

TSC Category	Marketing Communications					
TSC	Social Media Marketing					
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					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-OTO-2007-1.1	HAS-OTO-3007-1.1	HAS-OTO-4007-1.1	HAS-OTO-5007-1.1	
		Track social media activities and recommend improvements to social media marketing and promotion efforts	Identify innovative marketing opportunities to enhance customer engagement	Develop strategies for utilising social media for marketing	Formulate social media strategy plans, policies, standards and guidelines to meet business requirements	
Knowledge		<ul style="list-style-type: none"> Types of social media platform, tools and their operation Rules and regulations and terms of use of specific social media platforms Privacy legislation and confidentiality requirements Copyright and intellectual property considerations 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 	<ul style="list-style-type: none"> Types of social media platform, tools and their operation Rules and regulations and terms of use of specific social media platforms Privacy legislation and confidentiality requirements Copyright and intellectual property considerations 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 	<ul style="list-style-type: none"> Key elements of an organisational social media plan Organisational policy and procedures for social media use Types of social media platform, tools and their operation Rules and regulations and terms of use of specific social media platforms Privacy legislation and confidentiality requirements Copyright and intellectual property considerations Characteristics of customer behaviour in relation to social media use 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 	<ul style="list-style-type: none"> Key elements of an organisational social media plan Organisational policy and procedures for social media use Types of social media platform, tools and their operation Rules and regulations and terms of use of specific social media platforms Privacy legislation and confidentiality requirements Copyright and intellectual property considerations Characteristics of customer behaviour in relation to social media use 	

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<p>Abilities</p>		<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 impact on the organisation • Establish social media marketing objectives 	<ul style="list-style-type: none"> • 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 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 	
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