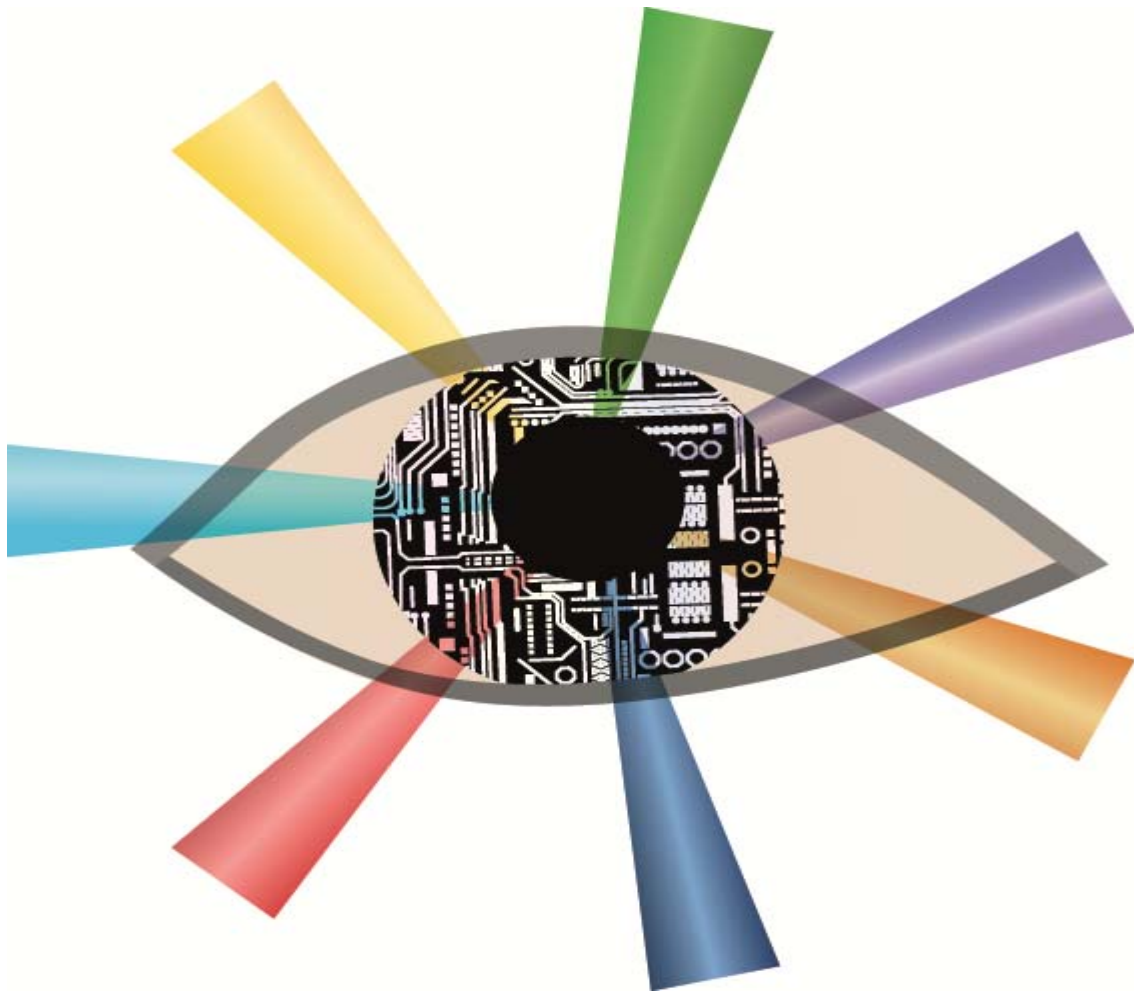


NQF BTEC Level 3 National in IT

First teaching September 2016



Sample Marked Learner Work

Subject: IT

Unit 3: Using Social Media in Business

Learning Aim B: Develop a plan to use social media in a business to meet requirements

Learning Aim C: Implement the use of social media in a business

Pass

Contents

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You will need to refer to the appropriate specification alongside these sample materials.

Unit 3 from the Level 3 BTEC Nationals in IT can be found by typing the following into your web browser (Google Chrome).

<http://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html>

Note:

- The Authorised Assignment Brief (AAB) used for generating this learner work is the same as the one provided by Pearson. Centres are expected to get the AAB fully internally verified prior to being issued to the learners.
- The learner work generated is an exemplar of standard for a particular Learning Aim(s) and grade(s), and **NOT** a response to the entire task detailed in the Authorised Assignment Briefs. We therefore expect centres to use this resource to exemplify how to structure a response to a task. We also encourage centres to use this work to standardise their Assessment teams and demonstrate to learners the level of work expected to achieve the different targeted grades outcome.

In preparation for the first teaching from September 2016 and as a part of the on-going support that we offer to our centres, we have been developing support materials to help you better understand the application of Nationals BTEC Level 3 qualification.

The following learner work has been prepared to demonstrate indicative standards at Pass, Merit and Distinction level across a unit.

We've worked closely with over 5,000 employers, universities, teaching professionals and trainers to develop the new BTEC Nationals. That means teacher and tutors can be confident their new BTEC courses contain the knowledge and employability skills students need to succeed at higher level study and in their chosen career.

BTEC Nationals provide work-related learning across a range of sectors. Delivering the knowledge, skills and understanding students need to prepare for their chosen career, BTEC Nationals offer progression to higher education, employment or further study.

