

BTEC Level 3 IT – Transition Work

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Must: Investigating the Use of Social Media Websites

- Pick a company of your choice (e.g. technology/sports/food/clothing/car brand etc.)
- Carry out an investigation as to how your chosen company uses social media to promote themselves
- Use the following template to make notes:

Name of company			
Social Medium	What do they use it for? What features of the website/app are most frequently used?	Who are the audience for the site? (age/gender/income)	What are the strengths and weaknesses for the company of using this site?
<i>Facebook</i>			

<i>Twitter</i>			
<i>LinkedIn</i>			
<i>Google+</i>			

<p><i>YouTube</i></p>			
<p>.....</p>			

Should: Set up a Professional Social Media Account

As a keen IT student you should be aware of developments in the technology industry.

Set up a new Twitter account for professional purposes. The account should have the following:

- Suitable username
- Suitable bio and image

Carefully choose at least 10 other accounts to follow. The accounts should allow you to keep up to date with developments in IT industry. The accounts could be those of:

- Tech companies
- Bloggers
- News sources

We will be examining the new accounts in September so make sure these are sensible!

Could: Your Professional Social Media Account

Students who are seriously interested in pursuing a career in the IT industry will continue to use the new account during the summer.

Good students will:

- Read relevant articles about IT related developments, and 'like' or retweet any that you think are particularly interesting
- Make sensible tweets about articles that you have read or developments that you are interested in