



Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB201A Use social media tools for collaboration and engagement

Release: 1

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Modification History

Version	Comments
ICAWEB201A	This version first released with <i>ICA11 Information and Communications Technology Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to establish a social networking presence using social media tools and applications.

The unit specifically identifies the requirement to review, compare and use different types of social networking tools and applications.

Application of the Unit

This unit 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.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	<i>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</i>

Elements and Performance Criteria

1. Describe different types of social media tools and applications	1.1 Explain characteristics of the term <i>social media</i> 1.2 Identify different types of <i>social-media tools and applications</i> 1.3 Illustrate some of the <i>issues</i> associated with the use of social media tools and applications
2. Compare different types of social media tools and applications	2.1 Select one social media type for review 2.2 Review most popular tools and applications within that social media type 2.3 Itemise benefits across a range of the most popular tools and applications 2.4 Select most appropriate social media tool or application
3. Set up and use popular social media tools and applications	3.1 Identify social media tools and applications for possible implementation 3.2 Initiate preferred social media tools and applications for use 3.3 Establish social media interface using <i>text and file content</i> 3.4 Initiate <i>social networking</i> interaction 3.5 Test and evaluate tools and applications for <i>ease of use</i> 3.6 Present findings

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - communicate with peers and supervisors
 - seek assistance and expert advice
- literacy skills to:
 - interpret user online manuals and help functions
 - read and write basic documents and instructions
- problem-solving skills to address problems when using applications
- technical skills to:
 - access the internet
 - operate a personal computer (PC) and printer
 - to enter text and numerical data
 - use social media application packages.

Required knowledge

- basic technical terminology in relation to social networking and social media applications and tools
- basic knowledge of uploading images, text files, PDF files, audio files, video files and link associated files
- features and functions of social media applications
- import and export software functions
- linking documents
- OHS principles and responsibilities for ergonomics, including work periods and breaks
- tagging to facilitate collaborative folksonomy
- social media applications and procedures for connecting to social networking sites
- use of input and output devices
- use of RSS feeds to connect a social network.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • identify different types of social media tools and applications, and issues associated with their use • access the internet, set up a social networking presence and upload and link a wide variety of files • use OHS principles and responsibilities for ergonomics, such as work periods and breaks.
Context of and specific resources for assessment	Assessment must ensure access to: • PC and printer • internet • social-media tools and applications • online instructional documents • appropriate learning and assessment support when required. Where applicable, physical resources should include equipment modified for people with special needs.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • verbal or written questioning to assess candidate's knowledge of types of social media tools and applications, and social-networking sites • direct observation of candidate accessing and interacting with a variety of social-networking sites • review of social-media tools and application evaluations.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate. Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the work being performed. Indigenous people and other people from a non-English speaking background may need additional support.

	In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.
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Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Social media</i> may include:	- web applications that facilitate: - information sharing - interoperability - user-centred design.
<i>Social-media tools and applications</i> may include:	- blogs - folksonomies - hosted services - mashups - social networking sites: - YouTube - Flickr - Facebook - Twitter - video sharing sites - web applications - wikis.
<i>Issues</i> may include:	- copyright - privacy - security - trust.
<i>Text and file content</i> may include:	- applications, including: .exe .pdf .ppt .rtf .zip - audio, including: .mid .mp3 .wav - graphics, including: .bmp

	• .gif • .jpg • .swf • .tif • text, including: • .htm • .txt • video, including: • .avi • .mov • .mpg • web, including: • .asp • .xml.
<i>Social networking</i> is being connected by one or more specific types of interdependency, such as:	• common interest • financial exchange • knowledge • personal relationships • prestige • relationships of beliefs.
<i>Ease of use</i> may include:	• affordability • desirable features for an online presence: • bulletin boards • direct mailing to customers • online forums • selling of products online • ease of communications • flexibility for placement of text, links and images • reasons for an external online presence: • communication with potential customers • promotion of products and services • recruitment of volunteers and new staff • reasons for an internal online presence: • regular staff communications • enterprise cohesion • display of staff achievements • reliability • set-up ease.

Unit Sector(s)

Web