BTEC Nationals use a combination of assessment styles to give your students confidence they can apply their knowledge to succeed in the workplace – and have the study skills to continue learning on higher education courses and throughout their career. This range of vocational assessments, both practical and written, mean students can showcase their learning and achievements to best effect when they take their next step, whether that's supporting applications to higher education courses or potential employers.

BTEC Nationals are highly regarded by universities, further education colleges and employers. On successful completion of a BTEC National qualification, learners can progress to or within employment or continue their learning within the same or related areas of study, in higher education, degree and professional development

They provide a more practical, real-world way of learning and their value is widely recognised by teaching professionals, employers, higher education and students and can be studied full- or part-time.

Each programme of study covers a number of units, for which students must present evidence based on their work and studies to demonstrate the knowledge and skills they've developed on the course.

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Certificate in Information Technology Pearson BTEC Level 3 National Extended Certificate in Information Technology Pearson BTEC Level 3 National Foundation Diploma in Information Technology
Unit number and title	Unit 3: Using Social Media In Business
Learning aim(s) (For NQF only)	B: Develop a plan to use social media in a business to meet requirements C: Implement the use of social media in a business.
Assignment title	Evaluating the use of social media in business.
Assessor	Alan Jarvis
Issue date	6/2/17
Hand in deadline	10/3/17

Vocational Scenario or Context	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	<p>Following on from the presentation on social media you produced for the chamber of commerce, one of the small businesses has asked you to plan and implement the use of social media within their business. You need to:</p> <ul style="list-style-type: none"> • Identify the business aims and how it wants to use social media to meet them. • Produce a plan to use social media in a business, annotated to justify the planning choices that have been made. The plan should identify a target audience and a keyword strategy. It should include a posting schedule with timescales identified. • Provide evidence that you have reviewed the plan with the business owners (or your tutor and another person acting as the business owners) and improved the plan based on the feedback you have been given. • Produce a written evaluation of both the plan you create and its implementation against the requirements that the business has.
---------------	--

	<ul style="list-style-type: none"> • Produce optimised content for posting on social media which follows the plan you have developed, annotated to show how it takes into account the target audience. • Review data that has been collected from social media sites about the postings that have been made, explaining which posts have created the most interaction.
Checklist of evidence required	<p>Annotated plan including purpose and aims, identified target audience, keyword strategy and posting schedule</p> <p>Evidence that the plan has been reviewed including original and improved versions of the plan</p> <p>An evaluation of the plan</p> <p>Annotated postings</p> <p>Review of data on social media postings</p>

Criteria covered by this task:

Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/BC.D2	Evaluate the plan and use of social media in a business against business requirements.
3/BC.D3	Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in a business context.
3/B.M2	Justify planning decisions made, showing how the plan will fulfil its purpose and business requirements.
3/C.M3	Optimise the content, format and features of social media which meet the requirements of the plan.
3/B.P3	Produce a plan to use social media in a business to meet its business requirements.
3/B.P4	Review the plan with others in order to identify and inform improvements.
3/C.P5	Produce business-related content using appropriate features of social media which meet the requirements of the plan.
3/C.P6	Review data obtained on social media usage and interaction.

Sources of information to support you with this Assignment	<ul style="list-style-type: none"> • Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes: www.socialmediaexaminer.com • Social Media Today also focuses on social media marketing for business: www.socialmediatoday.com • Mashable is blog site with a UK based version with lots of up-to-date articles on social media: mashable.com/social-media/ • Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media <p style="text-align: center;">Above are some examples of websites. Further useful resources may be found at http://qualifications.pearson.com/en/support/published-</p>
---	--

	resources.html#step1
Other assessment materials attached to this Assignment Brief	<i>eg, work sheets, risk assessments, case study</i>

Introduction on Learner work

The learner work that follows has been assessed accurately to national standards. This is one example of **Pass** grade achievement for **Learning Aim B and C** on an internally assessed unit.

The learner is in Year 12 and is completing the Pearson BTEC Level 3 National Certificate in IT at an FE college alongside other qualifications.

The learner has submitted Assignment 2 Learning Aim B and C and it has been assessed as a Pass standard.

Commentary

For **Learning aim B and C:**

Develop a plan to use social media in a business to meet requirements

Implement the use of social media in a business

The learner has presented their response to the assignment brief using PowerPoint slides. While this is not ideal it is certainly not wrong, although a Word Processed report might have been a better method.

The learner has used an imaginary company which he and another learner plans to set up. Background about the company including its business aims is provided in slide 1 to 4.

The learner has provided a reasonably detailed plan to use social media in slides 5 to 18, which although it contains some irrelevant content does adequately cover B.P3.

They have also asked 2 people to review the plan and have provided evidence of their input and commented on what was said (slide 22 and 23). This covers B.P4.

The learner has attempted to justify their planning decisions on slide 15 but it is too vague and generic with no reference to specific decisions they made so B.M2 cannot be awarded

The learner has provided some sample content to be posted on social media which relates to their plan (slides 11 and 12). This covers C.P5.

