



**Australian Government**

# **ICTWEB201 Use social media tools for collaboration and engagement**

**Release: 1**

# ICTWEB201 Use social media tools for collaboration and engagement

## Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 1.0.

## Application

This unit describes the skills and knowledge required to establish a social networking presence, using social media tools and applications. It includes the requirement to review, compare, and use different types of social networking tools and applications.

It applies to information and communications technology (ICT) personnel who need to develop a social networking web presence for a small or large office environment, using social media tools and applications.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

## Unit Sector

Web

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Describe the different types of social media tools and applications	1.1 Explain the characteristics of the term 'social media' 1.2 Identify different types of social-media tools and applications 1.3 Illustrate some of the issues associated with the use of social media tools and applications

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
2. Compare different types of social media tools and applications	2.1 Select one social media type to review 2.2 Review the most popular tools, and applications, within that social media type 2.3 Itemise the benefits across a range of the most popular tools and applications 2.4 Select the most appropriate social media tool or application
3. Set up and use, popular social media tools and applications	3.1 Identify the social media tools and applications available for possible implementation 3.2 Initiate the preferred social media tools, and applications, for use 3.3 Establish the social media interface, using text and file content 3.4 Initiate social networking interaction 3.5 Test and evaluate tools, and applications, for ease of use 3.6 Present the findings

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.2, 2.2	<ul style="list-style-type: none"> <li>Extract the relevant information from technical and organisational documents</li> </ul>
Writing	1.1, 2.2, 2.3, 3.3, 3.4, 3.6	<ul style="list-style-type: none"> <li>Develop the content in a manner that supports and conveys information, using the appropriate structures and specialised language</li> </ul>
Navigate the world of work	1.3	<ul style="list-style-type: none"> <li>Understands legal and ethical responsibilities, regarding the use of social media tools</li> </ul>
Get the work done	2.1, 2.2, 2.4, 3.1, 3.2, 3.5, 3.6	<ul style="list-style-type: none"> <li>Makes routine decisions and implements standard procedures for routine tasks</li> <li>Understands the purposes, specific functions, and the key features of common digital systems and tools, and operates them effectively to complete routine tasks</li> </ul>

## Unit Mapping Information

<b>Code and title current version</b>	<b>Code and title previous version</b>	<b>Comments</b>	<b>Equivalence status</b>
ICTWEB201 Use social media tools for collaboration and engagement	ICAWEB201A Use social media tools for collaboration and engagement	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>