

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Foundation Diploma in Computing Pearson BTEC Level 3 National Extended Diploma in Computing
Unit number and title	Unit 8: Business Applications of Social Media
Learning aim(s) (For NQF only)	A: Explore the impact of social media on the ways in which organisations promote their products and services
Assignment title	Exploring the ways organisations can use social media
Assessor	C Johnston
Issue date	05-07-2017
Hand in deadline	21-07-2017

Vocational Scenario or Context	The local chamber of commerce has many members who run small organisations. The members are interested in using social media to promote their organisations 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 presentation on using social media for business purposes to deliver to the members of the chamber of commerce.
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Task	<p>Create documentation to deliver to the chamber of commerce in which you explore the different ways in which an organisation can use social media using relevant real life examples. You should provide:</p> <ul style="list-style-type: none"> • An evaluation, making well explained business related observations of how social media can be used to interact with an organisations' customers and promote the organisations' products and/or services, including consideration of advantages, disadvantages risks and issues. • An assessment of the ways in which social media can be used to target a specific audience and an explanation of the audience profiles of different social media sites in terms of age, gender and income. • An explanation of the different ways in which organisations can use social media to promote products and services to a target audience (e.g.
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	<p>posting a range of different content, direct and indirect advertising, providing information, using humour, special offers, customer service)</p> <p>You work should use fluent technical vocabulary.</p>
Checklist of evidence required	<p>If writing a report – A report exploring the different ways social media can be used by organisations.</p> <p>If producing a PowerPoint - Presentation slides and speakers notes exploring the different ways social media can be used by organisations.</p>
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
8/A.D1	Evaluate the organisational use of social media to interact with customers and promote products or services to a target audience.
8/A.M1	Assess the different ways in which an organisation can use social media to promote products or services to a target audience.
8/A.P1	Explain the different ways in which an organisation can use social media to promote products or services to a target audience.
8/A.P2	Explain the audience profiles of different social media websites.
Sources of information to support you with this Assignment	<ul style="list-style-type: none"> • Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes: www.socialmediaexaminer.com • Social Media Today also focuses on social media marketing for business: www.socialmediatoday.com • Mashable is blog site with a UK based version with lots of up-to-date articles on social media: mashable.com/social-media/ • Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media
Other assessment materials attached to this Assignment Brief	<i>Presentation template</i>

