

BTEC Level 3 IT



HAZELEY 6TH FORM

CHARACTER, CONFIDENCE & CREATIVITY

Deadline:

Friday 11th September

2020

Hazeley Academy

Pearson Level 3 BTEC ICT
Unit 3: Using Social Media in Business.

Objectives:

- To understand the different features of social media with specific attention to the audience profiles of different social media sites.
- The word count must be at least **2000 words**.
- To complete a 4-hour online training course.

The outcome:

- This work is to be completed in a report format (use Microsoft word NOT PowerPoint).
- This work should take you between 7-9 hours.
- This work is essential for you as it links to the Pass 2 criteria in the first assignment (Learning Aim A).
- Complete the 4-hour course on Future Learn that will teach you how to create an online digital marketing campaign.

Tasks:

Task 1 (Approximately 4 hours) – Research Task – The Report to be written up in Microsoft Word

(30 minutes) Facebook

What is Facebook?

What features does Facebook have?

What is the target Audience of Facebook?

What % of Male and Female use Facebook?

(30 minutes) Twitter

What is Twitter?

What features does Twitter have?

What is the target Audience of Twitter?

What % of Male and Female use Twitter?

(30 minutes) Instagram

What is Instagram?

What features does Instagram have?

What is the target Audience of Instagram?

What % of Male and Female use Instagram?

(30 minutes) YouTube

What is YouTube?

What features does YouTube have?

What is the target Audience of YouTube?

What % of Male and Female use YouTube?

(30 minutes) LinkedIn

What is LinkedIn?

What features does LinkedIn have?

What is the target Audience of LinkedIn?

What % of Male and Female use LinkedIn?

(30 minutes) Snapchat

What is Snapchat?

What features does Snapchat have?

What is the target Audience of Snapchat?

What % of Male and Female use Snapchat?

(30 minutes) TikTok

What is TikTok?

What features does TikTok have?

What is the target Audience of TikTok?

What % of Male and Female use TikTok?

(30 minutes) Conclusion

This time should be dedicated to writing a conclusion of what have been the key findings from the research carried out. This conclusion should link back to the assessment criteria.

The overarching questions for this conclusion.

What features are used to enhance online presence?

How are they used to reach out to their target audiences' profile?

Hence, in this conclusion you must focus on the following:

- The features that have been identified and understood that are being used by social media platforms to increase their online presence
- Finally explain how those features / tools can attract the potential target audience.

(30 minutes) Bibliography

It is also important to list different website links you have looked through for your research. Include any links you have used in a Bibliography.

Task 2 (4 hours) – Future Learn Online course – Creating a Digital Social Media Campaign

Complete the 4-hour online course that teaches you how to create a social media marketing campaign. The weekly requirement is 2 hours. The course can be completed in two weeks.

“Discover the key features and platforms for an effective social media campaign. The impact of social media on business, society, entertainment and politics is undeniable. Organisations of all sizes and industries have brought social media to the heart of their marketing, communication and customer support. The challenge is knowing how to create effective two-way communication between your organisation and your audience.”

“<https://www.futurelearn.com/courses/create-a-social-media-marketing-campaign>”

The course link: <https://www.futurelearn.com/courses/create-a-social-media-marketing-campaign>

PLC:

The tasks set are directly linked to the PLC:

Aims				My SMART target to improve my knowledge is.....
Learning Aim A – Explore the impact of social media on the ways in which businesses promote their products and services.				
A1 – Developments in social media and how these affect the ways businesses promote products and services.				
<ul style="list-style-type: none"> I recognise that social media websites are constantly evolving and new features are being added regularly. I understand features for different social media platforms (Facebook, Twitter). I can relate these to the target audience. 				

Resources/Research:

<https://www.ucl.ac.uk/cam/what-is-social-media>
<https://www.brandwatch.com/blog/96-amazing-social-media-statistics-and-facts/>
<https://analytics.twitter.com/about>
<https://trends.google.com/trends/?geo=US>

Wider Reading:

<https://www.inc.com/ed-zitron/8-tips-to-running-an-actually-successful-social-media-campaign.html>

We will also have some books within school that can help you with this. A lot of the resources will be added to Microsoft Teams when you join in September.

Other useful links:

<https://www.socialmediatoday.com/social-networks/top-social-network-demographics-2017-infographic>
<https://trends.google.com/trends/>
<https://www.ucl.ac.uk/cam/what-is-social-media>
<https://pubsonline.informs.org/doi/10.1287/isre.1120.0470>
<https://pdfs.semanticscholar.org/a59f/46c2ee905fab79885189c1c6781def6e45b.pdf>

Online course:

The link below is a future learn online course / resource that will support your learning and prepare you for next year. Please read and attempt and related activities.

<https://www.futurelearn.com/courses/create-a-social-media-marketing-campaign>

Submission Date: All work must be submitted by Friday 11th September 2020.