



Australian Government

ICTWEB446 Integrate social web technologies

Release: 1

ICTWEB446 Integrate social web technologies

Modification History

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

Application

This unit describes the skills and knowledge required to develop and integrate social networking code into new and existing websites.

The unit applies to individuals working as web developers who apply a wide range of knowledge and skills across a range of general information and communications technology (ICT) environments and support small to medium enterprises (SMEs) requiring broader, rather than more specialised, ICT support.

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. Analyse specifications and requirements	1.1 Evaluate different popular social networking websites 1.2 Discuss benefits and negative aspects of social networking in websites 1.3 Identify objectives and target audience of new or existing website 1.4 Select social networking website requiring integration into website according to website analysis and client requirements 1.5 Establish goals and define successful social networking integration according to client requirements
2. Develop code and documentation	2.1 Establish methods in implementing social networking in a website and develop guidelines according to client

ELEMENT	PERFORMANCE CRITERIA
	requirements 2.2 Develop code and use pre-existing scripts and tools, according to client requirements 2.3 Integrate a social networking website into a new or existing website using developed code, pre-existing scripts and tools 2.4 Document changes made in social web technology integration process 2.5 Follow social media policies considering company reputation
3. Validate integration	3.1 Validate performance of social networking integration in different browsers and various digital devices, checking compatibility and display 3.2 Debug website according to cyber security procedures and protocols 3.3 Broadcast website across various channels and build web audience using social web technologies 3.4 Evaluate audience reach and impact 3.5 Obtain client feedback and make required changes 3.6 Complete documentation and obtain sign off and approval from required personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	Analyses and consolidates information and data, from a range of sources, against defined criteria and requirements and checks accuracy and completeness
Writing	Develops clear and well-organised material for a specific audience, using precise language and conveys explicit information requirements and recommendations
Oral Communication	Determines and confirms client requirements using collaborative and inclusive techniques, including active listening and questioning and reading of verbal and non-verbal signals
Teamwork	Selects and uses applicable conventions and protocols when communicating with clients in a range of work contexts
Problem-solving	Makes routine decisions and implements standard procedures for routine tasks using formal decision-making processes for more complex and non-routine situations

SKILL	DESCRIPTION
	Addresses less predictable problems and initiates standard procedures in response to these problems, applying problem-solving processes in determining a solution
Self-management	Takes responsibility for planning, sequencing and prioritising tasks and own workload
Technology	Uses familiar digital technologies and systems, to access information, search and enter, data and code, present information and communicate with others, cognisant of data security and safety

Unit Mapping Information

Supersedes and is equivalent to ICTWEB417 Integrate social web technologies.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for ICTWEB446 Integrate social web technologies

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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:

- integrate a social networking website into an existing website according to website analysis and client requirements.

In the course of the above, the candidate must:

- analyse integration requirements of a social networking website into a pre-existing website
- confirm website functionality against programming and security standards
- validate front end code markup, against standards set by the World Wide Web Consortium (W3C)
- confirm integrated website is functional and compatible with at least two different browsers and at least two different digital devices
- confirm website is cyber secure and safe
- document all changes and obtain sign-off 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:

- markup language and its associated standards
- server-side language features
- social networking websites
- coding and documentation techniques applicable to integrating social web technologies
- integration tools across different social media channels
- social media policies relevant to integrating social web technologies
- evaluation techniques of integrating social networking into websites and audience impact.

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:

- client specifications
- a text editor or web authoring tool
- a range of browsers and devices
- the internet
- required hardware, software and its components including pre-existing scripts and tools
- debugging tools
- application programming interface (API) documentation.

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

Links

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