CLAYDON BROTHERS

DIGITAL EXCELLENCE

Student Assessment Book

ICTWEB306 - Develop web presence using social media (Release 1)

Claydon Brothers

Document Control

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Introduction

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

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil.

Learning Outcomes

1. Prepare to use social media tools and applications

2. Set up and use social media tools and applications

3. Review use of social media tools and application in developing web presence

Assessment types

In this unit you will complete the following assessments:

1. Assessment Task 1: Written Assessment
2. Assessment Task 2: use Social Media Platforms
3. Assessment Task 3: Case Study and Report

Assessment Task 1: Written Assessment

Instructions for this task:

Answer all questions in the space provided.

You will be required to have a good understanding of the following areas:

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:

1. Basic technical terminology in relation to social networking, social media applications and tools
2. Basic methods of uploading images, text files, portable document format (PDF) files, audio files, video files and linking associated files
3. Features and functions of social media applications
4. Import and export software functions
5. Different types of social media tools and applications, benefits and issues associated with their use
6. Tagging process and facilitating collaborative folksonomy
7. Social media applications
8. Organisational procedures applicable to developing web presence through social media
9. Cyber security procedures and protocols.

Benchmark

You must get all questions 100% correct and all documentation requested in this assessment is submitted to gain a satisfactory in this task.

Resources required for this assessment task:

You need to have access to the following:

- Pen and Paper
- This Booklet
- Access to learning materials
- Access to the internet
- Access to a PC and word processing software

Location: Classroom/Computing Lab

Submission

Submit your responses by the due date and in accordance with the general instructions at the beginning of this unit of competency. Attach the Assessment Agreement and the Assessment cover sheet for this assessment task.

Evidence to submit

Did you submit the following evidence?		Yes	No
1	Answers to Questions 1-8 in this task	☐	☐
2	Answers correctly sourced and referenced if applicable	☐	☐
3	Handwriting was neat and legible, or word processed	☐	☐
4	Cover sheet attached	☐	☐
5	Assessment Agreement attached	☐	☐

Assessment Task 2: Use Social Media Applications

Student Instructions:

Complete the following tasks, take screen shots of each part of the task, and import the screen shots into a word document. Alternatively you can create the platforms and complete the tasks on the platforms as appropriate. You can give your assessor your user's name and password. Make sure that you reset your password after your work has been assessed.

Ask your Assessor to clarify items you are unsure about prior to commencing. Complete all tasks as stated and submit all work for assessment by the due date.

You will be required to have a good understanding of the following areas:

- Set up and use social media tools and applications

Benchmark

Using the Assessment Matrix below you are to achieve at least a rating of 4 to be deemed satisfactory in this task. You must complete all activities in full and you must answer all questions in full.

You must demonstrate that you are able to develop social networking presence through the use of social media tools and applications.

All criteria listed in the Assessor's Checklist must be met to the industry standards specified in this unit.

Location: Computing Lab

Resources:

- The Learning Guide
- Internet and PC
- Classroom Participants
- Access to learning materials
- Access to a PC and word processing software
- Access to Social Media tools and applications

Did you submit the following evidence?		Yes	No
1	Task 1 URL	☐	☐
2	Task 2 URL	☐	☐
3	Task 3 URL	☐	☐
4	Task 4 URL	☐	☐
5	Task 5 URL	☐	☐
6	Task 6 URL	☐	☐
7	Screen shots of each function in Tasks 1-7	☐	☐
8	Assessor checklist submitted	☐	☐
9	Cover sheet attached	☐	☐

Assessment Task 3: Case Study

Student Instructions

You are to complete the Case Study below. Submit all documents specified in the Case Study to the Assessor. Ask your Assessor to clarify items you are unsure about prior to commencing. Complete all tasks as stated and submit all work for assessment by the due date.

This task requires you to research different types of social media tools and their applications and develop a social networking presence that is safe.

You will be required to have a good understanding of the following areas:

1. Develop social networking presence and upload and link at least three different file types using social media platforms, tools, and applications.
2. In the course of the above, the candidate must:

   a. Evaluate use of social media tools and application and action required changes.

   b. Confirm security of social media interactions according to cyber security procedures and protocols.

   c. Seek review from required personnel.

3. Prepare to use social media and tools
4. Set up and use social media tools and applications
5. Review use of social media tools and application in developing web presence.

Benchmark

Using the Assessment Matrix below you are to achieve at least a rating of 4 to be deemed satisfactory in this task. You must complete all activities in full and you must answer all questions in full.

You must demonstrate that you are able to develop social networking presence through the use of social media tools and applications.

All criteria listed in the Assessor's Checklist must be met to the industry standards specified in this unit.

Location: Classroom

Resources:

- The Learning Guide
- Internet
- Classroom Participants
- Access to a PC and word processing software
- Ability to set up social media accounts using 3 social media platforms
- Access to Hootsuite

Evidence to submit

Did you submit the following evidence?		Yes	No
1	Two Hootsuite reports - before and after modification of amending social media post	☐	☐
2	Report on the evaluation of two social media platforms	☐	☐
3	Report on the selection of the final social media platform	☐	☐
4	1-3 screenshots of the account creation process	☐	☐
5	Report on Cyber Security, Copyright, Privacy	☐	☐
6	One or two screenshots of your completed profile or page in your report.	☐	☐
7	One screenshot of each interaction (leading and following)	☐	☐
8	Screen shots of the three social media posts	☐	☐
9	Assessor checklist submitted	☐	☐
10	Cover sheet attached	☐	☐

Record of Assessment Outcomes

This section records all the evidence used to form the final assessment decision. Please document all types of evidence used in this assessment.

Student Name				
Unit of Competency	ICTWEB306 - Develop web presence using social media (Release 1)			

Assessment Requirements	Task Outcomes		
	Satisfactory (S)	Not Satisfactory (NS)	Resubmit
Assessment Task 1: Written Assignment	☐	☐	☐
Assessment Task 2: Practical	☐	☐	☐
Assessment Task 3: Case Study and Report	☐	☐	☐

Overall Assessment Outcome		
☐ Competent	☐ Not Yet Competent	☐ Resubmit

If a resubmission is required what additional evidence or corrections are required?

Assessor Name:			
Assessors Signature:		Date	

Appendix 1 - Student Survey

At the end of each unit, we would like to collect feedback, so we can identify areas for improvement in our materials.   Circle or highlight the response you wish to use. We would appreciate your assistance by providing your constructive feedback.

Please complete the survey and return it to Claydon Brothers Pty Ltd by email: sales@claydonbrothers.com.au.

Thank you for your time.

Qualification code and name					
Unit code and name	ICTWEB306 - Develop web presence using social media (Release 1)				
Date:					

Please read the statements below and circle the most appropriate response:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The amount of time for the assessment was appropriate.	1	2	3	4	5
2. The training and assessment materials for this unit were suitable to my learning style and easy to use.	1	2	3	4	5
3. The content was interesting and engaging.	1	2	3	4	5
4. The topics were presented in a logical sequence.	1	2	3	4	5
5. The assessment tasks were clear; and it was easy for me to understand what was required of me.	1	2	3	4	5
6. What did you find most interesting or useful about this unit?					
7. What, if anything, did you find the least useful about the unit?					
8. Please make any constructive suggestions that would improve these materials for future students?					

Thank you for providing your valuable feedback.