



BTEC IT

Step up work

Unit 3 – Social Media in Business





Social Media in Business –

Scenario:

The local chamber of commerce has many members who run small businesses. The members are interested in using social media to promote their businesses but know very little about it. The chamber of commerce has approached your school/college as they understand learners study a unit on social media in business. As a learner studying a unit on social media in business you have been asked to provide a presentation on using social media for business purposes to deliver to the members of the chamber of commerce.

Task 1:

Create a presentation to deliver to the chamber of commerce in which you provide an evaluation of the different ways in which a business can use social media.

You should cover how social media can be used to interact with customers and promote business products and/or services.

You should also cover ways in which social media can be used to target a specific audience and the audience profiles of different social media sites.

Evidence:

For this task you will need to submit a presentation with speaker notes. You will not be required to give the presentation so make sure that your notes are detailed. You can use PowerPoint to do this or Google slides.

Assessment Criteria:

Evaluate the business use of social media to interact with customers and promote products or services to a target audience.
Assess the different ways in which a business can use social media to attract a target audience.
Explain the different ways in which a business can use social media.
Explain the audience profiles of different social media websites.