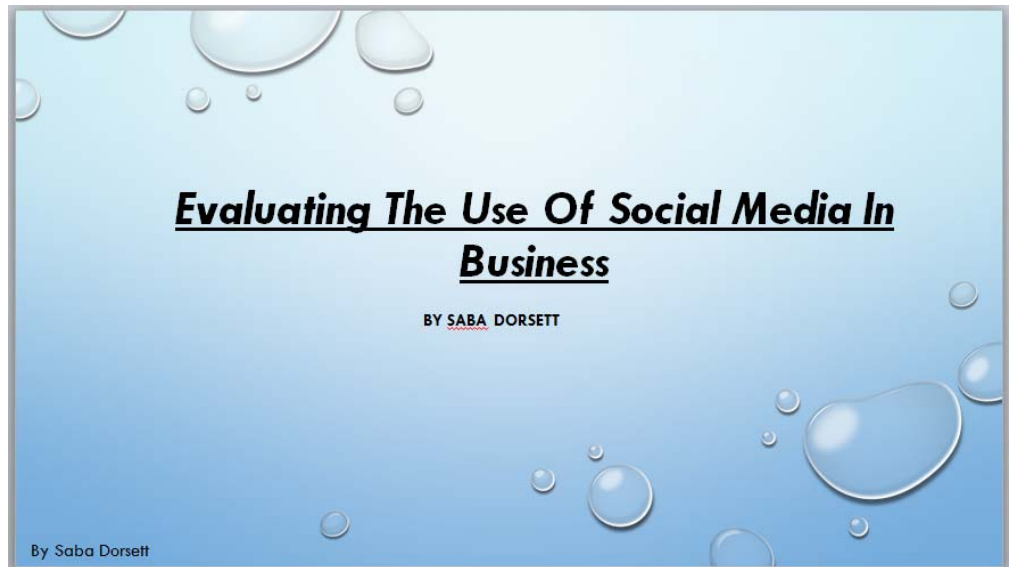
C.M3 has been attempted on slides 19 and 20 but the optimisations the learner has suggested are vague and do not specifically identify what optimisations are to be done to the content, therefore this criterion is not met.

To cover C.P6 the learner has collected data using a questionnaire on the sample postings and briefly reviewed the data (slides 23 to 26). They have also been provided with simulated data on the usage and interaction their posts have generated and also review this (slides 27 and 28). Together these cover C.P6 adequately.

BC.D2 and BC.D3 have not been attempted

Learner work

Slide 1



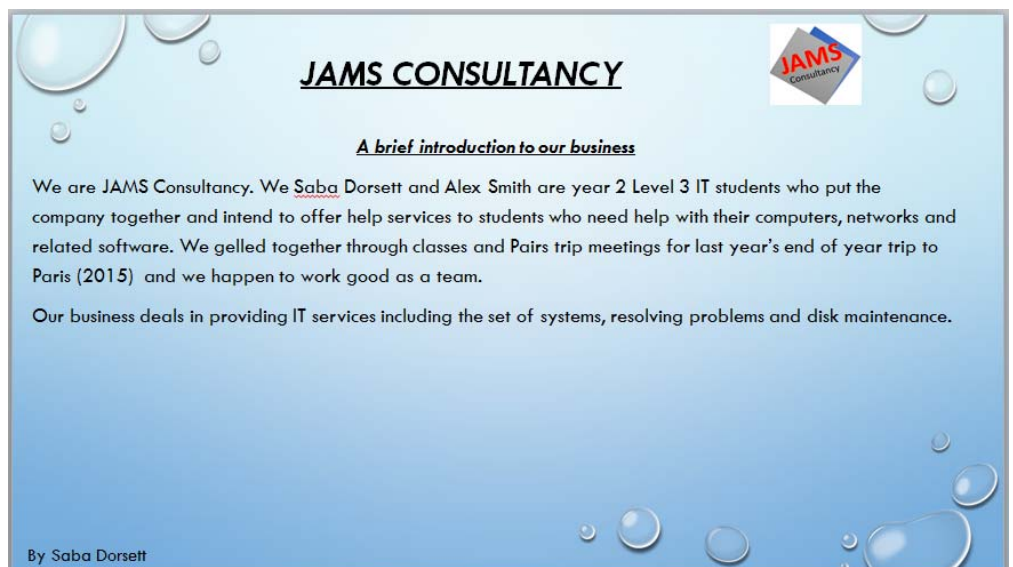
Slide 2

Introductory slide. While not essential this is good practice



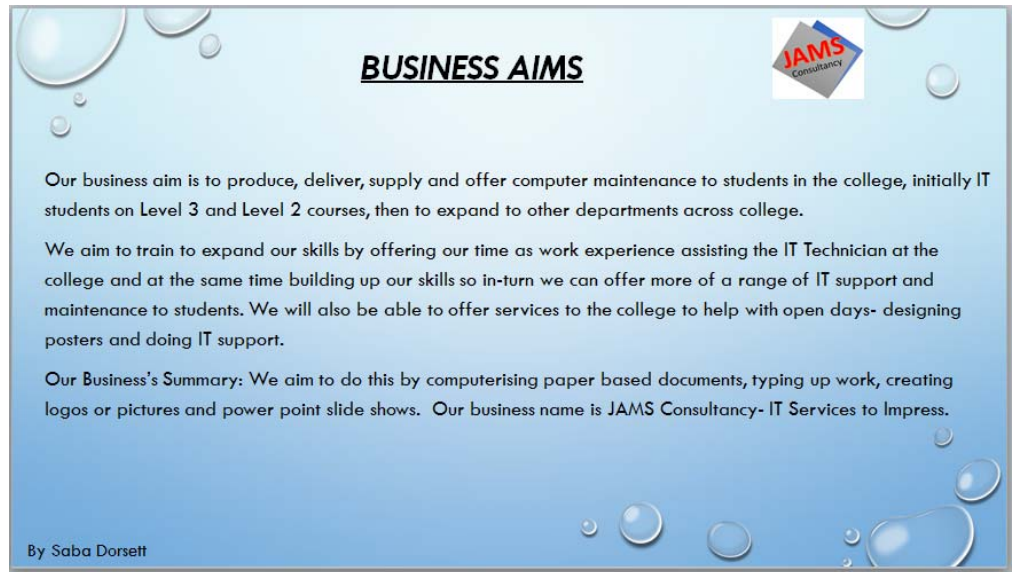
Slide 3

This provides basic details of this business for which social media will be used. This is a useful introduction to the plan




Slide 4

This provides an outline of the purpose of the business, which is also an important part of the plan.



