



Units covered in this assessment:

Unit number	Name
ICAWEB417A	Integrate Social web technologies

Time allocated: Ongoing - 15 minute presentations at start of each class.

Submission date see timetable below for individual allocations

ANSWER THE FOLLOWING QUESTIONS IN A HTML PAGE WHICH WILL BE SHARED WITH THE CLASS

1. What does this social media do
2. What is the target audience for this type of social media
3. What type of company would use this type of social media for self-promotion?
4. Discuss the pro's and con's for including this type of social media?
 - . Eg: Good for business.... Bad for how much time it takes. Give 5 pro/con's"
5. Research tips and tricks for making this type of social media successful in business and develop a guideline for how clients should use this social media.
 - . (Eg. Coupons, Discounts, Promotions, Competitions, Information, Product Launches) "
6. How will the client be able to measure the success of their social media campaign?
7. Research the social media and find out if there are pre-written scripts you can use to implement the technology in a website.
 - .
8. If so, demonstrate how this is done using a html page which will be shared with the class.
9. In your html page, make sure the code validates.
 - .
10. Demonstrate the performance of the social networking in IE, FF, Chrome.

Week	Date	SOCIAL NETWORKING SITE	STUDENT
4	7-Aug	Campaign Monitor	Melrose, Stephen
		Delicious	Jin, Jennifer Kyung Hee
5	14-Aug	Digg	Laslett, James
		Facebook	Van Wyk, Ruan
6	21-Aug	Flickr	Sweetnam, Benjamin
		Tumblr	Montgomery, Joel
7	28-Aug	Google+	Naeimidarestani, Amirali
		YouTube	Geddes, Jai
8	4-Sept	LinkedIn	Augusto Juanto
		MailChimp	Muzaffar, Faiza
9	11-Sept	Instagram	Patten, John
		Slashdot	Farrugia, Steven
10	18-Sept	Twitter	Sam Shannon
		getGlue	Lee, Sang Hee
11	9-Oct	Reddit	White, Nicole
		deviantArt	Shin, Joongsuk Carl
12	16-Oct	Vimeo	Molina Danny Danilo
		Pinterest	Lisa Robertson
13	23-Oct	Vine	Yang, Guangrun
		StumbleUpon	Bruce Dixon
14	30-Oct	Google Applications	Yong Duan
		Kotaku	
15	6-Nov	Oz-Bargain	
		Whirlpool	
16	13-Nov	Coffee Snobs	
		Foursquare	
17	20-Nov		