BTEC Assignment Brief

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| Qualification | Pearson BTEC Level 3 National Extended Diploma in Computing  |
| Unit or Component number and title | 8 |
| Learning aim(s) (For NQF/RQF only) | B and C |
| Assignment title | Assignment 2 - Planning and implementing the use of social media in organisations  |
| Assessor | Enter Name of Assessor |
| Hand out date | Mar 25, 2024 |
| Hand in deadline  | Apr 29, 2024 |
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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 schoolcollege 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 plan to demonstrate how you can use social media to promote product.

You can choose one of these businesses, as long as you can identify an audience

Your own game you made for Unit 14

Your own websiteblog or family or friends business

Twitch feed or any page or streaming service (as long as you can identify an audience)

A computer games blog

A computer hardware blog

Unity Development Games Programming

PetsDogsCatsAnimals  |
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| Task 1 | You need to create a plan and implement it using social media to promote the business through creating content about it on YouTube or Medium.

You need to

Identify the business aims and how they want to use social media to meet them.

Produce a plan to use social media in the business, annotated to justify the planning choices that have been made. The plan should identify a target audience and a keyword strategy. It should include a posting schedule with timescales identified.

Provide evidence that you have reviewed the plan with the people who run the charity (or your tutor acting in this role) and improved the plan based on the feedback you have been given.

Produce a written evaluation of both the plan you create and its implementation against the requirements that the business has, and any legal or ethical issues related to materials posted on social media sites.

Produce optimised content for posting on social media which follows the plan you have developed, annotated to show how it takes into account the target audience.

Thoroughly examine data that has been collected from social media sites about the postings that have been made, explaining which posts have created the most interaction.

An assessment of the degree to which the creation of social media accounts, profile and content can improve search engine rankings for the webpageappbusiness you are promoting. Here you just need to describe how SEO works

You also need to produce a document which shows how you have taken individual responsibility and effectively managed yourself while completing this assignment. For example, you need to show how you have

Planned and managed your time and met targets.

Reviewed and responded to outcomes including the use of feedback from others

Behaved appropriately on the project including professionalism, etiquette, supportive of others, timely and appropriate leadership, accountability and individual responsibility

Evaluated outcomes to help inform high-quality justified recommendations and decisions

Used appropriate methods of communication effectively  |
| Checklist of evidence required  | An annotated plan including purpose and aims, identified target audience, keyword strategy and posting schedule. Evidence that the plan has been reviewed and updated including original and improved versions of the plan. An evaluation of the plan. Annotated postings. Review of data on social media postings. A document which demonstrates that you have shown individual responsibility and effective self-managemen |
| Criteria covered by this task: |
| Unit/Criteria reference | To achieve the criteria, you must show that you are able to: |
| 8 / P3 | Produce a plan to use social media in an organisation to meet its business requirements.  |
| 8 / P4 | Review the plan with others in order to identify and inform improvements.  |
| 8 / P5 | Produce business-related content using appropriate features of social media which meet the requirements of the plan.  |
| 8 / P6 | Review data obtained on social media usage and interaction  |
| 8 / P7 | Assess the extent to which social media content and format improved search engine rankings  |
| 8 / M2 | Justify planning decisions made, showing how the plan will fulfil its purpose and the organisations business requirements.  |
| 8 / M3 | Optimise the content, format and features of social media which meet the requirements of the plan.  |
| 8 / D2 | Evaluate the plan and use of social media in an organisation against its business requirements |
| 8 / D3 | Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in an organisational context.  |
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| Sources of information to support you with this Assignment | Look at Ellies lecture  |
| 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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