BUSINESS AIMS



Our business aim is to produce, deliver, supply and offer computer maintenance to students in the college, initially IT students on Level 3 and Level 2 courses, then to expand to other departments across college.

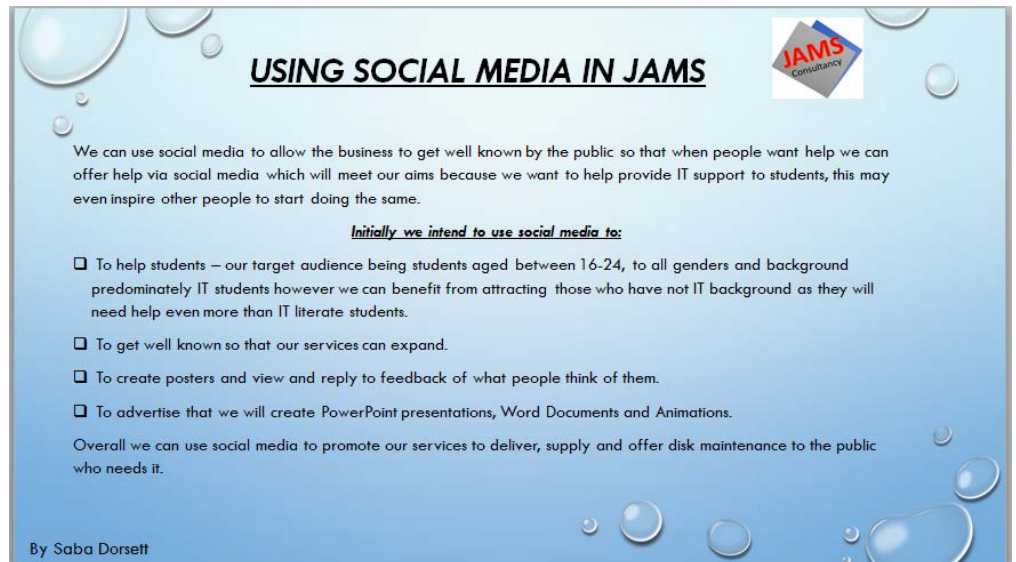
We aim to train to expand our skills by offering our time as work experience assisting the IT Technician at the college and at the same time building up our skills so in-turn we can offer more of a range of IT support and maintenance to students. We will also be able to offer services to the college to help with open days- designing posters and doing IT support.

Our Business's Summary: We aim to do this by computerising paper based documents, typing up work, creating logos or pictures and power point slide shows. Our business name is JAMS Consultancy- IT Services to Impress.


By Saba Dorsett

Slide 5

This slide outlines the ways the business intends to use social media and as such is an important part of the plan.



USING SOCIAL MEDIA IN JAMS



We can use social media to allow the business to get well known by the public so that when people want help we can offer help via social media which will meet our aims because we want to help provide IT support to students, this may even inspire other people to start doing the same.

Initially we intend to use social media to:

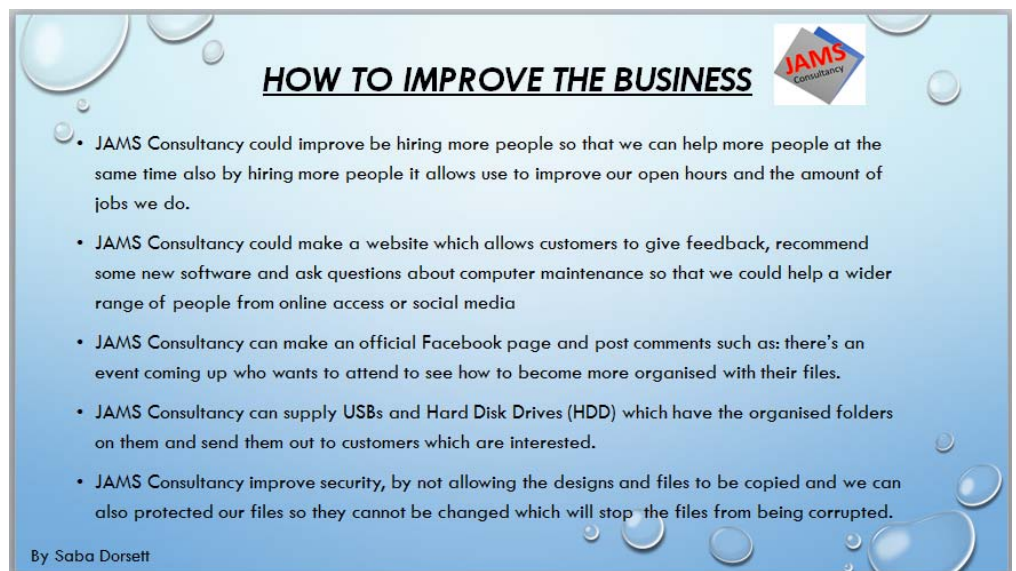
- To help students – our target audience being students aged between 16-24, to all genders and background predominately IT students however we can benefit from attracting those who have not IT background as they will need help even more than IT literate students.
- To get well known so that our services can expand.
- To create posters and view and reply to feedback of what people think of them.
- To advertise that we will create PowerPoint presentations, Word Documents and Animations.

