

Unit details

Unit Code: ICTWEB417

Unit name: Integrate social web technologies

Unit purpose	This unit describes the skills and knowledge required to successfully develop and integrate social networking code into new and existing websites.
Elements and performance criteria	For further information about this unit go to: https://training.gov.au/Training/Details/ICTWEB417
Unit outcome	This unit is not graded. Your result will be recorded as: <ul style="list-style-type: none">o achieved competence (AC) or not competent (NC)
Pre-requisite / Co-requisite units	Nil

Assessment plan

To demonstrate competence in this unit, you must successfully complete each of the following assessment events:

1. Event 1	Report - Selecting social media tools
2. Event 2	Portfolio - Integrate social web technologies

Unit Assessment Guide

Assessment conditions



Submission dates	Submission of assessment events are flexible to your own personal needs. You should discuss a timeline with your facilitator in order to determine suitable dates to submit each assessment event for marking.
Submission instructions	<p>Your assessment events must be submitted online via the TAFEnow website.</p> <ul style="list-style-type: none"> ○ Complete each of your assessment events and save your files with the event name and your own name – for example: Event1_john_smith. ○ Upload your assessment event files and any other additional attachments to the space provided in the TAFEnow online learning platform.
Student is required to provide materials and equipment	<p>To complete this assessment, you will need to provide:</p> <ul style="list-style-type: none"> ○ A personal computer with internet access ○ Access to a HTML editor
TAFEnow is required to provide material and equipment	<p>To complete this assessment, your facilitator will provide access to:</p> <ul style="list-style-type: none"> ○ Nil
Additional resources	Nil
Facilitator support and supervision	There is no facilitator supervision required for these assessment events. If you are unclear about any aspect of the assessment please contact your facilitator for guidance.
Student collaboration	Student collaboration is not permitted.
Assessment attempts	You have two attempts on each event.
General information	For general information relating to assessment procedures at TAFEnow refer to http://tafenow.com.au/aboutassessment
Facilitator information	<p>(Facilitator information only)</p> <p>For Facilitator procedures refer to the TAFEnow Facilitator Space at http://tafenow.com.au/teacher-resources</p>

Assessment events

Assessment event 1 – Report – Selecting social media tools

This event requires you to submit an Evaluation report as evidence that demonstrates your ability to integrate social networking into new and existing websites.

Task instructions

Five (5) different social networks will need to be evaluated for each scenario. Of those the top three (3) must be selected. The other two (2) you will have to give reasons why you chose not to use them, again relying on your research and the answers to the questions below.

Each scenario needs to be examined and then researched to answer the following questions:

- 1 Who is using that social network?
- 2 Is the use of this social network going to change over time?
- 3 Are these users potential customers, or can they influence your client's potential customers?
- 4 What types of content are the networks users passionate about and how likely are they to share?
- 5 How does content get exposed to other people on the network?
- 6 Can your client create new types of content for his/her business to influence a popular new social network?
- 7 How much time and resources are required to participate in this social network?

The answers to the questions for each of five (5) social media tools must be included in your report, either in a table or paragraph style commentary.

NOTE: You will need to answer the questions 15 times in total, where the same social network is referenced for more than one scenario; the responses to the questions may be the same or different, depending on the scenario.

This item must address the criteria as listed in Table 1

Unit Assessment Guide



Marking criteria

Table 1

You must meet the below criteria in order to successfully complete this assessment event.	
1. Evaluation report	<p>1. Submit an Evaluation report that includes an evaluation for each of the three (3) scenarios provided, the evaluation of each scenario must:</p> <ul style="list-style-type: none">a. identify the five (5) different social networks being consideredb. provide valid and appropriate a response to all seven (7) of the questions listed for each of the five (5) different social networksc. clearly identify the three (3) preferred social networksd. provide one (1) valid reason for each of the two (2) social networks not selectede. include appropriate references to the sources of information you relied on

Assessment event 2 – Portfolio - Integrate social web technologies

This event requires you to submit a portfolio of evidence that demonstrates your ability to successfully develop and integrate social networking code into new and existing websites.

Your portfolio of evidence must include the following items:

1. Guideline document
2. Website

Task instructions

You need to integrate a twitter feed and social media button set, using AddThis or another method of your choice, into a website. The site you use may be either the [FoodCoop](#) provided or a site you have developed yourself e.g. in a previous unit of study.

You must complete testing/validation in at least two (2) different browsers (e.g. Firefox, Chrome, Safari or Internet Explorer/Microsoft Edge).

You must supplement this with a document that is a guideline to implementing social media features in a website. The document must be suitable for provision to a client as a reference guide.

These items must address the criteria as listed in Table 2

Unit Assessment Guide



Marking criteria

Table 2

You must meet the below criteria in order to successfully complete this assessment event.	
1. Website	<ol style="list-style-type: none">1. Submit a website both as a working site and as a zip file containing all required files to install the website. The website must:<ol style="list-style-type: none">a. include a social media button set on every individual pageb. include a Twitter feed on the Index.html page or the page after a splash page (if used)c. the social media inclusions must fit with the overall site designd. the social networking updates must be operate as expected and pass validation checks successfully
2. Test results	<ol style="list-style-type: none">1. Submit a document that contains your test results. The document must include:<ol style="list-style-type: none">a. an overview of the testing process followed to ensure that the social media features operated as expected and were validatedb. at least three (3) screen captures that were captured during testing/validation performed using at least two (2) browsers
3. Guideline document	<ol style="list-style-type: none">1. Submit a Guideline document that must:<ol style="list-style-type: none">a. address the key aspects of implementing social networking for this website, including addressing the following as a minimum:<ol style="list-style-type: none">i. management expectationsii. approval process for integrationiii. monitoring/mentoringiv. costsv. implementation/technology, including use of server-side languageb. be able applied to any website that the business might create in futurec. be a maximum of two (2) pagesd. formatted suitably for distribution to a client, including:<ol style="list-style-type: none">i. consistent fontii. headingsiii. footer