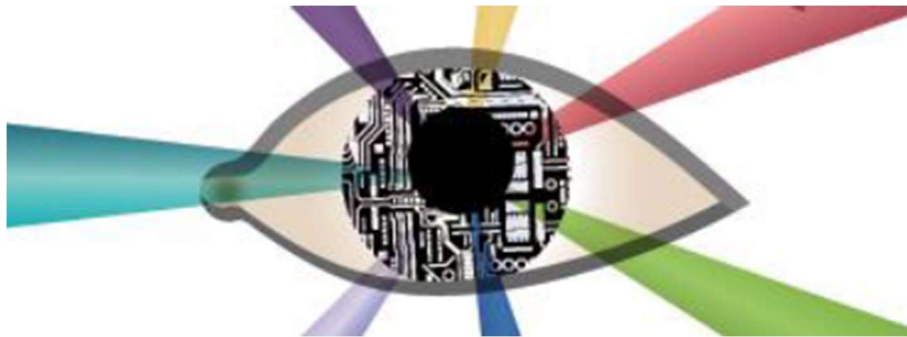


**BTEC NATIONAL IT  
2020  
UNIT 3: USING SOCIAL MEDIA IN BUSINESS**

## Pre-Course Booklet



### Key learning outcomes

#### Section 1

- Define what social media is
- Identify how social media is used and how sharing too much can have a negative effect on employment prospects.
- Explored the positive and negative consequences of using social media in different ways

#### Section 2

- Identify how and why companies use social media
- Explore the positive and negative consequences of using social media in different ways
- Evaluate social media as a method of communication

# How do businesses use social media?

Use this sheet to make notes on how you think businesses use social media?



Facebook



Twitter



YouTube



Instagram



LinkedIn

# Social media marketing

Do some research online and find a social media marketing campaign. Use this sheet to evaluate how effective you think it is.

Campaign name / company name	
Description of the campaign	
Do you like the campaign? (Yes/No)	
Why did you like/not like the campaign?	
Was it effective? Why?	
Could it be improved? How?	
What social networks did it use?	
1.	2.
3.	4.
5.	6.

# Social media campaign

Use this sheet to create your own social media campaign.

Name of your product	
What are the selling points of your product?	
What will be your two preferred social networks to market your product on?	
1.	2.
How will you market you product on each of the social networks? How will you make it stand out from other campaigns? (Think about videos, live video, hash tags, tag lines, audio, groups or any specific features of your chosen social network.)	
Social network	How you will use it for your campaign
How will you use your chosen social network to communicate with customers? Think about dealing with complaints, replying to comments etc.	
Social network	How you will use it for your campaign