Overall we can use social media to promote our services to deliver, supply and offer disk maintenance to the public who needs it.


By Saba Dorsett

Slide 6

This slide is about further improvements to the business that are planned, but some of the suggestions are not directly related to social media so are irrelevant.



HOW TO IMPROVE THE BUSINESS



- JAMS Consultancy could improve be hiring more people so that we can help more people at the same time also by hiring more people it allows use to improve our open hours and the amount of jobs we do.
- JAMS Consultancy could make a website which allows customers to give feedback, recommend some new software and ask questions about computer maintenance so that we could help a wider range of people from online access or social media
- JAMS Consultancy can make an official Facebook page and post comments such as: there's an event coming up who wants to attend to see how to become more organised with their files.
- JAMS Consultancy can supply USBs and Hard Disk Drives (HDD) which have the organised folders on them and send them out to customers which are interested.
- JAMS Consultancy improve security, by not allowing the designs and files to be copied and we can also protected our files so they cannot be changed which will stop the files from being corrupted.

By Saba Dorsett

Slide 7

The content in this slide identifies a target audience which is part of the plan but the rest of the information is about the availability of the service the business plans to offer is not directly relevant.

USING SOCIAL MEDIA IN JAMS

We can use social media to attract our target audience which are initially IT students on Level 3 and Level 2 courses

We can use social media to post times that we are available to help IT students, we created a time schedule which suits our time tables so that the help we are offering doesn't interfere with our classes. We have also allowed time for ourselves to actually learn how to help people properly by allowing time for us to get help and learn through work experience with the IT Technician in the college. Our support times are scheduled as follows:

- Monday: Closed for work
- Tuesday : 12am-3pm
- Wednesday: 12am-3pm
- Thursday: Closed for work
- Friday: 12am-1pm

Using social media allows us to create something such as an online help page with offers service and customers can create bookings, meeting and queries.

By Saba Dorsett

Slide 8

A posting schedule, time plan and keyword strategy are important parts of the plan. However what is said is not that clear.

USING SOCIAL MEDIA IN JAMS

Posting Schedules:

For JAMS Consultancy we can use a timeline on Facebooks current events/things which have been posted or happen which we've spoken about, this timeline could be located at the top of our facebook page and it will show only current posts.

We could have hyperlinks which allow us and customers to read over our/their posts before we/they publish them and we could create links to other parts of our site which allow customers to select schedules for when they would like to speak with us or ask us a question. Each and every published post can be dated and show the specific time when it was posted and they will be frequently checked so that no one is left out.

Time Scales:

Each and every job needs time to be viewed and with two people only managing these services depending how fast we work it will be hard to answer every question if there are hundreds so improvements will be made. We aim to have a website and postings up within 2 weeks of our investigations.

Keyword Strategy:

We can use keyword a strategy's to help generate hits to the site and to help people find us when they search on Google This will help make people aware and interested in our services.

By Saba Dorsett

Slide 9

This is more of a task list than a plan but it does include timescales. This contributes towards B.P3.

JAMS SOCIAL MEDIA TASK PLAN

A sample plan is basically a list of what we are going to do for the business


- Research Marketing Plans – week 1 and 2
- Contact Facebook about business accounts – week 1 and 2
- Create a business Facebook account – week 3
- Create LinkedIn account for JAMS – week 3
- Create Twitter account and post information – week 3
- Create a live video for YouTube – week 4
- Create a blog – week 4
- Go live with all the social media streams – week 5

By Saba Dorsett

Slide 10

This is an additional list of tasks and could have been improved by including timescales.

PLANNING THE IMPLEMENTATION




- Putting the plan into action by creating the social media content to promote the business
- Facebook provides video tutorials on advertising on Facebook and creating a business account
- Facebook business accounts are free so all it needs is to set it up.
- The Facebook business account and the personal account are basically the same, the only difference is you can advertise.
- The only payment needed will be is for the adverts. People can click on the adverts. There is a set allowance (e.g. £10 worth of clicks between a period of time). Every time a person clicks on the advert it takes money from the payment. It depends on the cost of the advert. We can also do a continuous advert but this may end up being very expensive as you pay once the continuous period has been completed. You then pay for the amount of clicks on your advert.
- We already have individual LinkedIn accounts but we would need to create one for the business.
- We can record videos and upload on You Tube to show customers the types of things we do.
- We can record satisfied customers reviews of work we have done for them and create blogs on the business and customer satisfaction.

By Saba Dorsett

Slide 11


HERE IS SOME MORE OF OUR CONTENT

Facebook or Twitter posts.




JAMS consultancy

Another happy customer! Ahmed's computer was so slow it was almost unusable but we fixed it for him. 'They did a great job!' said Ahmed. See www.jams.com.uk for more information.

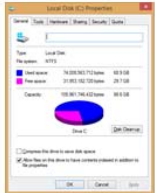


Like Comment Share



JAMS consultancy

Hard disk full? Message us for help See www.jams.com.uk for more information.



Like Comment Share

By Saba Dorsett

Slide 12

The simulated Facebook content shown in this slide and the previous one provides sufficient evidence to cover C.P5

HERE IS SOME MORE OF OUR CONTENT

Facebook or Twitter posts.



