

BTEC IT Level 3 – Summer Task

Task Scenario

The local chamber of commerce has many members who run small businesses. The members are interested in using social media to promote their businesses 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.

Tasks (in bold)

Create a presentation to deliver to the chamber of commerce in which you provide an evaluation of the different ways in which a business can use social media. You should cover how social media can be used to interact with customers and promote business products and/or services. You should also cover ways in which social media can be used to target a specific audience and the audience profiles of different social media sites.

Explain the different ways in which a business can use social media.

- Different Ways businesses can use social media websites to support their business aims and needs.
 - creating an image or brand
 - promoting products and/or services
 - communicating with customers
 - customer service
 - Resolving queries and managing issues.

Explain the audience profiles of different social media websites.

- audience profiles (age, gender, income) of social media websites

Assess the different ways in which a business can use social media to attract a target audience.

Evaluate the business use of social media to interact with customers and promote products or services to a target audience.

Create two social media platform for a company of your choice. E.g. Instagram, Facebook, twitter etc.

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