

<b>Unit Title:</b>	<b>Develop a social media strategy for customer service</b>
OCR unit number:	9
Level:	4
Credit value:	5
Guided learning hours:	16
Unit reference number:	D/506/2962

## Unit aim and purpose

This unit aims to provide the knowledge and skills required to develop a social media strategy for customer service. Upon completion of this unit, learners will be able to develop a customer service social media strategy. Learners will also be able to promote the customer service benefits of social media networking.

Learning Outcomes	Assessment Criteria	Additional Guidance
<b>The Learner will:</b> 1 Understand the development of a customer service social media strategy	<b>The Learner can:</b> 1.1 Explain the role of social media within the organisation's customer service strategy 1.2 Analyse the components and scope of a social media strategy and its links with other aspects of an organisation 1.3 Explain the importance of marketing and <b>brand values</b> for the organisation's strategy 1.4 Explain the functionality and features of <b>external social media tools</b>	<b>Brand Values</b> are customers' perceptions of an organisation and/or its products and services  <b>External Social media tools</b> may include: <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Twitter</li> <li>• Facebook</li> <li>• Instagram</li> <li>• YouTube</li> <li>• Vimeo</li> <li>• Pinterest</li> <li>• Google+</li> <li>• Flickr</li> </ul>

Learning Outcomes	Assessment Criteria	Additional Guidance
	1.5 Analyse <b>media management</b> tools in relation to social networking 1.6 Evaluate the way in which the organisation's use of social media contributes to business performance	<b>Media Management</b> tools may include: <ul style="list-style-type: none"> <li>• Visually</li> <li>• TweetDeck</li> <li>• HootSuite</li> <li>• Sprout Social</li> </ul>
2 Be able to develop a customer service social media strategy	2.1 Evaluate the factors affecting the development of a customer service social media strategy 2.2 Assess the suitability of different methods of engaging customers using social media 2.3 Analyse competitor presence and activity in social media 2.4 Formulate a vision for a social media strategy that takes account of the organisation's operating environment and practical constraints 2.5 Develop a strategy that is consistent with the organisation's overall business strategy and objectives and addresses identified risks 2.6 Evaluate the extent to which existing organisational structures and processes are capable of delivering the strategy	
3 Be able to promote the benefits of social media networking to customer service	3.1 Evaluate the benefits and drawbacks of using social media for dissemination purposes 3.2 Analyse the benefits and consequences of social media engagement with customers 3.3 Promote on-going dialogue with customers through social networking 3.4 Act as a <b>social media "champion"</b> within the organisation 3.5 Analyse the risks attached to the use of social media	A <b>social media "champion"</b> is an advocate for the use of social media for the delivery of customer service to colleagues/ team members

## Assessment

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

## Guidance on assessment

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Skills CFA Assessment Strategy Competence units (S/NVQ)

## National Occupational Standards (NOS) mapping/signposting

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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:	CFACSA20	<ul style="list-style-type: none"><li>Champion the use of social media to build customer trust and enhance brand value</li></ul>

## Additional information

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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).