JAMS consultancy

Should you upgrade to Windows 10? We can do it for you! Message us for details. See www.jams.com.uk for more information.



Like Comment Share



JAMS consultancy

It may be time to change your email passwords, see this article about stolen email details.



Webmail firms probe login 'leak' - BBC News
Popular webmail providers including Gmail and Hotmail are investigating a report that millions of their users' login details are being shared online by a hacker.
BBC.co.uk

Like Comment Share

By Saba Dorsett

Slide 13

SOCIAL MEDIA DATA, CONTENT & PLAN REVIEW

- The plan was an ambitious one but I feel good one to get us started.
- Facebook was a good source of information especially from companies that use it for advertising.
- Twitter was also ok as it can get lots of people talking/tweeting about the services we offer encouraging more people to follow us or JAMS to follow them.
- I believe that we can using social media will encourage lots of people, especially students to follow us on Twitter or Facebook.
- We will need to create some tweets to get people chatting about us on Twitter.
- We still need to investigate purchasing a website which was not in the original plan.

By Saba Dorsett

Slide 14

Consideration of legal and ethical issues is a requirement of achieving B.P3.

LEGAL AND ETHICAL ISSUES

- We need to make sure we do not break copyright laws.
- Photos and video we will create ourselves
- Any additional material we will get permission to use
- We will create a company policy to cover material we post on line and make sure everyone checks material to make sure it is correct and does not offend anyone
- We will do our best not to discriminate against anyone and make sure anything we post is fair and does not discriminate on the basis of gender, race, religion or anything else

By Saba Dorsett

Slide 15

Attempt at B.M2, but these are statements and do not provide justification for specific decisions.

JUSTIFYING PLANS AND FULFILLING THE PURPOSE

- We are handling data which could include personal information so our business needs to be very aware of all potential laws and legislation which follow each post and video.
- We need to make sure we have the cookies notice to make sure we are in alignment with the current cookie web policy.
- Our purpose is make more people aware that JAMS Consultancy exists to make them know the type of service we offer to students so that we can drum up business.
- We want students to use our services at a reduced costs that they can afford and get a great service at the same time.
- We want people to tweet so that it gets more people talking about us and what we do.
- We want a webpage to get our company on the web to increase our presence and maximise our hits by using web hosting companies and service providers.
- We want to be able to attract people to our company using social media by advertising on Facebook and having a Twitter account so that people can talk about us and we can talk about companies as JAMS increasing our popularity.

By Saba Dorsett

Slide 16

Outline content plan, which shows what will be posted and where. B.P3

CONTENT PLAN

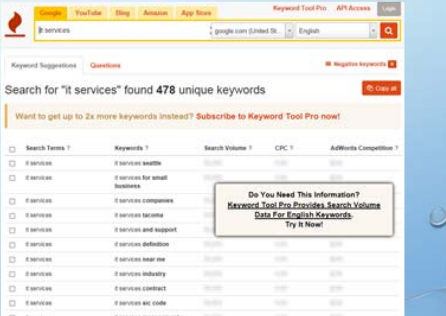
Daily/weekly posts		
Type of social media where the post be found	What the post will be	Type of content
Facebook, YouTube, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Tutorials, and videos of me getting the word of the business out.	Videos and hyperlinks to webpages
Facebook, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Promotional photos	Photos
Facebook, YouTube, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Brief text talking about our business	Text
Facebook, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Of people we have helped	Photo
Facebook, YouTube, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Tutorials, questions and answers from comments	Videos and hyperlinks to webpages
Facebook, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Of our services and updates	Photos and text
Facebook, snapchat, Instagram, Google+, email blasts to colleges, Twitter,	Links to relevant articles on other web sites	Text and hyperlinks to webpages

By Saba Dorsett

Slide 17

RESEARCHING KEYWORDS

- When I typed JAMS consultancy there were 8 direct results for those keywords as you can see on the left.
- We can take advantage of this by adding key words to promote our company that would bring up our name or services when people typed words into searches.
- Another example was IT services. This bought up 408 key words as you can see on the right.

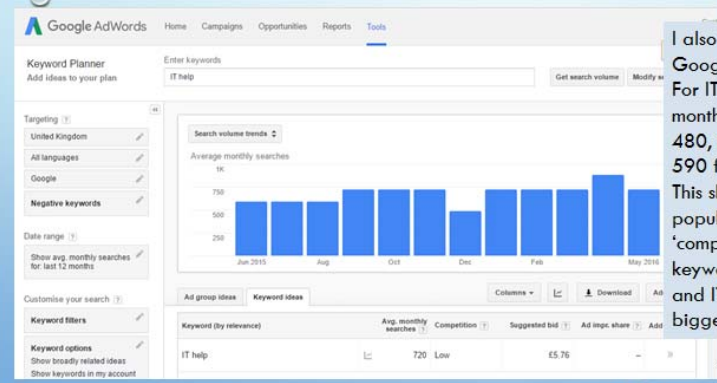



By Saba Dorsett

Slide 18

Further details of keyword research completed. A little bit more detail on this would have been better. Slides 2 to 18 provide sufficient evidence for B.P3

RESEARCHING KEYWORDS



I also tried various search text on Google Adwords. For IT help I got 720 average month searches, computer help had 480, for IT services I got 2,400 and 590 for computer services. This shows that 'IT' is a much more popular search word than 'computer'. We need to ensure the keywords we use are IT services and IT help as these have the biggest monthly search amounts

