

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

TSC Category	Outreach and Traffic Optimisation					
TSC	Social Media Management					
TSC Description	Leverage various social networking platforms to deliver the organisation's value propositions as well as contextual and targeted messaging based on real-time customer insights to engage in two-way communication with prospects and customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-OTO-2006-1.1	RET-OTO-3006-1.1	RET-OTO-4006-1.1	RET-OTO-5006-1.1	
		Carry out social media engagement, advertising and customer experience campaign activities across social media platforms	Execute social media management strategies, implement campaign activities across social media platforms and conduct analysis and prepare reports on social media metrics defined for measuring effectiveness of social media campaigns	Cascade social media management strategies aimed at customer acquisition, engagement, loyalty and conversion via social media platforms, define metrics and guide the analysis on performance of social media management campaigns to identify opportunities for improvement	Formulate social media management strategies and policies to deliver the organisation's value propositions to target customer groups and review the effectiveness of social media management strategies in terms of return-on-investment	
Knowledge		<ul style="list-style-type: none"> Mechanics of social media platforms Key considerations of social media customer relationship management Techniques of social media content creation and curation Concepts and principles of social media budget management Methodologies in social media analytics and measuring ROI Social media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion Customer behaviours, interests and demographics Concepts in social media campaign management Types of customer social media posts 	<ul style="list-style-type: none"> Mechanics of social media platforms Key considerations of social media customer relationship management Techniques of social media content creation and curation Concepts and principles of social media budget management Methodologies in social media analytics and measuring ROI Social media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion Customer behaviours, interests and demographics Concepts in social media campaign management Types of customer social media posts 	<ul style="list-style-type: none"> Mechanics of social media platforms Key considerations of social media customer relationship management Techniques of social media content creation and curation Concepts and principles of social media budget management Methodologies in social media analytics and measuring ROI Social media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion Customer behaviours, interests and demographics Concepts in social media campaign management Types of customer social media posts 	<ul style="list-style-type: none"> Mechanics of social media platforms Key considerations of social media customer relationship management Techniques of social media content creation and curation Concepts and principles of social media budget management Methodologies in social media analytics and measuring ROI Social media management strategies to target customer groups Policies related to social media customer engagement and experiences Guidelines on customer relationship management programmes around social networks Concepts in social media campaign management 	
Abilities		Engage customers across social media platforms	Research and administer social media tools in	Develop marketing content to socialise and	Develop communication and/or content strategies	

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		<ul style="list-style-type: none"> Respond to various types of customer social media posts such as customer reviews, user generated content, questions and complaints Collate information for the creation of content for posting on social networks aligned with content strategies and plans outlined Execute on social media campaign advertising Engage in customer relationship building activities on social networks 	<p>support of clients' social media strategies</p> <ul style="list-style-type: none"> Research on social media platforms Create and curate written and visual content for posting on social networks appropriate for the target customers Guide responses to customer comments, reviews, and community activities in accordance with social media policies laid out Supervise efforts on social media campaign advertising Manage customer relationship building activities on social networks in line with guidelines laid out 	<p>use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)</p> <ul style="list-style-type: none"> Report on social media activities and provide recommendations for continuous improvement of social media use Conduct analysis on performance of social media management campaigns and recommend opportunities for improvement Review and analyse customer behaviours, interests and demographics based on social media network data Monitor customer responses, reviews, comments across social network platforms based on customer relationship management policies 	<p>via social communities</p> <ul style="list-style-type: none"> Select social media platforms that are appropriate for business needs and target customers Promote organisational marketing activities Drive real time data-driven, customer centric and responsive social media community building and customer engagement Define policies on social media customer engagement and experience Devise guidelines on customer relationship management programmes around social networks Evaluate effectiveness of social media strategies Monitor return-on-investment 	
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