

BTEC Level 3 – Information Technology Summer Task

Task 1 - Research: Using Social Media in Business

Evidence: Written Report

Expected time commitment: 4 hours

One of your Units is Using Social Media in Business.

With this in mind, type a written report that looks at three different social media websites and provides an overview of the social media platform and the audience profiles they attract.

Social Media Sites include:

Facebook, Twitter, Instagram, YouTube and any other suitable sites.

Points to include:

- The overall aim of the site
- Age, gender and socio economic group
- Peak traffic times
- Reward schemes
- Implications for businesses that use social media
- How they target audiences - search for “social media audience profile”, but be aware of the results and the information (many only show results for just the United States).

Task 2 - Learning: KnowitallNinja

Evidence: Online system that will report on the progress of the quizzes

Expected time commitment: 4 hours

Sign up to Know it all Ninja (unless you used it already in year 11 and have an account) using the link below.

<https://www.knowitallninja.com/register/medium/?ca=4e24334424827ca72812264c679f1fd3>

When logged in, you need to read up, watch the videos and / or presentations and complete some of the quizzes for the following subjects:

- BTEC Level 3 IT – Information Technology Systems
- BTEC Level 3 IT – Creating Systems to Manage Information