



Year 11 > 12 Bridging Work Summer Term 2023

Subject	IT
Course	BTEC Level 3 NATIONAL IT
Awarding Body	Pearson

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Course/specification overview

The course specification can be found [here](#).

The course is made up of four units. Two coursework and two exams:

Unit (number and title)	Unit size (GLH)	Extended Certificate (360 GLH)
1 Information Technology Systems	120	M
2 Creating Systems to Manage Information	90	M
3 Using Social Media in Business	90	M
5 Data Modelling	60	O

We will be focussing on the Social Media coursework in this bridging unit:

Social media websites are a popular way for people to communicate and share information with friends and family. People spend a lot of time on social media websites, and they give businesses opportunities to interact with people, for example to promote their business, to encourage people to visit their e-commerce site and buy, to provide customer service. You may be familiar with social media for personal use and in this unit, you will discover how it can be used in a business context.

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.

Understanding how to use social media for business purposes is useful for employment in information technology and in a variety of business sectors. Also, social media skills are closely linked with web and mobile applications development. This unit gives you a starting point for progression to roles such as social media specialist, content developer and web developer.

Learners explore how businesses use social media to promote their products and services. Learners also implement social media activities in a business to meet requirements.



Our department expectations

Expectations

The ICT department has high expectations of students. We expect you to be engaged and willing to learn for yourself, be respectful to others in your classes and make your very best efforts in all lessons and homework. All homework and coursework is to be submitted by the deadline stated and in the required format. In return your teachers will provide you with regular feedback to enable you to progress.

Lesson Preparation and Organisation

- Pre-reading from textbook or online when requested.
- Regularly check your email and SMHW

Independent Study

- Catch up on missed work due to absences
- Use non-contact study periods (timetabled) for pre-reading, structured reviewing of learned material and practical work as required
- Revision for end of unit tests and exams
- Use study skills and revision skills that have been taught to you
- If below target grade, must attend coursework catch up sessions to make sure coursework is up to standard



Review/revise

The foundations of key skills, knowledge and understanding which should be secure from GCSE or interdisciplinary learning in related subjects, where the subject may be new to Learners of Post-16 are transferable skills these are:

- The ability to learn independently.
- The ability to research actively and methodically.
- To be able to give presentations and be active group members.
- Cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology.
- Intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation.
- Interpersonal skills: self-management, adaptability and resilience, self-monitoring and development.

BTEC learners can also benefit from opportunities for deep learning where they are able to make connections among units and select areas of interest for detailed study. These skills required for particular degree courses, including:

- Reading technical texts
- Effective writing
- Analytical skills
- Creative development
- Preparation for assessment methods used in degrees.



Watch

To prepare for the course Learners can watch and visit these suggested websites, which support in the understanding of social media.

- Social Media
<https://www.youtube.com/watch?v=jQ8J3IHhn8A>
- Social Media for Business
<https://www.youtube.com/watch?v=b4kQPBhDcG8>
- Why does a Business need Social Media
<https://www.youtube.com/watch?v=yueGIUt2qMA>
- Google Adwords
www.youtube.com/watch?v=zhSnj3jR_6c
- Seven Companies that totally 'Get' their buyer personas
<http://blog.hubspot.com/blog/tabid/6307/bid/33749/7-Companies-That-Totally-Get-Their-Buyer-Personas.aspx#sm.00001dkcrj6m5aen1ydgrrv3h60gkq>
- Social Media Marketing for Business
www.wordstream.com/social-media-marketing
- Five ways to create engaging content your audience will share
www.entrepreneur.com/article/251616
- Nine Tips of Integrating your Social Media on your website.
www.socialmediaexaminer.com/9-tips-for-integrating-social-media-on-your-website/
- Marketing Campaign
www.adherecreative.com/blog/top-10-influential-social-media-campaigns-of-2015



Listen to

Learners can listen to different podcasts on social media, this podcast has been a top-10 marketing podcast for the last seven years. You will discover success stories and expert interviews from leading social media marketing pros. You would also discover how successful businesses employ social media, learn new strategies and tactics, and gain actionable tips to improve your social media marketing.

Here is a sample of a podcasts that you can listen to:

<https://www.socialmediaexaminer.com/shows/>



Read

Learners can read different articles on social media. Below are the suggested pre-course reading list or links to articles, journals, relevant texts:

- The year ahead for social media
www.campaignlive.co.uk/article/year-ahead-social-media/1378349#
- Top five risks companies face when using social media.
<http://techxb.com/top-five-risks-companies-face-when-using-social-media>
- Seven serious business and legal risks of B2B social media marketing
<http://blog.hubspot.com/insiders/legal-risks-of-social-media-marketing>
- Six social media templates to save you hours of work.
<https://blog.hootsuite.com/social-media-templates/>
- Five reasons why a social media content calendar is important for your business.
<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
- Why it's important to manage client expectations (and how to do it)
www.melyssagriffin.com/manage-client-expectations/
- Effective social media analytics
www.theguardian.com/technology/2013/jun/10/effective-social-media-analytics
- 26 tips to create a strong Social Media Content Strategy.
www.socialmediaexaminer.com/26-tips-to-create-a-strong-social-media-content-strategy/

In addition to the resources listed above, there are also books that you can read:

BTEC Nationals Information Technology	BTEC Nationals IT Unit 3
Publisher: Pearson	Publisher: Pearson
Author: Jenny Phillips, Alan Jarvis ,Mark Fishpool,Richard McGill,Tim Cook,David Atkinson-Beaumont	Author: Jenny Phillips,Alan Jarvis ,Richard McGill,Bernadette Fishpool,Mark Fishpool
ISBN: 9781292140308	ISBN: 9781292140353



Research

In order to start the course Learner can research suggested activities prior to starting the course:

Activity 1:

- Learners research the background to the main social media sites, including their purpose, growth, popularity, recent or proposed changes, the way businesses use them etc. Learners to select their favourite social media campaign. Learners should then prepare to present their findings.

Activity 2:

- Learners research the features, structure and target audiences of different social media sites. Learners should then prepare to present their findings to the tutor.

Activity 3:

- Learners research their favourite social media campaign and prepare to explain the reason for their choice. Learners give feedback on the reasons for their choice of social media campaign. This could be in a form of a presentation of a report.



Complete

Learners can complete the suggested pre-course activities:

Activity 1:

For each question below you must use examples from Facebook, Twitter and Instagram.

1. How do businesses use social media websites to create an image or brand?
2. How do businesses use social media websites to promote products and/or services?
3. How do businesses use social media websites to communicate with customers?
4. How do businesses use social media websites to give good customer service?
5. How do businesses use social media websites to resolve queries and manage issues?

Activity 2:

- Learners to find several different well-known companies and then discuss what their target audience might be and look at examples of how they promote their products and the differences between them.

Use the link below: 7 Companies that totally 'Get' their buyer personas and Global social media research summary 2016 to produce your finding.

<http://blog.hubspot.com/blog/tabid/6307/bid/33749/7-Companies-That-Totally-Get-Their-Buyer-Personas.aspx#sm.00001dkcrj6m5aen1ydgrv3h60gkq>