

STANDARD TASK ANALYSIS FORM

6/1/2011

Duty/Task: A-12 Create social networking presence									
STEPS (Required to Perform Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)	
1 Identify social networking options available	1 Identified social networking options available (e.g., Twitter, Facebook, blogs, YouTube)	1 Computer, high speed Internet access	1 Computer, training, marketing skills, market awareness, multi-tasking, time management skills	1 N/A	1 Computer literate, innovative, creative, customer service oriented, positive	1 What social networking options are available? Who could I consult to ensure I am aware of all the options?	1 Internet research results, professional advice, usage reports/market research	1 Missing social networking opportunities	
2 Determine which social networking options would be most effective	2 Determined which social networking options would be most effective for the company's goals/purposes	2 Budget, computer, high-speed Internet access, flip camera	2 Computer, training, marketing skills, market awareness, multi-tasking, time management skills	2 N/A	2 Computer literate, innovative, creative, customer service oriented, positive, analytical, problem solver, adaptable	2 What do I want to accomplish with social networking? What are the associated costs, if any? Which sites would best meet my goals?	2 Internet research results, professional advice, usage reports/market research, company mission/vision	2 Over budget for project, wrong target audience, vague, ineffective message about company	
3 Register with selected social networking sites	3 Registered with selected social networking sites	3 Computer, high speed Internet access, budget	3 Computer, training, marketing skills, market awareness, multi-tasking, time management skills	3 N/A	3 Organized, timely, detail oriented, creative, customer service oriented, positive	3 Is the name I want available for all the sites I've chosen? If not, what other options do I have? Have I added necessary administrator permissions? Is there anything else I have to do to finalize the registration process? Are the passwords I've chosen secure?	3 Internet research results, professional advice, usage reports/market research, company mission/vision, information gathered from social networking sites	3 Inconsistent branding, poor company image, confused customers, poor search results, hacked account, customer and company information compromised	
4 Determine the purpose of the social networking site for the company (e.g., frequency of updates, target audience, tone of message)	4 Determined the purpose of the social networking site (e.g., frequency of updates, target audience, tone of message)	4 Company mission/vision statement, computer, high-speed Internet access, target market research, marketing plan	4 Computer, training, marketing skills, market awareness, multi-tasking, time management, language skills, skills	4 N/A	4 Computer literate, innovative, creative, customer service oriented, positive, analytical, problem solver, adaptable, organized, timely	4 What is the purpose? Who is my target audience? What are my technology options (e.g., cell phone, iPad, computer)? How can I post messages to accomplish seasonal goals?	4 Internet research results, professional advice, usage reports/market research, company mission/vision, information gathered from social networking sites	4 Inconsistent branding, poor company image, confused customers, inappropriate message for customers, untimely messaging	
5 Integrate social media into more traditional marketing and other web presence methods	5 Integrated social media into more traditional marketing and other web presence methods for a seamless marketing campaign	5 Budget, company mission/vision statement, computer, high-speed Internet access, target market research, marketing plan	5 Computer, training, marketing skills, market awareness, multi-tasking, time management, technical, organizational skills	5 N/A	5 Computer literate, innovative, creative, customer service oriented, positive, analytical, problem solver, adaptable, organized, timely, detail oriented, thorough, technical	5 Am I technologically capable of integrating the chosen sites effectively? Do I need to hire someone to do the job or do I have a staff member who is capable? Do I have these social networking sites included in my printed literature? Is this consistent with my branding?	5 Past experience, capabilities of staff, visual observation, company mission/vision	5 Inconsistent branding, inefficient use of sites, wasted time/money, ineffective communications	
6 Use and evaluate social communication network presence	6 Use and evaluate social communication network presence	6 Company mission/vision statement, computer, high-speed Internet access, marketing plan, sales data, comment cards	6 Computer, training, marketing skills, market awareness, multi-tasking, time management skills, sales strategy skills	6 Comprised security/hacked account	6 Computer literate, creative, innovative, customer service oriented, positive, responsive, problem solver, organized, polite, timely	6 Did I use and evaluate the sites effectively? How is it possible to further promote the culture of my business? Have I used my social network to further communicate my business with customers and colleagues? Have I increased sales or communication towards my business?	6 Use/evaluation ease, social site reports, visual observation	6 Integration not evaluated, troublesome navigation, poor company image, ineffective messaging, decreased sales, decreased network visitors	
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