

Subject: *BTEC ICT*

Exam Board: *EDEXCEL*



Welcome to BTEC ICT. We are delighted that you are considering ICT as an option in Year 12. To demonstrate your commitment to the course and to prepare you for September, you must complete the following tasks to the best of your ability. These tasks are compulsory and must be completed prior to your first ICT lesson in Year 12. These tasks have also been designed to give you a head start on the first unit of work.

We expect you spend at least 3 hours completing the tasks outlined in this pack. The activities have also been designed to help you begin to develop some of the key skills you will need for BTEC ICT.

Learning Objectives:

- To understand that social media sites have differing target audiences.
- To be able to evaluate & compare the features of different sites.
- Be able to report on two companies and their use of social media.
- To start to develop evaluation & research skills which will be vital in BTEC ICT.

Contacts for Support:

- Mr Cartwright – Please email cartwright@tahs.net or visit room 43

Social Media?

Social media websites are a popular way for people to communicate and share information with friends and family. People spend a lot of time on social media websites and they give businesses opportunities to interact with people, for example to promote their business, to encourage people to visit their e-commerce site and buy, to provide customer service. You may be familiar with social media for personal use and in this unit you will discover how it can be used in a business context.

Do you know that each site has:

- Differing features
- Different structures
- Different target audiences
- Businesses use each one in differing ways



Task 1: Who are they aimed at?

You are to choose three of, Facebook, Instagram, LinkedIn, YouTube or Twitter and investigate the target audience. You are to produce an interactive presentation that for each site covers the following:

1. Who is each site aimed at in terms of the demographics of the target audience?
 - a. What ages
 - b. Social demographic
 - c. Gender
 - d. Business, social or both
 - e. Find user stats to support what you are saying

2. What are the main features of each site & how are they used?
 - a. Posting what?
 - b. Who does it get to?
 - c. How can it be controlled?
 - d. How do businesses use it?



Task 2: Researching a Company

You are to research two companies and to report on how it uses social media as part of its promotional campaign. You are to present about, its successes & failures, the impact of the campaign, how they use the sites to build business.

There are various links on Edmodo that can assist you with this work, join class jyhw38

NB: You must have a bibliography and reference your sources when quoting statistics etc.