

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Manage crisis of social media public relations
Code	111274L4
Range	this unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to manage social media crises in accordance with the organisation's established customer relationship management strategy. When a crisis occurs, practitioners help the organisation discover the root causes of the crisis, reduce the destructive crisis and protect the corporate image and brand from damage.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the characteristics of social media crisis and the harm</p> <ul style="list-style-type: none"> • Understand the characteristics of social media crisis <ul style="list-style-type: none"> ○ More negative prejudice ○ Wrong information posted by user ○ Crisis uncertainty ○ Crisis urgency ○ Media attention is high • Understand the harm of social media crisis <ul style="list-style-type: none"> ○ The outbreak of the speed and intensity is much broader and different from the traditional media ○ Anyone on the web can cause a crisis <p>2. Manage crisis of social media public relations</p> <ul style="list-style-type: none"> • Implement the organisation's established customer relationship management strategy on social media <ul style="list-style-type: none"> ○ Prepare: Before the outbreak of the crisis, review potential crisis points, simulate possible crisis situations, and try to prevent them from happening ○ Evaluate: 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. ○ Control: Lesser people involved in the crisis handling would be better. Usually, the more people involved the easier confusion happen. ○ Respond: A slow response often makes the crisis worse because customers usually think that the corporate do not concern about the problem. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implement the social media crisis public relations that shall not contravene the relevant provisions of the laws of Hong Kong (e.g. Copyright Ordinance, Personal Data (Privacy) Ordinance) • Work on the details and proactively identify opportunities for improvement
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Understand the characteristics of corporate crisis in the community media environment; • Implement prior warning procedures before crisis happens; and • Possess the ability to deal with social media crisis.
Remark	This UoC is adopted from 107154L4. The UoC title is revised.