



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 | Akers Jonathan |
| | | MailChimp | Muzaffar, Faiza |
| 9 | 11-Sept | Instagram | Patten, John |
| | | Slashdot | Farrugia, Steven |
| 10 | 18-Sept | Twitter | Smith, Jenevieve |
| | | getGlue | Lee, Sang Hee |
| 11 | 9-Oct | Reddit | White, Nicole |
| | | deviantArt | Shin, Joongsuk Carl |
| 12 | 16-Oct | Vimeo | Ranjbarnejad, Samira |
| | | Pinterest | Langarizadeh, Kourosh |
| 13 | 23-Oct | Vine | Yang, Guangrun |
| | | StumbleUpon | |
| 14 | 30-Oct | Google Applications | |
| | | Kotaku | |
| 15 | 6-Nov | Oz-Bargain | |
| | | Whirlpool | |
| 16 | 13-Nov | Coffee Snobs | |
| | | Foursquare | |
| 17 | 20-Nov | | |
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