



Subject	Year	Term
IT	12/13	
<b>Topic</b>		
<b>Unit 3: Using Social Media in Business</b>		
<b>Content - Intent</b>		
<b>Prior Learning (Topic):</b> GCSE Computer Science, Vocational IT		
<p>Social media websites are a popular way for people to communicate and share information with friends and family.</p> <p>People spend a lot of time on social media websites and they give businesses opportunities to interact with people, for example to promote their business, to encourage people to visit their e-commerce site and buy, to provide customer service. This unit requires you to research Social Media and how it can benefit businesses</p> <p>You may be familiar with social media for personal use and in this unit; you will discover how it can be used in a business context. Understanding how to use social media for business purposes is useful for employment in Information technology and in a variety of business sectors.</p>		
<b>Future Learning:</b> IT Systems, Databases, Web Development		
<b>What Knowledge and Skills will be Taught (Implementation)</b>	<b>How will your understanding be assessed and recorded (Impact)</b>	
<ul style="list-style-type: none"> <li>• Explore the impact of social media on the ways in which businesses promote their products and services</li> <li>• Develop a plan to use social media in a business to meet requirements</li> <li>• Implement the use of social media in a business</li> </ul>	<p>This Unit will be assessed through two assignments. Each assignment will be made up of a range of tasks cover Distinction, Merit and Pass grades. Pupils will be given dates and deadlines to meet in order to meet the criteria set by the exam board.</p> <p>Unit 3 is internally assessed work graded Distinction(A), Merit(B) Pass(E). Feedback provided guides students to areas of the specification which they have not met.</p>	
<b>How can parents help at home?</b>		
Parents can help by ensuring revision and homework is completed.		



## Holy Family Catholic High School



### Helpful further reading and discussion (Including reading and Vocabulary List)

**Reading**

Know it all Ninja  
Teach ICT  
PG Online – Information  
Technology

**Vocabulary List**

Social Media  
Content  
Risks and Issues  
Key words  
Target Audience  
Policy  
Gather and Analyse

Interaction  
Likes  
Shares  
Hashtags  
Analytics