

Specification of Competency Standards
for the Fashion
Unit of Competency.

Functional Area - Sales & Marketing

Title	Assist in executing social media content publish
Code	111532L3
Range	This unit of competency applies to practitioners who are responsible for assisting in the execution of social media content publishing work in accordance with established schedules and guidelines.
Level	3
Credit	2 (<i>For Reference Only</i>)
Competency	Performance Requirements - Knowledge in the subject area - Be able to - state the features and publishing purposes of major social media platforms - state digital tools used for scheduling and publishing content - state the social media content publishing process, including content preparation and approval procedures - explain common engagement metrics and their relevance to campaign effectiveness (e.g. likes, shares, comments) - state basic procedures for reporting issues and maintaining records - Application and process - Be able to - prepare post content according to publish content guidelines and the characteristics of different social media platforms and submit it to supervisors for approval - follow established content calendars and publishing schedules to publish approved content within designated timeframes - handle user comments in accordance with organisational response guidelines and report to supervisors when situation falls outside standard response scope for further action - maintain records of publishing activities in established log formats, including platforms used, content types and engagement results - organise basic observations based on engagement performance of social media content and report them to supervisors - Exhibit professionalism - Be able to - follow to established organisational communication guidelines when publishing social media content - complete tasks accurately and within specified timeframes in accordance with set requirements while respecting confidential information
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: Execute social media content publishing in accordance with organisational guidelines and publishing schedules, meeting established requirements.

	• Respond to user inquiries or comments within designated timeframes following organisational response guidelines. • Organise basic observations based on content engagement performance and submit relevant reports to supervisors.
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