs
8. Follow the conventions of the chosen social media platform when responding to customers

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## Knowledge and understanding

You need to know and understand:

1. Your organisation's guidelines for dealing with customers through social media
2. Different social media sites used by your organisation and customers
3. Ways to communicate customer service information to social media sites
4. How to search social media sources for postings by customers
5. How social media and on-line ratings can affect business reputation / impact of positive and negative comments / ratings on social media sites
6. How to anticipate your customer's requests and needs
7. The importance of interpreting your customer's needs and perceptions from postings on social media networks
8. How to respond to negative comments from customers the conventions of social media sites your customers choose to use
9. The importance of sending clear and concise messages when using social media
10. How to control access to exchanges with customers using social media security settings
11. How to use social media responsibly, maintaining the reputation of your organisation at all times

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