



**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.

The candidate must show their ability to complete the tasks outlined in the elements, performance criteria, and foundation skills of the unit. This includes developing a social networking presence and uploading and linking at least three different file types using social media platforms, tools, and applications. During the task, the candidate must evaluate the use of social media tools and applications, confirm the security of social media interactions according to cyber security procedures and protocols, and seek review from required personnel.

## 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.

The candidate must also demonstrate knowledge related to the tasks outlined in the elements, performance criteria, and foundation skills of the unit. This includes knowledge of basic technical terminology related to social networking, social media applications and tools, methods of uploading various file types, 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 social media applications. The candidate must also have knowledge of organizational procedures applicable to developing web presence through social media and 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>

The skills in this unit must be demonstrated in a workplace or simulated environment that resembles the typical conditions of the industry. This includes access to required hardware and its components, online resources, and social media tools and applications that may be used to develop web presence through social media. Assessors of this unit must also meet the requirements for assessors in applicable vocational education and training legislation, frameworks, and/or standards.