

## Task 13:

### Using digital media

To complete this task you will research digital and social media policies to see how they affect delivery of customer service. If your organisation is fairly small and has no social or digital media policy, you will be asked to research those of other organisations and come up with some suggestions as the basis for a new digital and social media policy.

Digital and social media policies set expectations that any public posts will not expose the organisation to legal problems or embarrassment. Policies often include instructions about when an employee should identify themselves as a representative of the company on a social networking website, as well as rules for what types of information can be shared publicly.

When completing this task, you will need to:

- look at the types of digital and social media available
- reflect on how to use them appropriately
- research the digital and social media policies of different customer service organisations, and explain why these policies are necessary
- make recommendations for improving your organisation's use of digital and social media.

#### Key terms

**Digital media** – content that can be transmitted over the internet or computer networks. This can include text, audio, video and graphics, or anything else that can be presented online.

**Social media** – online communication channels dedicated to community-based input, interaction, content sharing and collaboration. Some examples of social media include forums, blogs and micro-blogging, social networking sites and wikis.



## Task 13:

### Using digital media

#### Relation to the standards

In this task, you will consider digital media policies and why they are important. As part of this task you will be working towards demonstrating that you have the following skills, knowledge or behaviour:

##### Knowledge:

By completing this task you will be able to:

- describe the guidelines in a digital media policy that affect the use of social and digital media in the work environment.

##### Skills:

By completing this task you will demonstrate personal organisation skills in your research by motivating yourself and managing your workload. You will also be considering how to use an appropriate tone of voice in digital communications that reflects the organisation's brand.

##### Behaviours:

By completing this task you will work towards showing you can uphold the organisation's core values and service culture through your actions, as well as taking responsibility for keeping your service knowledge up to date.

#### Suitable evidence

Suitable evidence to support the achievement of these outcomes could include personal research, resulting in a combination of the following:

- Reflective statement.
- Examples of social and digital media policies and guidelines, including own organisation.
- Recorded discussion with relevant member(s) of staff of organisation.
- On-programme workbooks.
- Presentation.



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#### Preparatory activities

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1. Research and list the different types of **social** and **digital media** that are available for use.

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2. Think about your **personal usage** of **social** and **digital media**. What consequences might there be for you and your organisation if you are not careful about your use?

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3. Which **digital** and **social media** are used in your organisation?



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### Knowledge application

Explain why it is necessary to have digital and social media policies in customer service organisations.

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Research the digital and social media policies that exist in different organisations. Briefly summarise a typical digital and social media policy from one of the customer service organisations you have researched.

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Research the digital and social media policies that exist in your organisation (if your organisation has any). Print and keep a copy of the relevant policies if you are able to. Briefly summarise the policies here.

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Explain how following your organisation's policies will affect your role in delivering customer service. If your organisation does not have a digital media policy, look at the typical policy you researched and explain how following that would affect your role.

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Prepare a presentation to deliver to the relevant person/people in your organisation, explaining how introducing or improving the use of digital and social media could improve your organisation's customer service. Keep in mind any existing digital and social media policies and how they would need to be considered or adapted.

Make notes on what you will cover in your presentation below:

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### Using digital media

#### Learner reflection

Complete the learner reflection detailing what you have learnt from carrying out the task, how you will make use of your learning in your work and which skills you still need to develop.

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Learner reflection

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Mentor/trainer/employer feedback

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Learner signature:

Date:

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Mentor/trainer/employer signature:

Date: