CATAPULT

ICTWEB306

Develop web presence using social media

Table of Contents (Extract)

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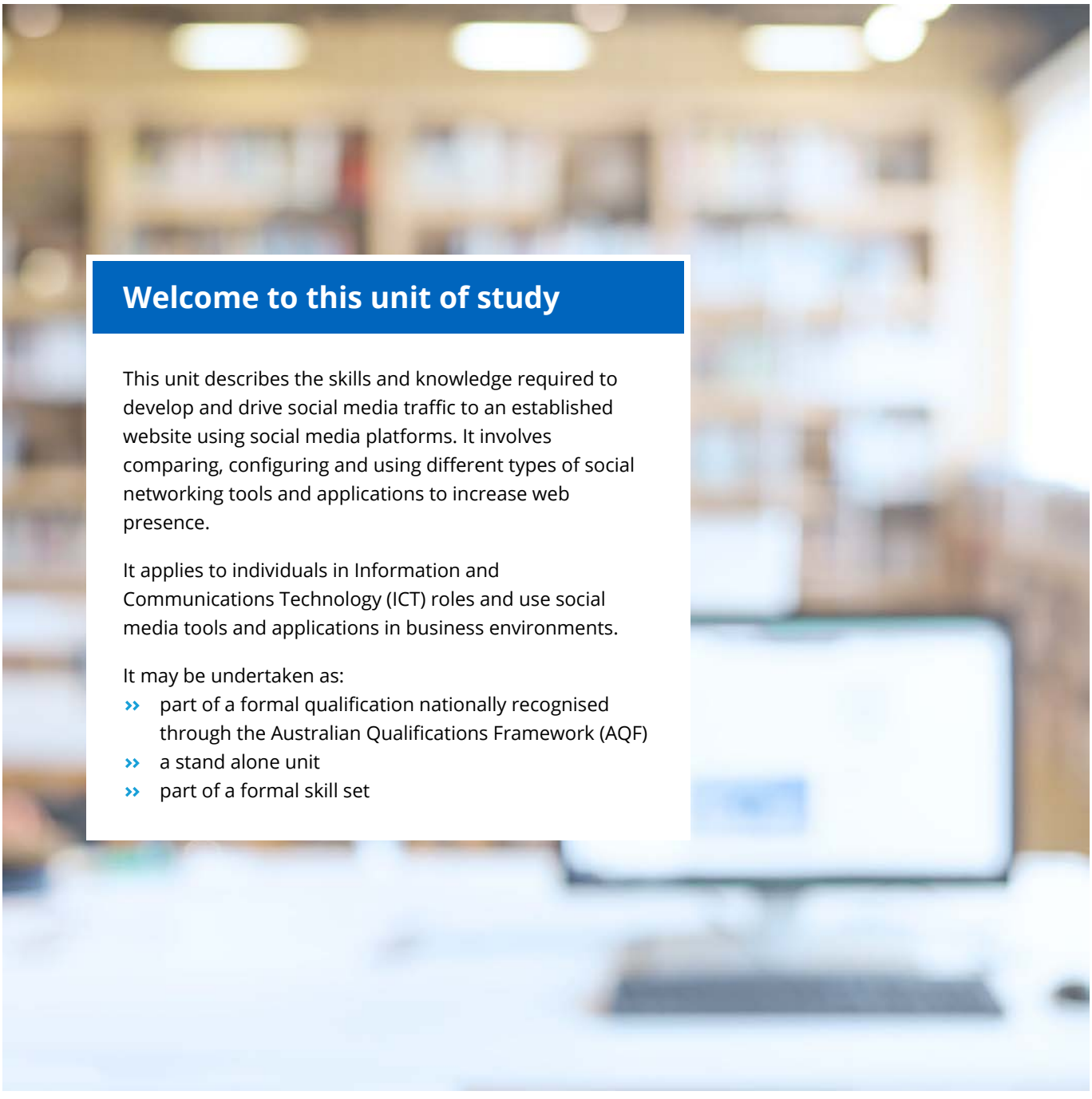
Trainer/assessor guide

ICTWEB306
Develop web presence using social media



Welcome to this unit of study

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.

It may be undertaken as:

- part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- a stand alone unit
- part of a formal skill set

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Contents

About this trainer/assessor guide **4**

Learning resource **5**

Topic 1: Prepare to use social media tools and applications 5

Establish social media requirements 5

Social media platforms, tools, and applications 7

Issues associated with social media 9

The purpose and effect of social media 11

Features of different social media platforms 13

Check your understanding 15

Topic 2: Set up and use social media tools and applications 17

Selecting social media tools and applications 17

Initiate and configure social media 19

The social media interface 20

User accounts 22

Social networking interaction 23

Creating content 24

Check your understanding 25

Topic 3: Review use of social media tools and application in developing web presence 27

Testing and evaluating tools and applications 27

Fix errors and confirm website security 29

Determine the effectiveness of the web presence 31

Reviewing social media 32

Confirm work 33

Check your understanding 35

Topic 4: Additional learning 37

Basic technical terminology in relation to social networking, social media applications and tools 37

Import and export software functions 40

Tagging process and facilitating collaborative folksonomy 41

Social media applications 42

Organisational procedures applicable to developing web presence through social media 43

References 45

Assessment workbook **47**

Unit information 49

What is competency-based assessment? 50

How will my competency be assessed? 51

Assessment agreement 52

Foundation skills checklist 53

Skills recognition **54**

Topic 1: Prepare to use social media tools and applications 55

Topic 2: Set up and use social media tools and applications 56

Topic 3: Review use of social media tools and application in developing web presence 57

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Knowledge questions **58**
Topic 1: Prepare to use social media tools and applications 59
Topic 2: Set up and use social media tools and applications 64
Topic 3: Review use of social media tools and application in developing web presence 70
Topic 4: Specific knowledge evidence 75
Performance tasks **80**
Third party evidence collection agreement 81
Topic 1: Prepare to use social media tools and applications 82
Topic 2: Set up and use social media tools and applications 84
Topic 3: Review use of social media tools and application in developing web presence 86
Completion record **88**
Unit mapping **89**
Trainer/ assessor user instructions **91**

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About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- Prepare to use social media tools and applications
- Set up and use social media tools and applications
- Review use of social media tools and application in developing web presence
- Additional learning

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- a set of true or false questions
- a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- information on competency-based assessment
- instructions on how you will be assessed
- assessment tools to assess your competence
- instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

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