<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Public Relations</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Media Platforms Management</td>
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<tr>
<td>TSC Description</td>
<td>Drive organisational policies and procedures for media use as well as develop and implement media plans in business while evaluating their effectiveness</td>
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### TSC Proficiency

<table>
<thead>
<tr>
<th>Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>RET-PRE-2003-1.1</td>
<td>RET-PRE-3003-1.1</td>
<td>RET-PRE-4003-1.1</td>
<td>RET-PRE-5003-1.1</td>
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<tr>
<td>Collate information on types of media and support implementation of media platform plans and activities</td>
<td>Monitor various media platform options and propose appropriate social media platforms and tools for achieving communication objectives</td>
<td>Manage development of media plan frameworks, contents and integration of media platforms to achieve business strategies</td>
<td>Drive organisational policies and procedures for media use and establish guidelines and metrics for audience engagement to measure success of media activities.</td>
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### Knowledge

- Types of media
- Popularity of media
- Trends in media usage
- Research methodologies
- Types of media
- Popularity of media
- Trends in media usage
- Media usage trends
- Methods to integrate various media platforms
- Media platform management strategies
- Components of media engagement plans
- Trends in media usage
- Media usage trends
- Methods to integrate various media platforms
- Key performance indicators to evaluate media platform effectiveness
- Media platform management strategies
- Components of media engagement plans
- Trends in media usage
- Processes in navigating through various media platforms
- Users of various media platforms
- Approaches for media platform management

### Abilities

- Support conduct of research and summarise key findings on media platforms and tools
- Support implementation of media platform management activities
- Document media plan activities, timelines and targets
- Assess various media platform options
- Review appropriate media platforms and tools to meet organisational objectives
- Organise research efforts on media platforms, tools and strategies and analyse media platform performance
- Escalated complaints, potential conflicts and crisis situations
- Determine media platforms for communications
- Develop and facilitate the content and integration of media platforms
- Develop the media plan framework by defining the activities, timelines, targets and responsibilities
- Manage and address escalated complaints, conflicts and crisis situations
- Develop media platform management strategies
- Establish organisational policies and procedures for media and social media use.
- Establish guidelines for audience engagement and appropriate content
- Define metrics to measure success of media activities
- Design appropriate resource models to implement media plans and media plan framework
- Oversee the management of escalated complaints, conflicts and crisis situations

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