



Australian Government

Assessment Requirements for ICTWEB306 Develop web presence using social media

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 6.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop social networking presence and upload and link at least three different file types using social media platforms, tools and applications.

In the course of the above, the candidate must:

- evaluate use of social media tools and application and action required changes
- confirm security of social media interactions according to cyber security procedures and protocols
- seek review from required personnel.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- basic technical terminology in relation to social networking, social media applications and tools
- basic methods of uploading images, text files, portable document format (PDF) files, audio files, video files and linking associated files
- features and functions of social media applications
- import and export software functions
- different types of social media tools and applications, benefits and issues associated with their use
- tagging process and facilitating collaborative folksonomy
- social media applications
- organisational procedures applicable to developing web presence through social media
- cyber security procedures and protocols.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- required hardware and its components
- online resources
- social media tools and applications that may be used to develop web presence through social media.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>