**SKILLS FRAMEWORK FOR RETAIL**
**TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Outreach and Traffic Optimisation</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Social Media Marketing</td>
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</table>

**TSC Description**
Formulate, execute and evaluate social media strategic plans to establish positive relationships with industry and social media colleagues and proactively seek and evaluate innovative marketing opportunities.

<table>
<thead>
<tr>
<th>TSC Proficiency 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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<tbody>
<tr>
<td>Track social media activities, recommend improvements to social media marketing and promotion, and prepare documentation to collate past outcomes of social media marketing activities</td>
<td>Proactively seek and evaluate innovative marketing opportunities to enhance customer engagement while adhering to legal and ethical practices for use of social media</td>
<td>Evaluate potential and suitability of social media marketing opportunities, seek new ways of utilising social media channels, and monitor outcome of social media marketing</td>
<td>Formulate social media strategy plans, policies, standards and guidelines to meet business requirements and establish positive relationships with industry and social media advocates</td>
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**Knowledge**

- Types of social media platform, tools and their operation
- Organisational policy and procedures for social media use
- Rules and regulations and terms of use of specific social media platforms
- Copyright and intellectual property considerations
- Tools for social media scheduling
- Key elements of an organisational social media plan
- Privacy legislation and confidentiality requirements
- Copyright and intellectual property considerations
- Characteristics of social media
- Tools for social media scheduling
- Values of building a community of advocates on a social media platform
- Considerations of consumer reviews and user-generated content

**Abilities**

- Track social media activities
- Recommend improvements to marketing and promotion through social media engagement
- Prepare documentation to collate past outcomes of social media marketing activities
- Contribute and participate in execution of social media marketing activities
- Execute social media marketing campaign in alignment to marketing strategies, operational plan and budget
- Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plan
- Evaluate the use of new social media technologies
- Develop plans for social marketing campaign
- Evaluate potential and suitability of social media marketing opportunities
- Monitor outcome of social media marketing to review effectiveness
- Determine the feasibility of using different types of social media platforms
- Evaluate usage of social media and its potential
- Formulate social media strategy plans, policies, standards and guidelines
- Establish performance targets aligned to brand and marketing strategies and objectives
- Establish positive relationships with industry and social media colleagues such as influencers and bloggers
- Set the budget
| media marketing campaign activities | impact on the organisation  
• Establish social media marketing objectives | requirements for the deployment of social media marketing activities  
• Evaluate various types of technology tools to assist in the management of social media platforms  
• Establish communications plan and guidelines  
• Keep up-to-date with the market and consumer trends that might impact the intended social media marketing objectives or messages |