

BTEC IT Summer Work

Scenario

The local chamber of commerce has many members who run small businesses. The members are interested in using social media to promote their businesses but know very little about it. The chamber of commerce has approached your school/college as they understand learners study a unit on social media in business. As a learner studying a unit on social media in business you have been asked to provide a written report on using social media for business purposes to deliver to the members of the chamber of commerce.

Create a written report to deliver to the chamber of commerce in which you provide an evaluation of the different ways in which a business can use social media. The presentation should include:

- a) i) An explanation of the different ways in which a business can use social media. This **must** be supported by real-life examples. This should cover all of the following:
- Posting different content formats, e.g. text, images, video, links, polls and quizzes.
 - Content focus and meaning, e.g. information, promotion, humour, special offers
 - 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.

This Summer Task will form the first part of your Assignment A for Unit 3 Using Social Media in Business.

Summary

By completing the above tasks, you will start to develop some of the necessary skills required in BTEC IT. In short you will have been able to make recommendations about how IT can be used effectively, analyse the key considerations that need to be taken into account and evaluated the impact of using things such as social media. You should be prepared to hand in your presentation on the first lesson in September.