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.

Application

This unit describes the skills and knowledge required to develop and drive social media traffic to an established website using social media platforms. It involves comparing, configuring and using different types of social networking tools and applications to increase web presence.

It applies to individuals in Information and Communications Technology (ICT) roles and use social media tools and applications in business environments

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

This element requires the candidate to establish social media requirements according to business specifications, identify and analyse characteristics of social media platforms, tools and applications, identify issues associated with social media tools and applications according to organisational guidelines and policies, compare and discuss purpose and effect of social media platforms, tools and applications with required personnel, and compare and review tools and features of different social media platforms, tools and applications.

Unit Sector

Web

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Prepare to use social media tools and applications	1.1 Establish social media requirements according to business specifications 1.2 Identify and analyse characteristics of social media platforms, tools and applications 1.3 Identify issues associated with social media tools and applications according to organisational guidelines and policies 1.4 Compare and discuss purpose and effect of social media platforms, tools and applications with required personnel 1.5 Compare and review tools and features of different

	social media platforms, tools and applications
2. Set up and use social media tools and applications	2.1 Identify social media tools and applications according to business specifications
	2.2 Initiate and configure preferred social media tools and applications for use
	2.3 Establish social media interface, using text and file content
	2.4 Set up accounts for required users according to organisational procedures
	2.5 Initiate social networking interaction and confirm security of collaboration
	2.6 Link social media and web presence and create content as required
3. Review use of social media tools and application in developing web presence	3.1 Test and evaluate tools and applications according to organisational procedures
	3.2 Test and fix errors and confirm website security according to organisational procedures
	3.3 Determine whether use of social media tools is effective in developing web presence according to results
	3.4 Review social media work and apply required changes according to organisational procedures
	3.5 Confirm work performed with 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	• Extracts required information from technical and organisational documents
Writing	• Develops content in a manner that supports and conveys information, using required structures and specialised language
Self-management	• Identifies and applies legal and ethical responsibilities regarding use of social media tools • Makes routine decisions and implements standard procedures for routine tasks
Technology	• Identifies and confirms purposes, specific functions and key features of basic digital systems and tools

Unit Mapping Information

Supersedes and is not equivalent to ICTWEB201 Use social media tools for collaboration and engagement.

Links

Companion Volume Implementation Guide is found on VETNet -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2