

**SKILLS FRAMEWORK FOR WHOLESALE TRADE  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Branding, Publicity, Digital Marketing and E-Commerce					
<b>TSC</b>	Social Media Management					
<b>TSC Description</b>	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					
<b>TSC Proficiency</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>WST-OTO-2006-1.1-1</b>	<b>WST-OTO-3006-1.1-1</b>	<b>WST-OTO-4006-1.1-1</b>	<b>WST-OTO-5006-1.1-1</b>	
		Carry out social media engagement, advertising and customer experience campaign activities across social media platforms	Execute social media management strategies, and conduct analysis on the effectiveness of social media campaigns	Develop social media strategies aimed at customer acquisition, engagement, loyalty and conversion review performance analysis of social media management campaigns to identify opportunities for improvement	Guide development of social media strategies and policies to deliver the organisation's value propositions to target customer groups and evaluate effectiveness and return-on-investment of social media activities	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of social media platforms</li> <li>Types of customer social media posts</li> <li>Types of responses to social media posts</li> <li>Principles of social media campaign management</li> <li>Key considerations of social media customer relationship management</li> <li>Techniques to engage customers</li> <li>Customer behaviours, interests and demographics</li> </ul>	<ul style="list-style-type: none"> <li>Mechanics of social media platforms</li> <li>Key considerations of social media customer relationship management</li> <li>Techniques of social media content creation and curation</li> <li>Implications of different customer behaviours, interests and demographics</li> <li>Concepts in social media campaign management</li> <li>Performance metrics for social media activities</li> </ul>	<ul style="list-style-type: none"> <li>Evaluative techniques of social media content</li> <li>Principles of social media budget management</li> <li>Social media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion</li> </ul>	<ul style="list-style-type: none"> <li>Methodologies in social media analytics and measuring ROI</li> <li>Evaluative criteria and tools of social media strategies</li> <li>Social media management strategies to target customer groups</li> <li>Policies related to social media customer engagement and experiences</li> <li>Guidelines on customer relationship management programmes around social networks</li> <li>Techniques of social media budget management</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Engage customers across social media platforms</li> <li>Respond to various types of customer social media posts such as customer reviews, user generated content, questions and complaints</li> <li>Collate information for the creation of content for posting on social networks aligned with</li> </ul>	<ul style="list-style-type: none"> <li>Research applicability of social media tools in support of clients' social media strategies</li> <li>Conduct research on social media platforms</li> <li>Create and curate written and visual content for posting on social networks appropriate for the target customers</li> <li>Prepare responses to customer comments,</li> </ul>	<ul style="list-style-type: none"> <li>Lead creation of marketing content to socialise and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)</li> <li>Conduct analysis on performance analysis of social media management campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Develop development of communication and/or content strategies via social communities</li> <li>Evaluate appropriateness of social media platforms-for business needs and target customers</li> <li>Evaluate effectiveness of social media strategies</li> <li>Drive real time data-driven, customer centric</li> </ul>	

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		<p>content strategies and plans outlined</p> <ul style="list-style-type: none"> <li>• Execute social media campaign advertising</li> <li>• Engage in customer relationship building activities on social networks</li> </ul>	<p>reviews, and community activities in accordance with social media policies laid out</p> <ul style="list-style-type: none"> <li>• Supervise efforts on social media campaign advertising</li> <li>• Manage customer relationship building activities on social networks in line with guidelines laid out</li> <li>• Analyse results of social media management campaigns</li> </ul>	<p>and recommend opportunities for improvement</p> <ul style="list-style-type: none"> <li>• Evaluate effectiveness of social media activities against performance metrics</li> <li>• Review and analyse customer behaviours, interests and demographics based on social media network data</li> <li>• Manage customer responses, reviews, comments across social network platforms based on customer relationship management policies</li> <li>• Manage social media campaign budget</li> </ul>	<p>and responsive social media community building and customer engagement</p> <ul style="list-style-type: none"> <li>• Define policies on social media customer engagement and experience</li> <li>• Devise guidelines on customer relationship management programmes around social networks</li> <li>• Evaluate return-on-investment of social media activities</li> <li>• Lead management of social media budget</li> </ul>	
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