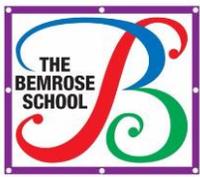


The Bemrose School BTEC Information Technology

Structure of the course

	Unit 3 Use of Social Media for Business 	Unit 2 Creating Systems to manage Information 
Y12 Units	<p>You will explore different social media websites, the ways in which they can be used and the potential pitfalls when using them for business purposes. You will develop a plan to use social media strategies for business purposes to achieve specific aims and objectives. You will then implement the plan, developing and posting content and interacting with others. Finally, you will collect data on the business use of social media and review the effectiveness of your efforts.</p> <ul style="list-style-type: none"> ✓ Internally assessed 	<p>You will examine the structure of data, its origins and how an efficient data design follows through to an effective and useful database. You will examine a given scenario and develop an effective design solution to produce a database system. You will then test your solution to ensure it works correctly. Finally, you will evaluate each stage of the development process and the effectiveness of your database solution.</p> <ul style="list-style-type: none"> ✓ Externally assessed ✓ Set task provided exam board ✓ Completed under supervised conditions during a 1 week exam window ✓ Submitted to the exam board electronically
Y13 Units	Unit 1 Information technology Systems 	Unit 6 Website Development 
	<p>You will explore the relationships between the hardware and software that form an IT system, and the way that systems work individually and together, as well as the relationship between the user and the system. You will examine issues related to the use of IT systems and the impact that they have on organisations and individuals. This unit builds on from the BTEC Level 2 qualification.</p> <ul style="list-style-type: none"> ✓ External examination ✓ 90 marks available – 2 hours in duration ✓ Short and long answer questions 	<p>You will enter the world of web design and learn the skills of the web designer. Identify the hardware and software needed for web use and learn about the principles of web design. Learn how to design, build and test websites for a specified purpose, audience and clients.</p> <ul style="list-style-type: none"> ✓ Internally assessed



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Useful Websites

Though not an exhaustive list, these are some of the websites which you might find useful.

- <http://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html#tab-1>
Link to the specification and sample assessment materials for the course
- <https://blog.hootsuite.com/social-media-for-business/> **Unit 3** use of social media for business
- <http://www.wordstream.com/social-media-marketing> **Unit 3** use of social media for business
- <https://www.socialmediaexaminer.com/> **Unit 3** use of social media for business
- <https://www.socialmediatoday.com/> **Unit 3** use of social media for business



Independent Summer Study Task

Key Question – What are the different ways that businesses use social media?

For each of the below bullet points a) find examples, with screenshots, and b) explain how and why the businesses use these features of social media.

You must use at least 3 businesses all from different sectors, for example, retail, food, entertainment and travel. This could include some of the following areas:

- Posting different content formats, e.g. text, images, video, links, polls and quizzes.
- Content focus and meaning, e.g. information, promotion, humour, special offers and customer service.
- Developing an audience and encouraging people to follow or 'like' the business through the creation and use of engaging content.
- Keywords and their use in posted content.
- Developing contacts by following and linking relevant businesses and individuals, and sharing content posted by others.
- Direct and indirect advertising.
- Links to other commercial information, e.g. company website, e-commerce websites.
- Relationship between social media website and company website, e.g. using:
 - social media buttons on the company website
 - company website links within social media posts that encourage visits to E-commerce site to make purchases
 - social media news feeds on the company website.