

Using Social Media in Business

On the BTEC course you will complete a unit that involves an investigation into how businesses use social media

Learning Objectives

- To understand the structure of the course.
- To Identify the different ways that businesses use social media

Task

Find examples, with screenshots, and explain how and why the businesses use these features of social media. You must use a range of businesses.

- Posting different content formats, e.g. text, images, video, links, polls and quizzes.
- Content focus and meaning, e.g. information, promotion, humour, special offers and customer service.
- Developing an audience and encouraging people to follow or 'like' the business through the creation and use of engaging content.
- Keywords and their use in posted content.
- Developing contacts by following and linking relevant businesses and individuals, and sharing content posted by others.
- Direct and indirect advertising.
- Links to other commercial information, e.g. company website, e-commerce websites.
- Relationship between social media website and company website, e.g. using: social media buttons on the company website
- company website links within social media posts that encourage visits to E-commerce site to make purchases
- social media news feeds on the company website.

Summer Task – complete this – make sure you get screenshots for every example.