

## **BTEC Level 3 IT - Y11 to Y12 Transition**

The first unit of work you will complete for the Level 3 IT course, is about how Businesses use Social Media.

To prepare for this, you need to research the different ways in which businesses can use social media.

Create a report in Google Docs, or Word with the following headings and research, provide images and text to support your views - always cite the source of your research or images:

### **Part 1**

**1.** Introduction - What is social media?

**2.** For each of the main 3 Social media platforms (Facebook, Twitter & Instagram), EXPLAIN how Businesses can tailor features of the platform to suit their to business needs, cover the following points:

- o advertising
- o linking to previous e-commerce site search history and display of search-related adverts
- o website and mobile device integration
- o relationship to search engine optimization (SEO)
- o profile on the sites, describing the business to visitors
- o usage data indicating profile of followers and effectiveness of posts, e.g. Facebook Insights<sup>TM</sup>, Twitter Analytics<sup>TM</sup> and Google Analytics<sup>TM</sup>.

**3.** Showing screenshot examples, EXPLAIN how businesses can use social media websites to support their business aims and needs, covering:

- o creating an image or brand, give examples
- o promoting products and/or services, give examples
- o communicating with customers, give examples
- o customer service, give examples
- o resolving queries and managing issues, give examples

**4.** Risks and issues

- Negative comments on social media sites and damage to reputation.
- Time constraints on social media interaction, return on time investment.
- Unforeseen consequences of posted content.
- Security issues related to increased company profile as a result of use of social media:
  - o dangers of virus infection
  - o potential for blackmail/ransom
  - o theft of company-sensitive information or personal information.

## Part 2

Add a further section to your report that looks further into who the users for each of the main 3 SM platforms are. Using screenshots and statistical data as evidence, EXPLAIN audience profiles (age, gender, income) of social media websites:

- o Source graphs/charts to show the demographics of audience profiles.
- o Explain what the graphs/charts show - who uses the platform the most?
- o Explain gender, age, geolocation split and why each platform appeals to its audience/users.
- o Would this be good social platform for ANY business? WHY?

Look here for help:

<https://sproutsocial.com/insights/new-social-media-demographics/>