By Saba Dorsett

Slide 19

OPTIMISING AND REVIEWING CONTENT

I have reviewed what and how we can get ourselves noticed. The content will need to include:

- Advertisements that advertising the IT services we will offer.
- Photos and clips of the services and end results of Computer Repairs, Virus Cleaning and Disk Management.
- We can write blogs on our products, customer satisfaction, why customers should use JAMS Consultancy and how JAMS Consultancy could benefit "your" company.
- We can create videos clips on how JAMS Consultancy perform their service.
- We can include videos of what we do and of live customer testimonials and upload to YouTube.
- We can produce photos of customers with the work we have done and of what we do and tweet them or blog them on Face book.
- We can produce a FAQ about JAMS Consultancy and how to improve the services.
- We can get customers to send snapchats about us and offer discounts to customers to tweet, Face book and blog about us.
- We can use certain keywords in our tweets including using hash tags so that when people search for information if they use our keywords our company will come up.

By Saba Dorsett

Slide 20

This slide and the previous one are an attempt to cover C.M3, but the learner has not given any specific details about how the content will be optimised.

JAMS SOCIAL MEDIA PLAN UPDATE

- Research Marking Plans
- Create a business Facebook account
- Create a live video for YouTube
- Get permissions to publish
- Ensure that Data Protection Acts are not broken
- Contact LinkedIn for JAMS to start attracting customers
- Contact Twitter to create an account and post information
- Create a blogs, videos and postings and hashtag words/phrases.
- Create tweets for Twitter
- Create a videos/mini clips of our work and maybe our reviews

By Saba Dorsett

Slide 21

This slide explains how the learner has used two methods to review the plan with others (for B.P4) and collect data on the social media postings they have planned (C.P6)

I Asked Two People To Provide Me With Feedback

- I sent a copy of my planning documents (the content plan, and the task plan) to two of my tutors, and this was the responses I got back

Hi Justyn
Thanks for sending this. The plan is quite good but I think it would be better on the task plan for you to put actual dates rather than just week 1, 2 etc. Also you don't need the second task 'contact Facebook about a business account' you can set a business page up free of charge, without contacting them. Finally I think you need more time on your plan to create content. You have creating videos and a blog but what about images and text?

Social Media Planning

Justyn
My feedback on the plan is as follows.
1) The task plan. This needs more detail. You need to do a lot more than just create accounts. What about keyword research and identifying a target audience? You might be better to list the time required as man/person hours rather than weeks
2) The content plan. This also lacks detail, you need to give more information on exactly what you will post and where. What are 'email blasts to college'? not relevant for social media I don't think! Creating all the tutorials you list will take a great deal of time! Not sure this is realistic.

Regards
Ben Wilson

By Saba Dorsett

Slide 22

This completes the review of the feedback provided by others. Slides 21 and 22 cover **B.P4**

Reviewing The Feedback

- I have read over the feedback and thought that I should discuss what has been said.
- The first email mentioned that I should use actual dates rather than week numbers while the other one mentioned I should use man hours. I did some research into project planning and found that a project plan should have completion dates for each tasks and the resources, including people and the hours they spend doing the tasks listed. To improve my plan I should include these two things for each task
- The email from Ben says I need to go into a lot more detail in my plan. I think this is good advice and I need to include tasks in my plan for doing keyword research, deciding on the target audience and writing the profile text for the social media accounts which use my keywords and are good for my target audience. The other email also mentions that some of my tasks are not needed so I can delete those ones.
- Both emails say I need to add more detail to my content plan and think about the type of content I posts. I think Ben is right and it may take a lot of time to create the tutorials so maybe I can just link to other tutorials that already exist like those on You-Tube.

By Saba Dorsett

Slide 23

This slide explains how the learner collected data on the sample postings

QUESTIONNAIRE ON POSTINGS

- I produced a questionnaire to see how people would respond to JAMS Consultancy postings on social media. This would help us to gauge how many people would like us on face book or twitter. It also told us whether people would take a look at our website or even message us as a couple of the post suggest/request.
- It will shows us our social standing based on our posts.
- You can find the questionnaire on the next two slides. Also I have created a spread sheet with a graph that shows the results ranging from those who are likely to those who are unlikely to like or contact us.
- You can find the results, which are the completed questionnaires, in the appendix.

By Saba Dorsett

Slide 24

Here the learner has provided copies of the questionnaires used

Questionnaire

Please spare some time to look at our social media posts and give your scores on each in the table provided. We appreciate your honesty and point of view.

Post 1:

Social Media Data Review	1 very likely	2 likely	3 unlikely	4 very unlikely
How likely are you to click on the link to www.jams.com ?				
How likely are you to message the company in response to the post?				
How likely are you to click on Like on the post?				
How likely are you to write a Comment on the post?				
How likely are you to Share the post with friends?				

Julien Samuel Dorsett - JAMS Consultancy 1 | Page

Questionnaire

Post 2:

Social Media Data Review	1 very likely	2 likely	3 unlikely	4 very unlikely
How likely are you to bookmark or contact JAMS Consultancy?				
How likely are you to click on Like in the post?				
How likely are you to write a Comment on the post?				
How likely are you to Share the post with friends?				

Julien Samuel Dorsett - JAMS Consultancy 2 | Page

By Saba Dorsett

Slide 25

Questionnaire

Post 2:

JAMS consultancy

It may be time to change your email passwords, see this article about stolen email details.

Weekend forum probe laptop 'Snack' - BBC News

Popular national providers including Gmail and Outlook are investigating a report that millions of their users' login details are being phished online by a hacker.

