BSB30120

CERTIFICATE III in BUSINESS
Social Media Stream

Student Information

Introduction:

This qualification reflects the role of individuals in a variety of Business Services job roles. It is likely that these individuals are establishing their own work performance.

Individuals in these roles carry out a range of routine procedural, clerical, administrative or operational tasks that require technology and business skills. They apply a broad range of competencies using some discretion, judgment and relevant theoretical knowledge. They may provide technical advice and support to a team.

This social media stream will teach you how to use social media in business and covers: content creation, using social media data and analytics and managing social media messaging platforms. Students must have access to a working office environment or have access to a simulated office environment.

The following is a brief description of the thirteen units you will be trained in:

- **BSBCRT311   Apply critical thinking skills in a team environment**

  This unit describes skills and knowledge required to apply critical thinking skills to generate solutions to workplace problems in a team environment. The unit applies to individuals who are required to develop and extend their critical and creative thinking skills to different issues and situations. These individuals apply a range of problem solving, evaluation and analytical skills resolve workplace issues within a team context.

  PERFORMANCE EVIDENCE:
  The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to generate and present solutions to a workplace problem on at least <u>TWO</u> occasions.

- **BSBPEF201   Support personal wellbeing in the workplace**

  This unit describes the skills and knowledge required to advocate for and feel empowered about personal wellbeing in the workplace. It involves developing and applying basic knowledge of factors that may influence wellbeing, both positively and negatively. The unit applies to those in a range of industry and workplace contexts, who work under direct supervision. It may also apply to learners who are preparing to enter the workforce.

  PERFORMANCE EVIDENCE:
  The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:
  - ❖ develop a plan for communication with supervisor
  - ❖ identify and access one formal and one informal wellbeing resource.

- **BSBSUS211   Participate in sustainable work practices**

  This unit describes the skills and knowledge required to measure, support and find opportunities to improve the sustainability of work practices. The unit applies to individuals, working under supervision or guidance, who are required to follow workplace procedures and instructions. These individuals work in an environmentally sustainable manner within scope of competency, authority and own level of responsibility.

  PERFORMANCE EVIDENCE:
  The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to participate in at least THREE sustainable work practices

- **BSBTWK301 Use inclusive work practices**

This unit describes the skills and knowledge required to recognise and interact productively with diverse groups of individuals in the workplace. It covers responding to and working effectively with individual differences that might be encountered during the course of work. The unit applies to individuals who work in a variety of contexts where they will be expected to interact with diverse groups of individuals. They may also provide some leadership and guidance to others and have some limited responsibility for the output of others.

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:
   - ❖ use at least TWO different inclusive work practices
   - ❖ work with a diverse group of individuals to achieve work outcomes on at least TWO occasions.

- **BSBWHS311 Assist with maintaining workplace safety**

This unit describes the skills and knowledge required to assist with implementing and monitoring an organisation's work health and safety (WHS) policies, procedures and programs as part of a small work team. The unit applies to individuals who have roles in assisting with maintaining workplace safety in an organisation. Individuals closely monitor aspects of work associated with the safe delivery of products and services, and they contribute to influencing safety in the workplace.

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, and to assist with implementing and monitoring at least THREE different organisational work health and safety (WHS) policies or procedures into a work team's processes.

- **BSBXCM301 Engage in workplace communication**

This unit describes the skills and knowledge required to communicate (through written, oral and nonverbal form) in the workplace within an industry. This unit applies to a wide range of workers but has a specific focus on the communication skills required for workers with limited responsibility for others.

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria, and foundation skills of this unit, including on at least one occasion, evidence of the ability to:
   - ❖ identify the most appropriate method of communication for the intended audience
   - ❖ prepare written material that is clear in meaning and format according to organisational requirements
   - ❖ demonstrate active listening and questioning techniques in a workplace discussion
   - ❖ communicate information and ideas verbally in a workplace discussion, considering the needs of those from diverse backgrounds
   - ❖ identify and report any communication challenges to superiors
   - ❖ seek feedback from others on effectiveness of communication

- **BSBXCS302 Identify and report online security threats**

This unit describes the skills and knowledge required to identify and report online security threats to limit potential impact of cyber security breaches. It applies to those working in a broad range of

industries and job roles under some supervision and guidance who encounter and report online threats during the course of their work.

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:
- ❖ identify and report three different online security threats in a work area.

