



Welcome to BTEC IT. Choosing BTEC IT (Edexcel exam board) places you at the cutting edge of opportunities. You will be one of the most sought after persons. Our course consists of 2 exams and 2 projects. Completing our transition task will help us understand your skills. Please complete by 1st week in September.

TRANSITION TASK

Compulsory tasks

Refer to the following scenario:

Luton local council 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 council 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.

Your task:

Create a presentation to deliver to the council 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.

You must consider the following when preparing your presentation:

1. How developments in social media (insta, TikTok, snapchat, etc) through advertisements, affect the way businesses promote their products
2. What features of social media websites use to promote their business.
3. How does the content they post promote their business?
4. How do they appeal to their target audience.
5. What is target audience
6. What is direct and indirect advertisements
7. Business and their relationships to different websites
8. What are the risks and issues related to posting different content.

Your presentation must include lots of text, content. It must also include 1 image related to your content.

The content **MUST** be written in your own words

Use the notes section in each slide to include more text.

Optional tasks

Develop a plan for the council to use social media to promote the different businesses that the council supports. Your plan must include the following:

1. What are the business requirements?
2. What content is going to appear on the posts?
3. What policy will direct posting different content?

Further reading

<https://sproutsocial.com/social-media-for-small-business/>

<https://www.privacypolicies.com/blog/legal-requirements-social-media-managers/>

Another unit of study will be websites. It is important you read around the subject.

<https://www.lyfemarketing.com/blog/importance-of-a-website/>

<https://profitworks.ca/blog/297-why-having-a-website-is-important>