



# 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		
<b>PASS</b>	<b>MERIT</b>	<b>DISTINCTION</b>

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	
<b>08/A.D1</b>	Evaluate the organisational use of social media to interact with customers and promote products or services to a target audience.	achieved		achieved	
<b>08/A.M1</b>	Assess the different ways in which an organisation can use social media to promote products or services to a target audience.	achieved		Achieved	
<b>08/A.P1</b>	Explain the different ways in which an organisation can use social media to promote products or services to a target audience.	achieved		achieved	
<b>08/A.P2</b>	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: \_\_\_\_\_

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: \_\_\_\_\_

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

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

**General Comments**

<p>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.</p> <p><b>Learner signature:</b> _____ <b>Date:</b> _____</p> <p>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.</p> <p><b>Assessor signature:</b> _____ <b>Date:</b> _____</p>	<p>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.</p> <p><b>Lead IV signature:</b> _____ <b>Date:</b> _____</p>	<p>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.</p> <p><b>Learner signature:</b> _____ <b>Date:</b> _____</p> <p>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.</p> <p><b>Assessor signature:</b> _____ <b>Date:</b> _____</p>
--	---	--