



Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB417A Integrate social web technologies

Release: 1

ICAWEB417A Integrate social web technologies

Modification History

Version	Comments
ICAWEB417A	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 to successfully develop and implement social networking in websites.

Application of the Unit

This unit applies to web developers who are responsible for integrating social networking websites into new or pre-existing websites.

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
<i>Elements describe the essential outcomes of a unit of competency.</i>	<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. Analyse specifications and requirements	1.1 Evaluate different popular <i>social networking websites</i> 1.2 Discuss benefits of social networking in websites 1.3 Discuss negative aspects of social networking 1.4 Define goals based on client requirements for a successful social networking integration
2. Develop code and documentation	2.1 Develop guidelines for implementing social networking in a website 2.2 Develop code to integrate a social networking website into a pre-existing website 2.3 Use pre-existing scripts and tools to integrate a social networking website into a pre-existing website
3. Validate integration	3.1 Validate social networking <i>integration</i> 3.2 Validate social networking integration performance in different <i>browsers</i> , checking compatibility and display

Required Skills and Knowledge

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

Required skills

- analytical skills to determine uses, audience and document structure and requirements
- communication skills to liaise with end users
- initiative and enterprise skills to recommend design features
- literacy skills to:
 - follow documented instruction from a supplied guide and online documentation
 - interpret workplace instructions and other technical documents
 - keep up-to-date with latest industry guidelines
- technical skills to develop social networking integration code.

Required knowledge

- detailed knowledge of markup language and associated standards
- basic knowledge of server-side language.

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: • select an appropriate social networking tool • integrate tool into an existing website.
Context of and specific resources for assessment	Assessment must ensure access to: • client requirements • text editor • range of browsers • internet for research • validation of code • API documentation • 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: • review of documentation of the advantages and disadvantages of social networking • evaluation of: • candidate's integration of a social networking website into a pre-existing website • candidate's additional content management functionality against current programming and security standards • validation of frontend code markup correctness against standards set by the World Wide Web Consortium (W3C).
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.
--	---

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 networking websites</i> may include:	• Campaign Monitor • Delicious • Digg • Facebook • Flickr • Friendster • Google Applications • Last.fm • LinkedIn • MailChimp • Myspace • Slashdot • Twitter • YouTube.
<i>Integration</i> may relate to:	• using a social networking website application programming interface (API) to • post information from own website to the social networking website (Twitter) • pull and display information onto your own website.
<i>Browsers</i> may include:	• Firefox • Google chrome • Internet Explorer • Konqueror • Lynx • Mozilla • Opera • Safari.

Unit Sector(s)

Web