

BTEC Level 3 Information Technology: Summer Task

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).