

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Implement branding with social media
Code	108514L4
Range	This unit of competency applies to all restaurant and catering practitioners who are involved in using social media for company branding. Social media provides opportunity to establish branding. This UoC concerns the competences on implementing product brand building using social media public platforms.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing branding with social media</p> <ul style="list-style-type: none"> • Possess good business and people management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess basic digital marketing and branding techniques • Possess good analytic skills that can analysis results of social media activities or campaigns • Possess good knowledge of the establishment's branding objectives • Possess good knowledge implementing marketing with social media • Possess good knowledge of different social media branding techniques <p>2. Implement branding with social media:</p> <ul style="list-style-type: none"> • Perform pre-implementation tasks, which include but not limited to the following: <ul style="list-style-type: none"> ○ Familiarize with establishment's marketing and branding strategy ○ Familiarize with the establishment's branding goals and objectives ○ Determine budget allocated for the implementation ○ Time limits, if any ○ Target audience, target demographics, etc. ○ Evaluate different social media techniques best suited for the branding project. For example: Blog, microblog, video, etc. • Formulate an implementation plan with respect to the available resources <ul style="list-style-type: none"> ○ Create a brand image (if it does not exist) with: <ul style="list-style-type: none"> ▪ Standardized logo ▪ Color scheme ▪ Font, etc. ○ Identify which social network platform that the brand can communicate, connect and interact with your target audiences. For example: Twitter, Facebook, Instagram, LinkedIn, Pinterest, etc. ○ Integrate these social networking sites with the establishment's website ○ Determine what contents can best be used to promote the brand. For example: the establish story (history, achievements, etc.), customer dining experiences. Encourage customers or staff to write blog articles. Embed photos images or video of customers enjoying meals or events, "fan pages" at Facebook, link to website to downloading returning customer coupons, etc. ○ Setup a team of brand advocates or influencers to help with the posting of contents. Ideally includes customers and staff or recruit from external agency, if necessary ○ Define regular dates for content postings. For example: Twice a week for posting of blog entries, 3 times a week for photos, etc.

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	<ul style="list-style-type: none"> ○ Identify tools to be used for monitoring of social media campaigns. For example: count the “Likes”, number of time coupons were downloaded, etc. • Document the plan share with colleagues or other stakeholders to seek their comments. Where necessary modify the implementation plan • Implement plan and test the effectiveness of the plan • Regularly review the plan to ensure all activities are progressing as scheduled and/or desired effects have been achieved. Adjust plan and applied different social media techniques when and if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Look after the interest of the establishment and ensure the brand’s reputation is well protected
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Gather all the pre-implementation details and are unambiguously aware of the branding objectives and requirements • Create an implementation plan that is feasible to be implemented • Identify the right social media platform to reach the target audience and have the right contents that can promote the establishment’s brand
Remark	