

## Overview

This standard is about assessing the use of social media collaborations to support the delivery of organisational objectives.

It involves implementing the organisational strategy for social media collaboration and monitoring its usage. It also includes evaluating the effectiveness of social media collaboration in promoting and delivering business services.

This standard is for those who need to assess 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.  
Implement the organisations social media collaboration strategy in line with organisational requirements
2.  
Monitor the use of social media collaboration networks in line with organisational standards
3.  
Support effective social media collaboration community management to maintain organisational reputation and trust
4.  
Contribute to the development of effective collaborative knowledge resources
5.  
Evaluate the effectiveness of business services delivered through social media collaboration platforms to produce metrics for stakeholders
6.  
Collect and review online ratings, reviews and recommendations to assist selection of It tools and social networks
7. Produce social media collaboration engagement reports and visuals to communicate online social media performance to stakeholders

## Knowledge and understanding

*You need to know and understand:*

1. How to evaluate the potential, limitations and suitability of social media collaboration tools
2. How organisations monetise social media collaboration networks
3. The use of metrics to measure business service value delivered using social media collaboration platforms
4. The storytelling and online communication conventions
5. The different social media collaboration analytics available to organisations to measure business engagement
6. The causes of online reputation and trust issues and how to report them
7. The importance of online content guidelines in collaborative environments
8. The linkages that exist between social media collaboration platforms and websites
9. The legal requirements for sharing digital data through social media collaboration platforms
10. The regulatory, ethical issues and behaviour guidelines for organisations using social media collaboration platforms to promote and deliver business services
11. How to review and interpret social media collaboration analytics
12. How to develop social media collaboration engagement reports

## Assess the use of social media collaborations

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