







	Unit 3 Use of Social Media for Business 	Unit 2 Creating Systems to manage Information 
Y12 Units	<p align="center">September 2020 – December 2020</p> <p>You will explore different social media websites, the ways in which they can be used and the potential pitfalls when using them for business purposes. You will develop a plan to use social media strategies for business purposes to achieve specific aims and objectives. You will then implement the plan, developing and posting content and interacting with others. Finally, you will collect data on the business use of social media and review the effectiveness of your efforts.</p> <ul style="list-style-type: none"> ✓ Internally assessed ✓ Assignment set by exam board ✓ Deadline December 2020 	<p align="center">January 2021– May 2021</p> <p>You will examine the structure of data, its origins and how an efficient data design follows through to an effective and useful database. You will examine a given scenario and develop an effective design solution to produce a database system. You will then test your solution to ensure it works correctly. Finally, you will evaluate each stage of the development process and the effectiveness of your database solution.</p> <ul style="list-style-type: none"> ✓ Externally assessed ✓ Set task provided exam board ✓ Completed under supervised conditions during a 2 day window at the start of May 2021 ✓ Submitted to the exam board electronically

	Unit 1 Information technology Systems 	Unit 6 Website Development 
Y13 Units	<p>You will explore the relationships between the hardware and software that form an IT system, and the way that systems work individually and together, as well as the relationship between the user and the system. You will examine issues related to the use of IT systems and the impact that they have on organisations and individuals. This unit builds on from the BTEC Level 2 qualification.</p> <ul style="list-style-type: none"> ✓ External examination January 2022 ✓ 90 marks available – 2 hours in duration ✓ Short and long answer questions 	<p>You will enter the world of web design and learn the skills of the web designer. Identify the hardware and software needed for web use and learn about the principles of web design. Learn how to design, build and test websites for a specified purpose, audience and clients.</p> <ul style="list-style-type: none"> ✓ Internally assessed ✓ Assignment set by exam board

The BTEC National in IT are demanding, you will have to complete a range of units, be organised, complete external assessments that Pearson will set and mark, and produce a portfolio of your assignments. Some of the units will be new to you while others will build on the skills, knowledge and understanding from the courses taken at GCSE level.

Useful Websites

Though not an exhaustive list, these are some of the websites which you might find useful.

- <http://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html#tab-1>
Link to the specification and sample assessment materials for the course
- <https://blog.hootsuite.com/social-media-for-business/> **Unit 3** use of social media for business
- <http://www.wordstream.com/social-media-marketing> **Unit 3** use of social media for business
- http://www.teachict.com/as_a2_ict_new/ocr/AS_G061/315_database_concepts/terminology/mi_niwe_b/index.htm **Unit 2** used for revision on databases

Independent Study Task

Social Media has become hugely popular and many millions of people have signed up to accounts on social media websites. Each sites have their own particular **features** and sites are developing and adding new features to keep existing account holders engages and attract new members.

You probably already use Social media sites, but this unit is not about personal use but how Businesses can use these sites to **promote** their **products** and **services**.

In these tasks you will be researching the key features of 6 different Social media websites and looking at what features make each of the websites unique

In the second task you will be looking at the audience profiles for 3 different social media website.

Activity 1 Features of Social Media Websites

Each social media website has its own unique features and structures that make it different from others. For Example a feature of Facebook:




“You can create both public and private groups for people with a common interest.”





You also need to consider who the target audience is that will be using the Social Media Website think about:

Types of people (Individuals, Groups, Business people)

Interests they might have (Music, celebrities, food, clothing etc)

Age range (Young adults, Older Adults)

Social Media Websites	Key Features	Target Audience
<p data-bbox="228 648 358 678">Facebook</p> 		
<p data-bbox="233 1123 354 1152">Google +</p> 		
<p data-bbox="241 1598 345 1627">Twitter</p> 		

Social Media Websites	Key Features	Target Audience
<p data-bbox="224 163 358 197">Instagram</p> 		
<p data-bbox="232 514 350 548">YouTube</p> 		
<p data-bbox="237 821 345 854">LinkedIn</p> 		
<p data-bbox="232 1152 350 1186">Pinterest</p> 		

Activity 1 Features of Social Media Websites

Research the term audience profiling?

In the table below pick 3 social media websites and research the audience

- How many **users** are on the Social Media Site?
- How many are **men** and how many are **woman**?
- What is the **age range** of the users on the Social media website?
- What is **demographic** area? (UK and Worldwide)
- What **devices** do they use to access the social media site?

Social Media Website	Description of the audiences	Similarities/Difference

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