- **BSBTEC202 Use digital technologies to communicate in a work environment**

This unit describes the skills and knowledge required to effectively identify, select and use available methods of digital communication in a workplace context. These methods may include email, instant messaging and other similar platforms. The unit applies to those who use digital technology to communicate with relevant stakeholders. This will be particularly relevant to individuals in teams that work remotely. The individual will use a limited range of practical skills and fundamental knowledge in a defined context under direct supervision or with limited individual responsibility.

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:
- ❖ on four occasions send digital communications
- ❖ on four occasions receive and process digital communications.

- **BSBPEF301   Organise personal work priorities**

This unit describes the skills and knowledge required to organise personal work schedules, to monitor and obtain feedback on work performance and to maintain required levels of competence. The unit applies to individuals who exercise discretion and judgement and apply a broad range of competencies in various work contexts.

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:
- ❖ prepare and implement a personal work plan.

- **CUAWRT301 Write content for a range of media**

This unit describes the skills and knowledge required to write content for a range of purposes and platforms. It applies to individuals who could be expected to write both original and re-purposed non-narrative content for websites, social media or for announcements on radio and television.

PERFORMANCE EVIDENCE:
Evidence of the ability to:
- ❖ write media content that engages target user / audience and meets production deadlines
- ❖ apply principles of writing and communication in developing content for a range of purposes
- ❖ structure content and apply presentation techniques to enhance readability and navigation.

- **ICTWEB306 Develop web presence using social media**

This unit describes the skills and knowledge required to develop and drive social media traffic to an established website using social media platforms. It involves comparing, configuring and using different types of social networking tools and applications to increase web presence. It applies to

individuals in Information and Communications Technology (ICT) roles and use social media tools and applications in business environments

PERFORMANCE EVIDENCE:
The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:
   ❖ develop social networking presence and upload and link at least three different file types using social media platforms, tools and applications.

- **SIRXMKT001   Support marketing and promotional activities**

   This unit describes the performance outcomes, skills and knowledge required to support the implementation of marking and promotional activities. It applies to individuals working in frontline sales roles in a diverse range of industry sectors and business contexts. They operate with some independence under general supervision and guidance from others, and within established organisational policies and procedures.

   PERFORMANCE EVIDENCE:
   Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:
   ❖ support the implementation of one marketing or promotional activity by:
   a. accessing organisational marketing plan and determining activity requirements and own responsibilities
   b. displaying and maintaining activity resourcing and materials communicating activities to customers.

- **CUADIG304 Create visual design components**

   This unit describes the skills and knowledge required to create visual designs for interactive media components that can be integrated into a range of media products. It applies to individuals who generate and assess ideas to create visual design components in response to specifications under supervision in a team environment.

   PERFORMANCE EVIDENCE:
   Evidence of the ability to:
   ❖ explore and experiment with design techniques and visual design and communication principles to produce ideas and concepts for visual design components
   ❖ use design techniques to create visual design components that respond effectively to a project brief
   ❖ present and discuss ideas, concepts and designs with relevant personnel
   ❖ save and archive files using standard industry or enterprise naming conventions.

National Recognition

Yanchep Institute recognises AQF qualifications and Statements of Attainment that have been issued by other RTOs according to its regulating bodies requirements. Credit transfer may be applied to Units of Competency and related qualifications that have been studied in the past. To apply for a direct credit transfer you will need to supply a certified copy your documentation (certificates and/or statements). Yanchep Institute is required to verify your certificate with the issuing RTO.

Recognised Prior Learning: *How will skills recognition fit into the training program?*

The RPL process takes into account all relevant skills, knowledge and experience that you have regardless of the way you got them. This includes experience and training you have gained through paid work, volunteer work, and previous training and/or life experiences. Through the assessment process you may be able to gain a complete qualification or, if you have gaps in your knowledge, parts of a qualification which you can then complete with additional training.

Skills recognition and prior learning will be provided as part of the Certificate III Business training programme. An interview can be conducted to provide evidence for the recognition process.

How to apply for RPL: *Gather your documentation*

Gather all the documentation about your skills and experience that will assist the assessor with deciding if you have the skills and knowledge to gain RPL for either a unit or a full qualification. You will be required to answer some knowledge-based questions and if gaps in your evidence are identified practical activities will be required to demonstrate skills competency. The documentation you gather may include:

- General employment documents
- Resume
- Position description or job description
- Results of any assessments
- Details of in-house courses, training programs, orientation, induction
- References or letters from employers and or supervisors
- Workplace documents
- Diaries/task sheets
- Samples of documents that you have produced
- Emails/letters
- Occupational Health & Safety documentation
- Copies of presentations
- Photos (dated)

Traineeships:

Yanchep Institute offers the BSB30120 Certificate III in Business Social Media stream as a Traineeship to individuals in a variety of Business Services job roles. Individuals in these roles carry out a range of routine procedural, clerical, administrative or operational tasks that require technology and business skills. The social media stream will teach you how to use social media in business and covers: content creation, using social media data and analytics and managing social media messaging platforms. Certificate III in Business traineeships are available as new worker traineeships and School-Based traineeships.