Like Comment Share

Social Media Data Review	1. very likely	2. likely	3. unlikely	4. very unlikely
How likely are you to look up or contact JAMS Consultancy?				
How likely are you to click on Like in the post?				
How likely are you to write a Comment on the post?				
How likely are you to Share the post with friends?				

By Saba Dorsett

Slide 26

The results of the questionnaire are shown here along with a brief review of the data.

CONTENT REVIEW OUTCOMES

- The results of the questionnaire shows that perhaps JAMS Consultancy may need to improve their posts in some areas as a lot of people are unlikely to come to us for HDD issues. However it could be that the survey was given to mainly IT students so they already know how to do this so they wouldn't come to us.
- The chart also shows that most people who took the survey were likely to contact us for all other issues as this scored the highest as you can see in the light blue bars of the chart.

Social Media Content Questionnaire Review

	A	B	C	D	E
1	Social Media Content Questionnaire Review				
2					
3		Contacting the Company and posting for the company			
4		very likely	likely	unlikely	very unlikely
5	Post 1 - Windows 10 upgrade	1	14	12	3
6	Post 2 - Slow Computer Fix	1	12	10	1
7	Post 3 - Stolen Email - password change time	7	7	9	1
8	Post 4 - Out of HDD space	1	9	6	8
9					

By Saba Dorsett

Slide 27

The learner has been provided with some simulated interaction and audience profile data on the posts they created

USAGE AND INTERACTION DATA

- My tutor also provided me with data on the usage and interaction that my posts could have made

Data on usage and interaction

Learner: Saba Dorsett
Company: Jams Consultancy

Post	Seen by	Likes	Comments	Gender profile	
				Male	Female
1	44	5	0	70	30
2	52	6	3	72	28
3	43	3	1	69	31
4	55	7	4	67	33

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Slide 28

The learner has reviewed the data that has been provided and drawn some conclusions about how it can be used to help optimize future posts. Slides 23 to 28 cover **B.P6**

USAGE AND INTERACTION DATA

- I looked at the data on usage and interaction and this is what I thought about it.
- I think I need to create a lot more posts to get a better idea of the reaction to them and the amount of interaction they create. 4 posts isn't enough to tell very much. We also need more time to build up a bigger audience.
- The worst performing post was number 3, about Windows 10. This was a surprise as the post asked a question and I hoped this would make for lots of comments. Maybe if the question was more direct and a bit controversial (like 'What do you think of Windows 10, is it worth upgrading?') there might be more comments.
- As far as the gender profile is concerned the posts were seen by and commented/liked on by more males than females. This is not surprising as there are more males in the target audience (students on the BTEC L3 IT). We could try to make our posts appeal more to females but this might reduce the appeal to our male audience, so the best thing is probably to continue to post material for our male audience and perhaps look for things which would appeal to them more.

By Saba Dorsett

Slide 29

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By Saba Dorsett

Learner Assessment Submission and Declaration

This sheet must be completed by the learner and provided for work submitted for assessment.

Learner name: Saba Dorsett		Assessor name: Alan Jarvis	
Date issued: 6/2/17	Completion date: 10/3/17	Submitted on: 10/3/17	
Qualification: BTEC National in IT			
Assessment reference and title: Evaluating the use of social media in business			

Please list the evidence submitted for each task. Indicate the page numbers where the evidence can be found or describe the nature of the evidence (e.g. video, illustration).

Task ref.	Evidence submitted	Page numbers or description
1	Powerpoint slides	Slides
Comments for note by the Assessor:		

Learner declaration

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature: Saba Dorsett

Date: 10/3/17

ASSESSMENT RECORD SHEET			
Programme	BTEC National in IT	Learner name	Saba Dorsett
Assignment title	Evaluating the use of social media in business	Assessor name	Alan Jarvis
Unit no. & title	3 Using Social Media in Business	Targeted assessment criteria	BC.D2, BC.D3, B.M2, C.M3, B.P3, B.P4, C.P5, C.P6
Issue date	6/2/17	Submission deadline	10/3/17
First submission / resubmission?*		Date submitted	10/3/17
Resubmission authorisation by Lead Internal Verifier*		Date	
<p>* All resubmissions must be authorised by the Lead Internal Verifier. Only one resubmission is possible per assignment, providing:</p> <ul style="list-style-type: none"> • The learner has met initial deadlines set in the assignment, or has met an agreed deadline extension. • The tutor considers that the learner will be able to provide improved evidence without further guidance. • Evidence submitted for assessment has been authenticated and accompanied by a signed and dated declaration of authenticity by the learner. <p>**Any resubmission evidence must be submitted within 10 working days of receipt of results of assessment.</p>			
Targeted criteria	Criteria achieved? (Yes / No)	Assessment comments	
BC.D2	No	Not attempted	
BC.D3	No	Not attempted	
B.M2	No	Please refer to the assignment brief	
C.M3	No	Please refer to the assignment brief	
B.P3	Yes	A reasonably detailed plan including content plan and keyword research	
B.P4	Yes	Evidence of review emails provided	
C.P5	Yes	Example content produced	
C.P6	Yes	Data collected by questionnaire and usage data and briefly reviewed	
General comments			
A word processed report might have been a better format than a PowerPoint presentation.			
Assessor declaration	I certify that the evidence submitted for this assignment is the learner's own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.		
Assessor signature	Alan Jarvis	Date	14/3/17

Learner comments			
Learner signature	Saba Dorsett	Date	14/3/17