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**Overview**

This standard is about engaging audiences through the use of digital, including social media. It includes identifying the target audience and how to access them, ensuring that the appropriate response devices are in place and responding to negative messages or comments from the target audience. It is for public relations professionals who use digital, including social media, to engage audiences, either within an in-house context or on behalf of client organisations.

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**Performance  
criteria**

- You must be able to:
- P1 confirm the objectives for the use of digital, including social media and the messages to be communicated
  - P2 establish the tone of voice to be used in communications and ensure that this is communicated within the organisation
  - P3 identify the target audience and how to access them
  - P4 assess the benefits and risks of different types of electronic tools , platforms and social media and select those best suited to the audience
  - P5 create content that makes appropriate use of the channels or platforms selected and will engage the target audience's participation
  - P6 ensure that content is accurate and justifiable
  - P7 ensure clear links to allow the audience to access further information or take appropriate action and include appropriate response devices
  - P8 develop and make appropriate responses to negative messages or comments received
  - P9 create data collection and reporting systems to fulfil agreed monitoring requirements, in line with data protection and privacy legislation
  - P10 liaise with systems specialists where necessary
  - P11 monitor and evaluate the outcomes of the use of digital, including social media and adjust public relations strategies and actions accordingly

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**Knowledge and understanding****You need to know and understand:**

- K1 legal, regulatory and ethical requirements codes of practice and organisational policies and procedures relevant to the use of digital, including social media
- K2 the vision, objectives and culture of the organisation
- K3 the organisation's market and publics
- K4 the organisation's structure and business processes
- K5 different types of digital, including social media and their advantages and disadvantages
- K6 how to establish the tone of voice to be used in digital, including social media communications
- K7 how to select the channels or platforms best suited to a particular audience
- K8 how to make best use of different types of digital, including social media, including search engine optimisation
- K9 how to create content that will engage the target audience
- K10 the appropriate forms of etiquette on different digital, including social media sites
- K11 ways of dealing with negative responses from audiences
- K12 types of data collection and reporting systems
- K13 methods of monitoring the outcomes of the use of digital, including social media

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