

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Foundation Diploma Certificate 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)	B: Develop a plan to use social media in an organisation to meet requirements C: Implement the use of social media in an organisation
Assignment title	Planning and implementing the use of social media in organisations
Assessor	
Issue date	
Hand in deadline	

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 1	<p>Following on from the presentation on social media you produced for the chamber of commerce, one of the business people who runs a small charity has asked you to plan and implement the use of social media to promote the charity. You need to:</p> <ul style="list-style-type: none"> • Identify the business aims and how the charity wants to use social media to meet them. • Produce a plan to use social media in the charity, annotated to justify the planning choices that have been made. The plan should identify a target audience and a keyword strategy. It should include a posting schedule with timescales identified.
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	<ul style="list-style-type: none"> • Provide evidence that you have reviewed the plan with the people who run the charity (or your tutor acting in this role) and improved the plan based on the feedback you have been given. • Produce a written evaluation of both the plan you create and its implementation against the requirements that the charity has, and any legal or ethical issues related to materials posted on social media sites. • Produce optimised content for posting on social media which follows the plan you have developed, annotated to show how it takes into account the target audience. • Thoroughly examine data that has been collected from social media sites about the postings that have been made, explaining which posts have created the most interaction. • An assessment of the degree to which the creation of social media accounts, profile and content can improve search engine rankings for the charity. <p>You also need to produce a document which shows how you have taken individual responsibility and effectively managed yourself while completing this assignment. For example, you need to show how you have:</p> <ul style="list-style-type: none"> • Planned and managed your time and met targets. • Reviewed and responded to outcomes including the use of feedback from others • Behaved appropriately on the project – including professionalism, etiquette, supportive of others, timely and appropriate leadership, accountability and individual responsibility • Evaluated outcomes to help inform high-quality justified recommendations and decisions • Used appropriate methods of communication effectively
<p>Checklist of evidence required</p>	<p>An annotated plan including purpose and aims, identified target audience, keyword strategy and posting schedule.</p> <p>Evidence that the plan has been reviewed and updated including original and improved versions of the plan.</p> <p>An evaluation of the plan.</p> <p>Annotated postings.</p> <p>Review of data on social media postings.</p> <p>A document which demonstrates that you have shown</p>

	individual responsibility and effective self-management
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
8/BC.D2	Evaluate the plan and use of social media in an organisation against its business requirements.
8/BC.D3	Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in an organisational context.
8/B.M2	Justify planning decisions made, showing how the plan will fulfil its purpose and the organisation's business requirements.
8/C.M3	Optimise the content, format and features of social media which meet the requirements of the plan.
8/B.P3	Produce a plan to use social media in an organisation to meet its business requirements.
8/B.P4	Review the plan with others in order to identify and inform improvements.
8/C.P5	Produce business-related content using appropriate features of social media which meet the requirements of the plan.
8/C.P6	Review data obtained on social media usage and interaction
8/C.P7	Assess the extent to which social media content and format improved search engine rankings
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/ <p>Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media</p>
Other assessment materials attached to this Assignment Brief	<i>eg, work sheets, risk assessments, case study</i>

