BTEC Assignment Brief

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| Qualification | Pearson BTEC Level 3 National Foundation Diploma in Computing  |
| Unit or Component number and title | 8 |
| Learning aim(s) (For NQF/RQF only) | A |
| Assignment title | Explore the impact of social media on the ways in which organisations promote products, services |
| Assessor | Enter Name of Assessor |
| Hand out date | Feb 20, 2023 |
| Hand in deadline  | 20 March 2023 |
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| 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 | Create a presentation to deliver to the chamber of commerce in which you explore the different ways in which an organisation can use social media using relevant real life examples.

You need to make slides on the following, each slide must be visually appealing, but also have NOTES below it as a script explaining the slides in your own words:

One slide on what social media is...what are its uses (social, business etc), show some real examples/posts

What are the major networks, what are the demographics of each? What are the differences in their design, how does that appeal to different target age groups e.g. Facebook vs Snapchat?

Highlight some risks to social media? Give examples of things that have happened e.g. hacking accounts, misinterpreted posts...

Describe what SEO is and how it is implemented for different websites.

Find several (3-4) social media campaigns, 2 that were successful, 2 that were not. Then over 2 or 3 slides explain and then evaluate each campaign in a balanced way (both sides of the argument, this can be demonstrated by discussing a successful campaign vs a non successful one):

Explain why they succeeded or not.

What were their target customers/demographics? Explain in terms of age, gender and income.

What networks did they use and why? How did they use these specific social networks to target people?

What features (analytics, ad targetting) of the different networks are available to help businesses and brands get noticed?

What risks are there to these companies using social networks? Show examples.

Talk about they made interesting content... for example how did they create posts that use humour, hashtags or keywords.

What is SEO? and how would the campaign improve awareness of the brand (more content, higher search engine rankings)

You work should use fluent technical vocabulary.

Keep in mind the Audience:

Bristol Small business association....they dont know anything about social media. They dont have a clue.

Dont assume anything, imagine they are clueless (like your grandparents)

PRACTICE IT!!! USE THE TOOLS IN POWERPOINT ON YOUR OWN AND DO IT INFRONT OF A FRIEND OR FAMILY...USE THE AI PRESENTATION TOOLS!

How it should look:

Use the design tools, be consistent (fonts colours etc)

Keep the amount of words on a slide short, but add some detailed notes below describing the slides

Use images where appropriate (or videos short clip)

Humour

Make it visually appealing  |
| Checklist of evidence required  | Presentation slides and speakers notes exploring the different ways social media can be used by organisations.  |
| Criteria covered by this task: |
| Unit/Criteria reference | To achieve the criteria, you must show that you are able to: |
| 8 / P1 | Explain the different ways in which an organisation can use social media to promote products or services to a target audience.  |
| 8 / P2 | Explain the audience profiles of different social media websites.  |
| 8 / M1 | Assess the different ways in which an organisation can use social media to promote products or services to a target audience.  |
| 8 / D1 | Evaluate the organisational use of social media to interact with customers and promote products or services to a target audience.  |
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| Sources of information to support you with this Assignment | Lecture notes shared in your channel |
| Other assessment materials attached to this Assignment Brief | *e.g. work sheets, risk assessments, case study* |
| **FOR L1/2 FIRSTS ONLY:** If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.  |
| To achieve the criteria, you must show that you are able to: | Unit | Criterion reference |
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