Specification of Competency Standards for the Retail Industry Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Code 107154L4 Description Establish a sound social media crisis response strategy to find the root causes of the crisis, reduce the destructive crisis and protect the image of the corporate. Level 4 Credit 6 (For Reference Only) Competency Performance Requirements 1. Understand the characteristics of social media crisis 0 More negative prejudice 0 Crisis uncertainty 0 Crisis uncertainty 0 Crisis uncertainty 0 The outbreak of the speed and intensity is much broader and different from the traditional media 0 Anyone on the web can cause a crisis 2. Develop social media crisis strategy Preparation 0 Sefore the outbreak of the crisis, review potential crisis points, simulate possible crisis situations, and try to prevent them from happening 10 Collect data to establish the real state of the crisis. The response of the corporate must be able to correspond to the potential impact of the crisis. Use community media tools to help assess the impact of negative messages. 10 Lesser people involved in the crisis handling would be better. Usually the more people involved the easier confusion happen. 1 Implementation A quick response is preferred. A slow		
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