

CFASME1.2V3.0

Disseminate and promote effective practice in social marketing



Overview

This unit is about disseminating evidence about effective and ineffective practice in social marketing and encouraging people to apply effective practice to their own contexts and issues. The dissemination may take place by any means, such as publications in paper or electronic format; talks and presentations in person or via electronic media; inclusion of the evidence in other learning materials or educational programmes.

This unit is for people in managerial or operational roles who are responsible for disseminating evidence about effective and ineffective practice in social marketing and promoting the application of effective practice to diverse contexts and issues.

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Performance criteria

- You must be able to:*
- P1 establish the validity and reliability of evidence¹ of effective and ineffective practice, clearly identifying any limitations of the evidence
 - P2 consult with key stakeholders to identify legitimate target audience(s) to whom the evidence may be salient
 - P3 engage with diverse target audiences to understand their characteristics, how they might benefit from an understanding of the evidence and how they prefer the evidence to be disseminated
 - P4 select means to disseminate the evidence which are cost-effective and appropriate to the diverse target audiences
 - P5 present the evidence in clear and appealing ways, using language⁶, formats and methods of communication which are accessible by, and transferable to the context of, the diverse target audience(s)
 - P6 provide concrete examples and/or practical activities to help the target audience(s) understand the salience of the evidence to their own contexts and issues
 - P7 encourage and support the target audiences to test and apply evidence-based effective practice in social marketing to their own contexts and issues
 - P8 adapt your approach to disseminating and promoting effective practice in social marketing in the light of feedback from diverse audience(s) and/or emerging problems or opportunities
 - P9 evaluate the effectiveness of your approach in terms of the target audiences':
 - P9.1 understanding of the evidence and its salience to their own contexts and issues
 - P9.2 application of evidence-based effective practice in social marketing to their own contexts and issues

¹ evidence can be qualitative and/or quantitative and can arise from the formal evaluation of the impact (short-term gain) and outcome (ultimate benefit) of social marketing programmes

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 communication principles, methods, tools and techniques
- K2 dissemination principles, methods, tools and techniques
- K3 evaluation principles, methods, tools and techniques
- K4 examples of effective and ineffective social marketing practice relevant to the activity
- K5 feedback principles, methods, tools and techniques
- K6 information management principles, methods, tools and techniques
- K7 learning and development principles, methods, tools and techniques
- K8 legal and organisational/partnership requirements for the management of information
- K9 monitoring principles, methods, tools and techniques
- K10 motivation principles, methods, tools and techniques
- K11 presentation principles, methods, tools and techniques
- K12 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders, including vulnerable and hard-to-reach groups
- K13 research findings relevant to the activity
- K14 social marketing principles, methods, tools and techniques
- K15 support principles, methods, tools and techniques
- K16 validation and verification principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K17 current and emerging trends and developments in the sector internationally, nationally and locally
- K18 industry/sector, organisational/partnership and professional codes of practice
- K19 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K20 organisational/partnership policies and procedures relevant to the activity
- K21 sources of advice, guidance and support
- K22 sources of data, information and knowledge
- K23 stakeholders and their diverse interests, needs, abilities and preferences

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Additional Information

Behaviours

1. constantly seek to improve performance
2. identify people's information needs and preferred communication media and styles
3. present information clearly, concisely, accurately and in ways that promote understanding
4. modify communication in response to feedback
5. show empathy with others' needs, feelings and motivations and take an active interest in their concerns
6. freely share learning with others who can benefit from it
7. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
8. check the validity and reliability of information
9. analyse and structure information to develop knowledge that can be shared
10. make appropriate information and knowledge available promptly to those who have a right to it
11. identify key stakeholders and their interests
12. identify the range of elements in a situation and how they relate to each other
13. encourage others to contribute ideas and to reach a consensus

Glossary

Stakeholders

These include all those interested in, involved in, or affected by, the evidence of effective and ineffective practice in social marketing

Key stakeholders

These are those with the greatest interest in or influence on the issues; they include the target audience

Legitimate

These audiences are those who are entitled to access the evidence, ie they are not prevented from doing so by legislation or organisational/partnership policy

Salient

This means relevant and significant to the issues of interest to target audiences

Means

This may include: publications in paper or electronic format; talks and presentations in person or via electronic media; inclusion of the evidence in other learning materials or educational programmes

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Language

This has two meanings here: formal language (such as English, Welsh, Urdu, etc) and informal language (i.e. appropriate vocabulary, syntax and figures of speech for use with a particular target group)

Methods of communication

These include: spoken word, printed word, electronic communication, visual images, sign language, Braille etc.

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Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Animal care and veterinary science; Environmental conservation; Retail and commercial enterprise; Retailing and wholesaling; Performing Arts; History, philosophy and theology; Social sciences; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

Suite Social Marketing

Key words social marketing activities; practice; social marketing promotion; social marketing importance; CSR; corporate social responsibility
