

Duty/Task:								
B-5 Develop automated messages to customers (e.g., One call, Twitter)								
STEPS (Required to Perform the 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 Sign up for the identified program(s), (e.g. One call, Twitter, Facebook)	Signed up for the programs(s) and respond to email from program administrator to activate the account.	Computer, internet access	Basic computer skills	N/A	Timely, responsive, flexible	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?	Marketing plan, marketing calendar, instructions provided by each program	Account won't get set-up; cannot post information which will lead to frustrated customers
2 Create your post (information you wish to communicate with customers & potential customers)	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")	Computer, internet access, smart phone, phone	Basic computer skills, grammar and writing skills, basic marketing knowledge, knowledge of the selected program (One call, Twitter)	N/A	Creative, convincing, accurate	What information do I want to communicate in the message I post? How do I do it most effectively?	Current CSA events (e.g. selling shares, delivering shares, planning for the season), relevant information to be shared with customers and potential customers	Incorrect information may get posted, customers will have incorrect information
3 Post the message on the chosen program(s)	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	Computer, internet access, smart phone, phone	Basic computer skills, grammar and writing skills, basic marketing knowledge, knowledge of the selected program (One call, Twitter)	N/A	Timely, accurate, professional	Which programs do I want to post the message to? When do I want to post the message? What information should I include in the message?	Personal choice or recommendation from colleague, current CSA events that are relevant to customers' needs	Incorrect information may get posted, customers will have incorrect information, won't positively impact sales
4 View post and respond to any comments customers have	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.	Computer, internet access, smart phone, phone	Basic computer skills, grammar and writing skills, basic marketing knowledge	Protect customer contact information	Responsive, timely, professional	How quickly should I respond to posts? What information should I share in my response? How often should I review the post for comments?	Responses to the initial posting, time since the initial post and number of responses to post	Customers will not receive the requested information in a timely manner; could result in lost sales or damaged customer confidence
Expert Worker: Melissa Hurtt								
Recorder: Christie Welch								