

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Marketing Management

Title	Formulate social media marketing strategy
Code	108034L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating social media marketing strategy for digital marketing. Social media is one of the most powerful tools in the marketing arsenal. To benefit from social media, a clear strategy that takes into account of what needs to be achieved, who the customers are and what the competition is doing. This UoC concerns functional level strategy
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating social media marketing strategy</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating functional strategies • Possess extensive and in-depth knowledge of social media techniques • Possess good knowledge and application of analytic tools such as SWOT (Strengths, Weaknesses, Opportunities and Threats), PESTLE (Political, Economic, Social, Technological, Legal and Environmental), etc. • Possess good knowledge of the organisation overall business and marketing strategies • Possess good knowledge of inbound marketing <p>2. Formulate social media marketing strategy:</p> <ul style="list-style-type: none"> • Identify the primary objectives of using social media marketing. If there are more than one objective, rank their priority and tackle one at a time. Goals include: <ul style="list-style-type: none"> ○ Traffic ○ Follower growth ○ Engagement ○ Reach/impressions ○ Conversions • Determine factors and requirements related to social media marketing campaign, including but not limited to the following: budget, type of audience to interact in social media, the demographic and psychographic characteristics, etc. • Pinpoint channels to use in social media marketing campaigns by performing social media survey to understand which sites the audience frequent visit, how often, their primary purposes for using these sites, etc. • Perform audit of target audience, how often the social media site is used, their primary purposes for using these sites, the sites they most likely to use, etc. • Evaluate which channels to use in social media marketing campaigns • Identify what products and features in the organisation appeal to the heart of audience • Formulate requirements for implementation plan, including: how and what to channel to use, create a content plan and editorial calendar, and how to measure social media strategy success • Document and agree the strategy with stakeholders and disseminate to implementation team <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Be updated with current digital marketing ethics ensuring digital marketing strategies are linked with business ethics with social responsibilities

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate the social media strategies that can be implemented to meet the organisation's business and marketing objectives• Perform complete audit of target audiences and collect the factors/requirements for marketing campaigns that can be used to formulate social media marketing strategy• Formulate the implementation plan requirements that can be agreed by stakeholders, with concise and precise details of how and what social media contents be used for which the implementation team can follow
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