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| **What will we be learning?**Develop a plan to use social media in a business to meet requirements | **Why this? Why now?**This topic introduces you to the concept of having a carefully managed social media campaign by way of first forming a plan | **Key Words:**Online communitySocial media policyTimescalesMeasuring successLikes & SharesKeyword strategyPublishing scheduleCommunity buildingPromotional techniquesMonitoring streamsSocial media policyConfidentialityLegal and ethical considerationsStakeholders |
| **What will we learn?**Processes to consider when planning the potential use of social media in a businessEstablishing timescales and responsibilities for the use of social media within a businessIdentifying criteria for measuring success of the use of social media within a businessPlanning posts and other content to be published on social media websitesIncluding identifying your target audience, researching keywords, researching the best time to publish contentDeveloping a strategy to encourage online community buildingThe promotion of honesty and respect in posted contentLegal and ethical considerationsSeparation of company and personal contentReviewing and refining plans with others |
| **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.  |