

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

Functional Area - Marketing Management

Title	Implement social media marketing plan
Code	108038L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in using social media for company branding. Social media gives opportunity to reach the target audience and enhance brands among the audience. It will increase website traffics, build trusts and raise brand awareness. This UoC concerns the competences on implementing product brand building using social media either on owned (company portal) or public social platforms.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing social media branding</p> <ul style="list-style-type: none"> • Possess good project management and team management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess good knowledge implementing marketing with social media • Possess good knowledge of different social media branding techniques • Possess good knowledge of the organisation's social policies/guidelines <p>2. Implement social media marketing plan:</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"> ○ Familiarise with organisation marketing and branding strategy ○ Familiarise with implementation/marketing goals and objectives ○ Determine budget allocated for the implementation ○ Time limits, if any ○ Target audience, demographics, etc. ○ Analyse product's SWOT (Strengths, Weaknesses, Opportunities and Threats) results of previous branding exercises and competitor analysis report ○ Evaluate different social media techniques best suited for the branding project (traditional for new) • Formulate an implementation plan, <ul style="list-style-type: none"> ○ Create a brand image (if it does exist) with: <ul style="list-style-type: none"> ▪ Standardised logo ▪ Colour scheme ▪ Font, etc. ○ Identify which social network site where the brand can easily communicate, connect and interact with your target audience ○ Integrate these social networking sites with existing website, e.g. a link to the news pages ○ Create unique, sharable "killer" content for deployment, including <ul style="list-style-type: none"> ▪ Images give the message and uniquely associated with the brand ▪ A catch phrase ▪ Write "explosive" blogs ○ Setup a team of brand advocates or influencers to help with the posting of contents and communicate with audiences/customers. Recruit from external agency if necessary ○ Schedule social campaigns and content postings ○ Identify tools to be used for monitoring of social media campaigns • Document the plan and distribute to all stakeholders (managers, team members, etc.)

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	<ul style="list-style-type: none"> • Schedule training and briefing sessions to ensure all team members are familiarised with the plan • During implementation, regularly review the plan to ensure all activities are progress as scheduled and/or newer social media techniques are better fit, etc. Adjust if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • 'Keeping ahead of the game' and be aware of the constantly shifting state of social media practices, technologies and techniques • Look after the interest of the organisation and ensure the brands are 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 branding requirements without affecting the planning process • Create an implementation plan that is able to persuade all stakeholders to buy-in • Use appropriate monitoring tools to monitor social media campaigns and measure the brand's increase in visibility • Ensure the implementation proceeded as planned and the social media campaigns achieve all the branding objectives
Remark	