

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Development, Sales and Marketing					
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
		TOU-OTO-2006-1.1-1	TOU-OTO-3006-1.1-1	TOU-OTO-4006-1.1-1	TOU-OTO-5006-1.1-1	
		Carry out social media engagement, advertising and customer experience campaign activities across social media platforms	Execute social media management strategies, and conduct analyses on the effectiveness of social media campaigns	Develop social media strategies aimed at customer acquisition, engagement, loyalty and conversion and review performance analyses 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 (ROI) of social media activities	
Knowledge		<ul style="list-style-type: none"> Types of social media platforms Types of customer social media posts Types of responses to social media posts Principles of social media campaign management Key considerations of social media customer relationship management Techniques to engage customers Customer behaviours, interests and demographics 	<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 Implications of different customer behaviours, interests and demographics Concepts in social media campaign management Performance metrics for social media activities 	<ul style="list-style-type: none"> Evaluative techniques of social media content Principles of social media budget management Social media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion 	<ul style="list-style-type: none"> Methodologies in social media analytics and measuring ROI Evaluative criteria and tools of social media strategies 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 Techniques of social media budget management 	

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<p>Abilities</p>		<ul style="list-style-type: none"> Engage customers across social media platforms 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 outlined plans Execute social media campaign advertising Engage in customer relationship building activities on social networks 	<ul style="list-style-type: none"> Research applicability of social media tools in support of clients' social media strategies Conduct research on social media platforms Create and curate written and visual content for posting on social networks appropriate for the target customers Prepare responses to customer comments, reviews and community activities in accordance with laid out social media policies Supervise efforts on social media campaign advertising Manage customer relationship building activities on social networks in line with laid out guidelines Analyse results of social media management campaigns 	<ul style="list-style-type: none"> Lead creation of marketing content to socialise and use for social media purposes Conduct performance analyses of social media management campaigns and recommend improvements Evaluate effectiveness of social media activities against performance metrics Review and analyse customer behaviours, interests and demographics based on social media network data Manage customer responses, reviews and comments across social network platforms based on customer relationship management policies Manage social media campaign budgets 	<ul style="list-style-type: none"> Develop communication and/or content strategies via social communities Evaluate appropriateness of social media platforms for business needs and target customers Evaluate effectiveness of social media strategies Drive real time data-driven, customer centric and responsive social media community building and customer engagements Define policies on social media customer engagement and experience Devise guidelines on customer relationship management programmes around social networks Evaluate ROI of social media activities Lead management of social media budgets 	
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