



Unit Assessment Record Sheet

Programme **Pearson BTEC L3 National Diploma in Computing**

Unit Number and Title **Unit 08: Business Applications of Social Media**

Final grade awarded		
PASS	MERIT	DISTINCTION

Learner Name

Assignment Title: Exploring the ways organisations can use social media

Sub Date:

Submitted:

Resub Date:

Submitted:

Learning Aim: **A:** Explore the impact of social media on the ways in which organisations promote their products and services

Assessor Name:

Lead IV Name:

Targeted criteria		Submission assessment comments	Resubmission assessment comments
08/A.D1	Evaluate the organisational use of social media to interact with customers and promote products or services to a target audience.	achieved	achieved
08/A.M1	Assess the different ways in which an organisation can use social media to promote products or services to a target audience.	achieved	Achieved
08/A.P1	Explain the different ways in which an organisation can use social media to promote products or services to a target audience.	achieved	achieved
08/A.P2	Explain the audience profiles of different social media websites.	achieved	achieved

General Comments

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature: Date:

I certify that the learner has permission to resubmit the work and meets the criteria set out by BTEC for a resubmission to take place. Work due by date in box above.

Lead IV signature: Date:

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature: Date:

I certify that the evidence submitted for this assignment is the learner's own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Assessor signature: Date:

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Assessor signature: Date:

Assignment Title:	Planning and implementing the use of social media in organisations	Sub Date:		Submitted:		Resub Date:		Submitted:	
Learning Aim:	B: Develop a plan to use social media in an organisation to meet its business requirements C: Implement the use of social media in an organisation	Assessor Name:		Lead IV Name:					

Targeted criteria		Submission assessment comments		Resubmission assessment comments	
08/BC.D2	Evaluate the plan and use of social media in an organisation against its business requirements.	achieved		achieved	
08/BC.D3	Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in an organisational context.	achieved		achieved	
08/B.M2	Justify planning decisions made, showing how the plan will fulfil its purpose and the organisation's business requirements.	achieved		achieved	
08/C.M3	Optimise the content, format and features of social media that meet the requirements of the plan.	achieved		achieved	
08/B.P3	Produce a plan to use social media in an organisation to meet its business requirements.	achieved		achieved	
08/B.P4	Review the plan with others in order to identify and inform improvements.	achieved		achieved	
08/C.P5	Produce business-related content for an organisation, using appropriate features of social media that meet the requirements of the plan.	achieved		achieved	
08/C.P6	Review data obtained on social media usage and interaction.	achieved		achieved	
08/C.P7	Assess the extent to which social media content and format improved search engine rankings.	achieved		achieved	

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Date: I certify that the evidence submitted for this assignment is the learner's own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. **Assessor signature:**
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