<table>
<thead>
<tr>
<th>STEPS (Required to Perform the Task)</th>
<th>PERFORMANCE STANDARDS (Observable &amp; Measurable Criteria)</th>
<th>TOOLS, EQUIPMENT, SUPPLIES &amp; MATERIALS (Needed)</th>
<th>REQUIRED KNOWLEDGE AND SKILLS (Math, Science, &amp; Language)</th>
<th>SAFETY (Concerns)</th>
<th>WORKER BEHAVIORS (Important to Worker Success)</th>
<th>DECISIONS (Identify Decisions that Must be Made by the Worker)</th>
<th>CUES (Identify the Data Needed for Making Correct Decisions)</th>
<th>ERRORS (Indicate What May Result if Incorrect Decisions are Made)</th>
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<tbody>
<tr>
<td>1 Sign up for the identified program(s), (e.g. One call, Twitter, Facebook)</td>
<td>Signed up for the program(s) and respond to email from program administrator to activate the account.</td>
<td>Computer, internet access</td>
<td>Basic computer skills</td>
<td>NA</td>
<td>Timely, responsive, flexible</td>
<td>What program(s) do I want to sign-up for? Where do I locate the website for these program(s)? How do I create my account for each program?</td>
<td>Marketing plan, marketing calendar, instructions provided by each program</td>
<td>Account won't get set-up, cannot post information which will lead to frustrated customers</td>
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<tr>
<td>2 Create your post (Information you wish to communicate with customers &amp; potential customers)</td>
<td>Created relevant, timely, and effective posts to communicate information to customers. (e.g. “we are currently selling shares for our CSA. To purchase a share, go to our website or call phone number by a certain date”)</td>
<td>Computer, internet access, smart phone, phone</td>
<td>Basic computer skills, grammar and writing skills, basic marketing knowledge, knowledge of the selected program (One call, Twitter)</td>
<td>NA</td>
<td>Creative, convincing, accurate</td>
<td>What information do I want to communicate in the message I post? How do I do it most effectively?</td>
<td>Current CSA events (e.g. selling shares, delivering shares, planning for the season), relevant information to be shared with customers and potential customers</td>
<td>Incorrect information may get posted, customers will have incorrect information</td>
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<tr>
<td>3 Post the message on the chosen program(s)</td>
<td>Posted accurate information on each program (e.g. One call, Twitter, Facebook) that was professional and easy to understand, posted the correct information in a timely manner</td>
<td>Computer, internet access, smart phone, phone</td>
<td>Basic computer skills, grammar and writing skills, basic marketing knowledge, knowledge of the selected program (One call, Twitter)</td>
<td>NA</td>
<td>Timely, accurate, professional</td>
<td>Which program do I want to post the message? What information should I include in the message?</td>
<td>Personal choice or recommendation from colleague, current CSA events that are relevant to customers’ needs</td>
<td>Incorrect information may get posted, customers will have incorrect information, won’t positively impact sales</td>
</tr>
<tr>
<td>4 View post and respond to any comments customers have</td>
<td>Posted information encouraged customers to reply to post, ask questions, share with friends, and request additional information responded to requests for information in a timely manner.</td>
<td>Computer, internet access, smart phone, phone</td>
<td>Basic computer skills, grammar and writing skills, basic marketing knowledge</td>
<td>Posted customer contact information</td>
<td>Responsive, timely, professional</td>
<td>How quickly should I respond to posts? What information should I share in my response? How often should I review the post for comments?</td>
<td>Responses to the initial posting, time since the initial post and number of responses to post</td>
<td>Customers will not receive the requested information in a timely manner; could result in lost sales or damaged customer confidence</td>
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</tbody>
</table>

Expert Worker: Melissa Hurtt
Recorder: Christie Welch