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| **What will we be learning?**Explore the impact of social media on the ways in which businesses promote their products and services | **Why this? Why now?**This unit introduces you to the ways in which businesses can use social media to promote their products and services. For businesses, understanding what makes people interact with a post can really help them promote their business on social media effectively. | **Key Words:**PromotionTarget audienceImage/brandCommunicationCustomer serviceAdvertisingE-commerceWebsite and mobile integrationSearch engine optimisation (SEO)Audience profilesAnalytics (using)Content formatFollowersKeywordsDirect and indirect advertisingSocial media buttonsReputationTime constraintsSecurity issuesBlackmail/ransomCompany sensitive information |
| **What will we learn?**How businesses can use social media websites to support their business aims and needsThe features of social media websites tailored to business needsBusiness uses of social mediaRisks and issues of social media eg. negative comments on social media sites and damage to reputation, time constraints on social media interaction, return on time investment, unforeseen consequences of posted content, etc |
| **What opportunities are there for wider study?**Students review and discuss current news articles which relate to current topics and they can consider the practical application of Social Media concepts by reviewing and discussing a range of news and video articles. The wider study provides the opportunity for students to explore theories and concepts in real settings |
| **How will I be assessed?**This unit will be assessed by a series of internally assessed tasks set by your tutor. Throughout this unit you will be given a series of activities that will prepare you for the live assessments.You will be given an assignment in the form of an assignment brief with a defined start date, a completion date and clear requirements for the evidence that you need to provide.  |