Eligibility:
New worker traineeship
Trainees may be eligible for the New Employee Traineeship if they have been employed less than 3 months full time (refer to your award) or 12 months part time with their current employer, work at least 15-20 hours each week (depending on your award), and do not hold any formal qualifications that precludes eligibility.

School Based Traineeship
- be a full-time school student enrolled in a government or non-government school as defined in the
- School Education Act 1999.
- be a year 12 student
- be undertaking an approved school-based traineeship qualification.

- have a registered training contract with an employer.
- have the school-based traineeship recognised on your Western Australian Certificate of Education (WACE).
- be an Australian citizen or hold a visa that is consistent with the employment and study requirements of the training contract

Contact Yanchep Institute for further information.

Course Timeline:

This course is delivered using either a mixed mode of delivery (face to face and self-paced on-line) or on-line delivery. The duration of this course will be dependent on the current skills, knowledge and prior learning of the student as well as any timeframes indicated by the employer (if any). Yanchep Institute anticipates that the average timeframe for the course will be twelve months. Course commencement dates are to be advised.

Enrolment Process

- The enrolment process is necessary so that Yanchep Institute can include your required information including your Unique Student Identifier number in the data that it is required to report about student participation and outcomes in Vocational Education and Training.
- Your completed enrolments form will be forwarded to the RTO Manager and once processed, your application status will be confirmed and communicated to you.

Fees and Refunds

A complete copy of Yanchep Institute's Fees Policy is available on request. Yanchep Institute (YI) will manage the process of collecting fees and providing refunds to Learners of nationally recognised training programs, including Recognition of Prior Learning in a manner that is fair and transparent and addresses the requirements of the Standards for Registered Training Organisations 2015. (Standard 5 Clause 5.3; Standard 7 Clause 7.3 and Schedule 6). Refunds will be paid to Learners according to the following schedule:

- 100% refund should Yanchep Institute cancel the delivery of services
- 100% refund if withdrawal for any reason 48 hours prior to the delivery of services less $100 administration fee
- Partial refund at the discretion of Yanchep Institute for withdrawal due to uncontrollable event (sickness, accident, serious family incident, etc) after the commencement of delivery of training. Evidence such as medical certificate may be required. An administration fee of $100 will be deducted from any refund.
- If student transfers to another date, no loss of fees will apply.
- Pro rata refund for units not yet commenced for withdrawal for any reason other than those set out above
- Variations to these refund conditions may be made by the Chief Executive Manager where exceptional circumstances occur.
- All refunds are to be processed within 5 working days of the withdrawal advice using the same method for refund as was used for payment (i.e., cash to cash, eftpos to eftpos etc).

Resources

Students will be provided with login details on enrolment and prior to attending the Face-to-Face classes if studying via the blended mode of delivery, to enable them to access the on-line Learning Management System (LMS). They will be required to bring their own laptop to Face-to-Face classes to ensure access to the on-line Learner Guides and supporting Handouts and weblinks.

Assessments

Assessments will be conducted using a variety of methods. Such methods may include written Questions, Portfolios of Activities, Projects, Reports and Observations of Practical Demonstrations. Completed assessments and supporting documentation, videos, photos etc as required can be submitted via uploading to the LMS (preferred method) or emailed direct to the assessor.

Self-Assessment forms are to be completed and submitted by the student prior to attempting the assessments.

The student may contact the Assessor via the LMS messaging system or email for clarifications **prior** to undertaking the Assessment. The Assessor will be expected to respond within 48 hours of initial enquiry.

Grievance Policy

While YI will work with you to ensure that your experience and outcomes meets your expectations, we understand that sometimes differences do occur that need to be resolved.

Students who feel aggrieved about any matter to do with their experience or services, or assessment outcomes should raise the concern with the RTO so that it can be addressed.

If you at any time have an issue, please discuss it with the Yanchep Institute and we will work with you to resolve it.

Alternatively, you may put your issues in writing so that they can be addressed in accordance with the RTO Complaints and Appeals Policy. A copy of our policy is available from the Trainer or RTO Manager.

Issues will be expected to be resolved within 60 days. If 60 days have passed and the issue is still unresolved, an external organisation will handle the complaints as outlined in the Complaints and Appeals Policy.

