

ICT Transition work

Year 11 into Year 12 Unit 3 – Using Social Media in Business Single IT

Scenario:

You have been approached by the chamber of commerce and asked to create a report about using social media for business purposes.

Your Task:

Research and collect information, examples and evidence covering the topics below.

You need to record your findings on a word document including images, print screens and website links showing where you got the information from. You should use the research you collect as well as explaining each section in your own words. Make sure to reference your research:

- Why is social media used in business: e.g. to promote a product, to gain more customers, to reach a wider audience
- What are the pros and cons of a business using social media
- What are the different social media platforms, do they have different purposes, which is the most popular, which has lost popularity
- Demographic information/statistics, what age range are using social media the most and what platforms they are using the most
- How can social media be used to attract a target audience
- Positive and negative effects of social media in general
- Positive and negative effects of social media on businesses
- Examples of successful and unsuccessful social media campaigns, what made them successful or unsuccessful, how did they effect the business
- What are the risks of using social media for business (copyright infringement, hacking, plagiarism and reputation)
- How do businesses connect/communicate with their customers using social media
- How can customers share the experiences that they've had with a business on social media
- How do businesses use social media to advertise their company

Helpful links

<https://mashable.com/category/social-media/?europe=true> – blog site with articles about social media

<https://www.socialmediatoday.com/> - focuses on social media marketing for business

<https://blog.hootsuite.com/social-media-for-business/> - benefits of social media in business

<https://www.lyfemarketing.com/blog/importance-social-media-business/> - blog about the importance of social media in business

<https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-using-social-media> - advantages and disadvantages of using social media

<https://www.business2community.com/social-selling/how-to-use-social-media-to-communicate-with-your-customers-0585634> - how business can communicate with their customers

<https://www.velocityconsultancy.com/advantages-of-social-media-marketing-for-you-business/> - advantages of using social media

