

Unit PPL2GEN13 (HL2T 04) Use Social Media in Hospitality

I confirm that the evidence detailed in this unit is my own work.

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| **Candidate’s name** |  | **Candidate’s signature** |  | **Date** |
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I confirm that the candidate has achieved all the requirements of this unit.

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| **Assessor’s name** |  | **Assessor’s signature** |  | **Date** |
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| **Countersigning — Assessor’s name**  **(if applicable)** |  | **Countersigning — Assessor’s signature**  **(if applicable)** |  | **Date** |
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I confirm that the candidate’s sampled work meets the standards specified for this unit and may be presented for external verification.

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| **Internal verifier’s name** |  | **Internal verifier’s signature** |  | **Date** |
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| **Countersigning — Internal verifier’s name**  **(if applicable)** |  | **Countersigning — Internal verifier’s signature**  **(if applicable)** |  | **Date** |
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| **External Verifier’s initials and date (if sampled)** |  |

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| **Unit overview** |
| This unit 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. |

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| **Sufficiency of evidence** |
| There must be sufficient evidence to ensure that the candidate can consistently achieve the required standard over a period of time in the workplace or approved realistic working environment. |

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| **Performance criteria** |
| **You must do:** |
| There must be evidence for all Performance Criteria (PC). The assessor **must** assess Performance Criteria (PC) 1–8 by directly observing the candidate’s work. |
| **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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| **Evidence reference** | **Evidence description** | **Date** | **Performance criteria** | | | | | | | |
| **What you must do** | | | | | | | |
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| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
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| **Knowledge and understanding** | | **Evidence reference**  **and date** |
| **What you must know and understand** | |
| For those knowledge statements that relate to **how** the candidate should do something, the assessor may be able to infer that the candidate has the necessary knowledge from observing their performance or checking products of their work. In **all** other cases, evidence of the candidate’s knowledge and understanding must be gathered by alternative methods of assessment (eg oral or written questioning). | |
| 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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# Supplementary evidence

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| **Evidence** | | **Date** |
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| **Assessor feedback on completion of the unit** |
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