Student Responsibilities

- You are required to advise us if you are unable to meet any of your scheduled sessions.
- You must tell us if there is anything that you believe will affect your ability to safely participate in assessment activities or operate equipment, or if you require support to undertake your assessments.
- You must provide us with correct personnel details including your address.
- You must provide us with your USI.
- We request you treat our RTO staff and others associated with the RTO in a courteous and respectful manner.
- You must wear the required personal protective equipment (PPE) for all practical training.
- You must comply with all applicable regulations & legislation as advised by the RTO.
- You must inform Yanchep Institute of any bee allergies prior to commencing the course.

Yanchep Institute Responsibilities

Our responsibilities to you require us to assist you in all reasonable ways to obtain the nationally recognised training program in which you enrol. In doing this we will:

- ensure that our environments are safe and relevant for the program needs
- that you are provided with information that explains the assessments you will participate in and the outcomes of these assessments
- ensure we meet the obligations of the services that are included in your enrolment form
- provide you with advanced notice of any changes to the services to be provided.
- respect the privacy of information you provide us

Privacy Policy

Yanchep Institute RTO 52780 ("YI", "we", "our", "us") is committed to protecting your privacy and ensuring the confidentiality of the personal information we collect. As an Australian Registered Training Organisation (RTO), we comply with Australian Privacy Laws and all applicable regulations governing the collection, use, and management of personal data.

Yanchep Institute RTO 52780 values the confidentiality of all personal information entrusted to us. We only collect and retain personal data that is essential for the effective operation of Yanchep Institute as a Registered Training Organisation (RTO) or as required by law.

Access to personal information is strictly limited to authorised personnel with a clear business need. All personnel with access to personal information must:

- Use the data solely for its intended purpose.
- Maintain strict confidentiality.
- Never share personal information within or outside the RTO without proper authorisation.

For funded students will always be informed that we may disclose personal data for statistical, regulatory, or research purposes as required by funding and compliance obligations.

Information We Collect

We may collect the following types of personal information:

- Full name, address, and date of birth.
- Contact details, including phone number and email address.
- Employment and academic records.
- Financial details related to course enrolments and funding.
- Information required for government reporting and compliance.

Personal information is collected directly from individuals or from authorised third parties, such as funding bodies or government agencies, where applicable.

How We Use Your Information

Yanchep Institute collects and uses personal information to:

- Deliver high-quality training and education services.
- Ensure compliance with regulatory and legal requirements.
- Maintain accurate records for students and employees.
- Communicate with students, employees, and other stakeholders.

We will never disclose your personal information without your consent, except where required by law or regulation.

Procedure for Disclosure

To ensure your privacy, YI follows a strict procedure before disclosing personal information:

1. Obtain written authorisation for disclosure from the CEO.
2. Contact the client to request and obtain written consent.
3. Provide the requested information only if steps 1 and 2 have been completed.

Proof of Identity

Individuals seeking access to their personal information must provide the following proof of identity:

- Full name.
- Current address.
- Date of birth.

Requests for access to personal information can be submitted to the Training Manager, info@yanchepinstitute.com.au.

Data Security

Yanchep Institute employs robust technical and administrative measures to protect personal information from unauthorised access, disclosure, alteration, or destruction. Access is limited to authorised personnel with a legitimate business purpose.

Your Rights

Under Australian privacy laws, you have the right to:

- Access your personal information.
- Request corrections to your information if it is inaccurate or incomplete.
- Withdraw consent for data collection or usage, subject to legal or regulatory requirements.

If you wish to exercise your rights or have concerns about how we manage your personal information, please contact us at:

Yanchep Institute
Suite 6, 128 Yanchep Beach Road, Yanchep WA 6035
Email: info@yanchepinstitute.com.au
Phone: 08 9544 3901

Changes to this Privacy Policy
We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. The updated policy will be posted on our website, and the effective date will be noted at the top.

Freedom of information. As per Freedom of Information Act.

Language, literacy and numeracy evaluation and support

A language, literacy and numeracy training needs analysis must be attempted by the learner prior to enrolment to enable learning needs to be assessed. Learners must only complete what they are able (this is not a test). Any learning needs identified will be addressed by the trainer/assessor and suitable strategies put in place to assist the learner.

Learner support

Yanchep Institute is mindful that some learners may experience difficulty with aspects of certain course material. Flexible learning strategies will be employed to accommodate individual differences. Where a learner still feels he or she is not coping, they should approach the Trainer/Assessor concerned and every reasonable effort will be made to assist. This may involve seeking the assistance of another agency and extra fees may apply.

GOOD LUCK and ENJOY THE COURSE!