Nationally Recognised Code & Title

SIRXOSM002- Maintain ethical and professional standards when using social media and online platforms

Course Summary

This unit describes the performance outcomes, skills and knowledge required to source information on, and work according to, a range of ethical and professional standards when using social media and online platforms for business purposes.

This key skill underpins effective performance when utilising social media and online platforms for diverse purposes. It applies to individuals working at all levels from operational personnel through to managers.

This unit applies to self-employed individuals, and owners and employees of any type of micro, small, medium or large organisation that utilises social media and online tools for customer engagement including commercial, not-for-profit and government organisations.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Career Pathway

This unit is part of the online and social media competency feilds

Course Fee

$799 per candidate.

Course Duration

This unit is completed by self-paced work online. The nominal hours for the course are 75hrs

Online access remains live for 3 months. Please see below our terms regarding extensions.

Course Delivery Mode

Online.

Course Pre-Requisites

Nil.

Student Requirements

- Basic Language, literacy and numeracy skills in English (LLN)
- Victorian Student Number (VSN) - Victoria only:

- VSNs are issued to all students enrolled in Victorian schools and to students enrolled at a TAFE or in an accredited course with an RTO. For a copy of your VSN please contact your current school 0r call 1800 822 635.

- Unique Student Identifier (USI) – Australia wide:

- A USI is a reference number made up of numbers and letters. It creates a secure online record of your nationally recognised training that you can access anytime and anywhere, and it's yours for life. To receive a Statement of Attainment when completing your course, you will need to give us a copy your USI number. Creating a USI is free. To obtain this USI if you don't already have one please follow the link below: http://www.usi.gov.au

- Access to a functional pc or tablet device with video recording capabilities, internet access and Chrome internet browser.
- Access to an Autoclave and studio cleaning room. If this is not available, you may arrange to attend one of our training venues for access to our facilities.

Topics Included

The course covers the theory and practice associated with:

- Source information on the general impacts of social media.
- Comply with industry and organisational ethical and professional codes of conduct for online activities.
- Maintain personal online presence consistent with organisational standards.
- Protect customer privacy and maintain confidentiality of organisational information.
- Source information on copyright.
- Engage professionally with customers online.

Assessment Tasks

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- source and interpret information on:

- terms of service for three different brands of social media, including information how those brands share user information
- general impacts of social media on organisations and users, both positive and negative, from three different sources
- cyberbullying and its impacts from three different sources
- a suitable code of conduct for online activities relevant to the individual's current or prospective industry
- employment
- an organisational code of conduct for online activities relevant to the individual's current or prospective job
- role, and obtain any required permissions for release
- the overarching requirements of commonwealth privacy regulations and any applicable local state or territory privacy regulations relevant to the individual's current or prospective industry employment
- copyright in Australia; what it protects and does not protect, exclusive rights of owners and requirements for permissions
- defamation via social media from three different sources
- organisational criticism via social media; either customer or employee based

- from information collected, provide an overview evaluation of each of the above topics

- evaluate three situations involving personal online posts that present a risk to an organisation's reputation and identify guidelines that could be used to avoid risk

- respond professionally to customer communications covering:

- a general product or service need, on two occasions

- negative comment or complaint about organisational issues, products or services, on two occasions.

Enrolment

Please visit https://elearning.ezetrainingcourses.com to create a user account and select your course to begin the enrolment process.

About EZE Training

Eze Training is a boutique Registered Training Organisation (RTO) that has grown out of the vision to bring a love for self-expression and combined it with an entrepreneurial spirit. Our point of difference is that we are grounded in the industry, and we can compete on the "big stage" while giving a personalized experience to our customers.

This means if you are an individual who wants training or an employer who wants to up-skill your staff then we will give you a dedicated Learner Coordinator who will be your one point of contact to assist you in the journey from enrollment to graduation and on to the next stage of your career. Our RTO number is 6590.

Extension, Withdrawal and Refund Policies

All our courses require a non-refundable minimum deposit to secure your spot.
Eze Training complies with Australian Consumer Law in regard to refunds. We are not required to provide a refund if you change your mind about the course that you have chosen to enrol into. Please see our Student Handbook for additional information on our Terms and Conditions.

To place a refund request, please email our head office at info@ezetraining.com.au with the subject "Refund Request". Please include the details of your person, the course you purchased and the reasoning for your refund. Please include any further details or attachments that further aid your refund request. Whilst course fees are non-refundable, the decision of assessing the extenuating circumstances and refund requests rests with the CEO and management and shall be assessed on a case by case basis with their decision being final.

Course Information:
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If you are having difficulties completing your course or attending on the allocated training day, you can transfer your course to another date or request and extension – This must be done within two weeks of your face-to-face training for those attending practical sessions or before your expiration date with online courses. Please be sure to read through your course's information regarding expirations and due dates. To place an extension request, please email our head office at info@ezetraining.com.au with the subject "Extension Request" and to request a change of date, please email our head office at info@ezetraining.com.au with the subject "Change of Date Request". Please include all details or attachments that further aid any of your requests.

More information

For further information on our courses, please use the following contact details:

Landline Phone: 1300 552 044

Email: info@ezetraining.com.au

Website: www.ezetrainingcourses.com