

Title	Communicate professionally in a range of digital contexts, to maintain relationships and achieve objectives		
Level	4	Credits	3

Purpose	<p>People credited with this unit standard are able to communicate professionally in a range of digital contexts, to maintain relationships and achieve objectives.</p> <p>This unit standard has been developed primarily for assessment as an option within programmes leading to the New Zealand Certificate in Computing (Advanced User) (Level 4) [Ref: 2593].</p>
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Classification	Computing > Generic Computing
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Available grade	Achieved
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Guidance Information

- 1 Recommended skills and knowledge:
Unit 29796, *Collaborate and communicate with others effectively and safely in a digital environment*, or demonstrate equivalent knowledge, skills or experience.
- 2 Assessment, where applicable, will be conducted in and for the context of a real or realistic situation and/or setting, and be relevant to current and/or emerging practice. The assessor may gather evidence over time from a range of scenarios rather than using one assessment where the learner has to demonstrate all of the required skills.
- 3 Effective *communication* refers to fitness for purpose in terms of the intent, context, subject matter, intended audience; and any organisational requirements, which must be, or closely resemble, the requirements of an actual workplace. Good practice in this context involves selecting and professionally using the appropriate feature or function to enable the safe and correct use of the chosen digital tools.

The tasks must be of sufficient complexity to provide scope to meet the assessment performance criteria. The assessment context for this unit standard must be suitable to meet the criteria for level 4 in the NZQF Level Descriptors, which are available by searching for “level descriptors” at www.nzqa.govt.nz.

4 Definitions

Appropriate etiquette and professional practice refers to verbal and non-verbal communications in a digital media context, which implies appropriate use of images, emoticons, 'shouting', facial expressions, emotions, body language, text speak. This may also include but is not limited to body language, formality/informality, deference to authority, gender issues, cultural responsiveness, religious issues/practices in individual, team or group situations.

Collaborative tools refer to calendars, workflow systems, time trackers, planning tools, asynchronous and synchronous tools such as the wide range of collaborative, conferencing, connectivity and online learning tools.

Digital devices refer to electronic computing devices that can receive, store, process or send digital information, such as computers (desktop or laptop), tablets, smartphones or other emerging digital technologies.

Digital tools may be both hardware (digital devices) and software (applications and programs).

Emerging digital technologies refers to digital devices and technological concepts that are new to the market.

Platforms are the digital devices and operating systems on which software applications can be run.

Professional communication refers to the various forms of speaking, listening, writing and responding carried out, generally within a workplace context; that is accurate, complete, and understandable to its audience.

Social networking refers to online social networks, social messaging, video sharing, photo sharing, self-destructing apps, micro-blogging, group communication and chatting sites.

5 Legislation relevant to this unit standard may include but is not limited to the:

Copyright Act 1994

Copyright (New Technologies) Amendment Act 2008

Harmful Digital Communications Act 2015

Health and Safety at Work Act 2015

Privacy Act 2020

Unsolicited Electronic Messages Act 2007

and any subsequent amendments.

Current legislation and regulations can be accessed at <http://legislation.govt.nz>.

6 Reference

ACC5637 Guidelines for Using Computers - Preventing and managing discomfort, pain and injury. Accident Compensation Corporation - Department of Labour, 2010; available from Worksafe New Zealand, at <https://www.worksafe.govt.nz/topic-and-industry/work-related-health/musculoskeletal-disorders/ergonomics/safely-using-computers-at-work/>.

Outcomes and performance criteria

Outcome 1

Communicate professionally in a range of digital contexts, to maintain relationships and achieve objectives.

Performance criteria

1.1 Interpersonal communication with colleagues and stakeholders is practiced to a professional standard in a range of digital contexts, and is effective in terms of intention, medium and audience.

1.2 A variety of collaborative tools and platforms are used to effectively communicate and maintain relationships using appropriate etiquette and professional practice in a range of digital contexts.

Range may include but is not limited to – online video conferencing, messaging, online content, shared documents, social networking.

1.3 Professional communication tools and techniques are selected and applied in a manner that is appropriate to the digital media context.

Range includes but is not limited to – application of appropriate etiquette and professional practice for online social media and networking; synchronous and asynchronous communications; culturally and geographically diverse context/s.

Planned review date	31 December 2026
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2017	31 December 2024
Review	2	28 April 2022	N/A

Consent and Moderation Requirements (CMR) reference	0099
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Toi Mai Workforce Development Council qualifications@toimai.nz if you wish to suggest changes to the content of this unit standard.