

Flying Start

**BTEC Level 3 IT**

**Name** .....



## BTEC Level 3 IT

Welcome to BTEC ICT – as part of your preparation for the course we would like you to complete the following tasks and bring them to your first lesson

In the first term you are going to create a social media campaign.

The following tasks will be preparatory work for your coursework in this unit.

### Personal Use of Social Media

1. Which social media channels do you use and what do you use them for? Which companies have you seen in your feeds using this channel to communicate with you?






Social Media Channel	Uses	Companies using this channel

## Task 2: Investigating the Demographics of Social Media Channels

Reaching the right audience is important when targeting a social media campaign. To investigate which channel reaches a particular audience access the following website article <https://blog.hootsuite.com/top-social-media-sites-matter-to-marketers/>

Use the information to complete the table:

**Choosing the right Social Media Channel**

Channel	Description of channel	Number of Active Users	Largest Age Demographic	Gender	Example of Brand using This channel
<b>Facebook</b> 					
<b>Twitter</b> 					
<b>LinkedIn</b> 					
<b>Pinterest</b> 					
<b>Instagram</b> 					

**Task 3. Many companies use social media to communicate with their customers. Choose two companies to follow on social media for a week. Access their website and make a note of the social media channels they use. . Make a note of the date of the post and what was the purpose of it was and if possible add a screenshot of the posting.**

Eg

Cadburys

Website Cadbury.co.uk

Channels used Facebook, Twitter, Google+

**Facebook post 1/7/16 Video Marketing campaign for family bags of chocolates offering 2 for 1 tickets to fun park**



**Twitter Post 7/7/16 video to celebrate world chocolate day. Raising brand awareness**

