

Promote effective practice in social marketing

Overview

This standard is about promoting the evidence of effective practice in social marketing and encouraging the target groups to apply these principles to their own contexts and issues. The promotion may take place by various means, such as electronic or paper publications; events and presentations in person or via social media; inclusion of the evidence in other learning materials or educational programmes.

This standard is for professionals in managerial or operational roles who are responsible for promoting the evidence of effective practice in social marketing and encouraging its application to diverse contexts and issues.

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Performance criteria

You must be able to:

1. establish the evidence of social marketing practice and assess its effectiveness, validity and reliability
2. consult with key stakeholders to identify the target groups to whom the evidence may be salient
3. engage with target groups and key stakeholders to identify their characteristics, interests, needs, abilities and preferences
4. establish how the target groups might benefit from an understanding of the social marketing evidence
5. collate examples of evidence-based practice and present it in the relevant format and language appropriate for the target group
6. establish the channels of communication with the target groups
7. encourage and support the target groups to test and apply the evidence-based practice in social marketing
8. adapt your approach to disseminating and promoting the evidence-based practice in social marketing in response to feedback or emerging problems or opportunities
9. disseminate the information and evidence of effective social marketing practice
10. evaluate your approach to dissemination of evidence and its salience
11. review the application of evidence-based practice in social marketing
12. ensure compliance with the legal, organisational, code of practice requirements and policies relevant to your role, your organisation and the activities being carried out

Knowledge and understanding

You need to know and understand:

1. the evidence of effective social marketing practice
2. the methods of assessing the validity and reliability of the evidence
3. the methods of identifying the target groups and key stakeholders to whom the evidence may be salient
4. the relevant stakeholders, target groups, their diverse interests, needs, abilities and preferences
5. the principles, methods, tools and techniques for engaging with stakeholders and target groups, including vulnerable and hard-to-reach groups
6. the methods of disseminating the evidence to the relevant target groups and key stakeholders
7. the range of communication channels and social media platforms which can be used in the dissemination of information
8. the relevant examples and practical activities for the target groups
9. how to disseminate and promote the effective practice in social marketing
10. the methods of collating the feedback of dissemination activities
11. the relevant actions in response to emerging problems or opportunities
12. the evaluation methods of your approach in making target groups understand the evidence and its salience
13. why it is important to review the application of evidence-based practices
14. the legal, organisational, code of practice requirements and policies relevant to your role, your organisation and the activities being carried out

Glossary

Evidence

The 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.

Stakeholders

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

Salient

This means relevant and significant to the target groups' interests.

Means

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

Methods of communication

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

External Links

Academic Competencies in Social Marketing developed and approved by International Social Marketing Association (iSMA), European Social Marketing Association (ESMA), Australian Association of Social Marketing (AASM).

https://socialmarketing.blogs.com/rcraiiglefebvres_social/2014/09/academic-competencies-for-social-marketing.html

Social Marketing Statement of Ethics: <https://www.instructus-skills.org/documents/SM%20statement%20of%20ethics%20FINAL%2006032020.pdf>

Global Consensus of Social Marketing Principles, Concepts and Techniques by ESMA, AAS, SMANA, iSMA: <https://europeansocialmarketing.org/wp-content/uploads/2017/08/ESMA-endorsed-Consensus-Principles-and-concepts-paper.pdf>

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