TECHDUOC2

J7VY 04 - Plan and manage social media collaboration activities

Overview

This standard is about planning and managing the use of social media collaboration activities to support the delivery of organisational objectives.

It involves planning the use of digital technologies for collaboration, then setting up and adjusting them to meet needs. It includes organising collaborative and social networking content; engaging in online networks, forums and communities in line with organisational guidelines. It also includes working as part of a virtual team to produce and archive agreed outcomes.

This standard is for those who need to plan the use of social media collaboration to meet their own needs or as part of their duties.

Performance criteria

You must be able to:

1. Plan the deployment of digital content and online communications using social media collaboration to meet organisational requirements

2. Implement the use of social media collaboration platforms and tools to deliver online business services in line with organisational procedures

3. Engage in online networks, forums or communities to support business service development

4. Monitor the activities of online interactions using social media collaboration to manage business service delivery activities
5. Identify and report cyber security risks in the use of collaborative tools in line with organisational guidelines
6. Deliver social media collaboration interactions in line with organisational ethical, professional and security guidelines

Knowledge and understanding

You need to know and understand:

1. The use of social media collaboration to deliver business services
2. The benefits that digital technology can bring to business services delivered through social media collaboration platforms
3. The ways in which organisations can measure the effectiveness of business service delivery through social media collaboration
4. The different types of social media collaboration platforms that can be used to interact with customers
5. How to identify and respond appropriately to posts made by customers on social media collaboration platforms
6. The regulations, organisational policies and procedures governing the use of social media collaboration interactions and how to apply them
7. How to assess the cyber security risks and maintain data security when using social media collaboration platforms
8. The importance of promoting trust when working collaboratively and ways in which this can be done

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