

<b>Unit Title:</b>	<b>Use social media to deliver customer service</b>
OCR unit number:	21
Level:	2
Credit value:	3
Guided learning hours:	18
Unit reference number:	J/506/2163

## Unit aim and purpose

This unit aims to develop the knowledge and skills required when using social media to deliver customer service. Upon completion of this unit, learners will be able to deal with customers using social media.

Learning Outcomes	Assessment Criteria	Additional Guidance
<b>The Learner will:</b> 1 Understand social media in a business environment	<b>The Learner can:</b> 1.1 Explain how different <b>social media platforms</b> can be used for customer service 1.2 Describe different audience groups for a range of social media platforms 1.3 Explain the importance of monitoring customer posts in social media networks 1.4 Explain organisational policy and guidelines for the use of social media for customer service purposes 1.5 Explain the etiquette of communication within different social media platforms 1.6 Explain the importance of security settings and how they are used on different social media platforms 1.7 Identify the information that can be shared when colleagues are involved in exchanges using social media	<b>Social media platforms</b> may include: <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• LinkedIn</li> <li>• Online forums</li> </ul>
2 Be able to deal with customers using social media	2.1 Monitor social media to identify customer questions, requests and comments	

Learning Outcomes	Assessment Criteria	Additional Guidance
	<p>2.2 Make responses that are appropriate to posts made by customers on social media networks</p> <p>2.3 <b>Take action</b> to ensure that customers are satisfied before closing dialogue</p> <p>2.4 Adhere to <b>organisational policies and procedures, legal and ethical requirements</b> when dealing with customers using social media</p>	<p><b>Take action may</b> include asking customers to confirm that they are satisfied</p> <p>Where possible, adherence to <b>organisational policies and procedures</b> should be confirmed by a line manager or experienced colleague. Learners should also be aware of <i>which</i> <b>legal requirements</b> affect their activities</p>

## Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

## Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

## National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).

Occupational standards	Unit number	Title
Customer Service (2013) National Occupational Standards:	CFACSA19	<ul style="list-style-type: none"> <li>Deal with customers using a social media platform</li> </ul>

## Additional information

For further information regarding administration for this qualification, please refer to the OCR document 'Admin Guide: Vocational Qualifications' (A850) on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk).