



Welcome to BTEC IT. BTEC IT Edexcel has been assembled by employers so you will gain experience of the skills you may require in this industry. There are 4 Units of work: 2 units are done in Yr 12 and 2 units in Yr 13. Please complete our transition task by your first lesson back in September.

TRANSITION TASK

Your 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 report on using social media for business purposes to deliver to the members of the chamber of commerce.

Create a report (**in word processor**) 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.

Your report should be about 2 sides of A4 paper with sub-headings. Use the following points in your report to guide you and explain how a business can use social media to promote their business. You must provide advantages and disadvantages to businesses on all these points and say why it is an advantage or disadvantage. **ALWAYS, relate each point to a business** that you have researched.

Key points:

- popularity,
- growth,
- purpose ,
- changes ,
- creating an image or brand
- promoting products and/or services
- communicating with customers
- customer service
- resolving queries and managing issues.

You need to provide **real-life examples**, use **particular companies**, these could be famous or not!

Want to challenge yourself? Research and explain the features of social media websites tailored to business needs, including:

- advertising
- links to previous e-commerce site search history and display of search-related adverts
- website and mobile device integration
- relationships to search engine optimization (SEO)

Should you need any help to complete this task please contact kgovender@cardinalnewmanschool.net