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| **A picture containing colorful, food, ball  Description automatically generated** | BTec_Logo-Orange  **UNIT 3: USING SOCIAL MEDIA IN BUSINESS** |

# KNOWLEDGE AND SKILLS EXERCISE 2 DATE SET: 15 March 2021

**Overall Aim**

This exercise has been written for you to:

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| **Unit 3 – Learning Aims B & C** |
| * Develop a plan to use social media in a business to meet requirements (Learning Aim B) * Implement the use of social media in a business (Learning Aim C) |

During this exercise (and for the summative assessment to have a successful outcome) you must submit work for all tasks highlighted **red** in this document. However, the college expects you to submit work relating to the **red** **and** **orange** text. You will be able to achieve the **best outcome** if your work covers the **red, orange** and **green** text.

Please note that all work must be submitted to Godalming Online by the published deadlines. **All deadlines are Friday 1.15pm unless otherwise stated**. All work submitted **must be your own work**. Any reference to others’ work must be referenced in a Harvard style bibliography (see Godalming Online IT BTEC Level 3 RQF Resources Page). During this assignment, any work submitted must be uploaded to your Godalming Online IT BTEC RQF Upload area. Do remember the upload area on GOL has an upload limit of 20 files with file size limitation. Remember to confirm your uploaded files.

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| |  |  | | --- | --- | | **Scenario** | **A picture containing logo  Description automatically generated** |   Dodgy Artists is a company in London that specialises in representing small businesses in the creative arts industry. They have a world-wide client base and represent small independent businesses/artists from the music, games, tv, advertising, film, and art industries. You have recently joined the company as Junior Marketing Assistant to work alongside the Marketing Manager – Caroline Crabbage.  Thanks to your work on the recent presentation, the Managing Director (Peter Pirate) of Dodgy Artists has managed to convince the small group of business owners/artists of the benefits of using social media to promote their creative arts.  Caroline Crabbage has asked you to select one of the small businesses and to plan and implement the use of social media within their business. Project planner Greta Life is always on hand to assist you with any planning techniques that might help your social media planning. |

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| **Future Pathways Parents Evening 17 March 2021** |

**Exercise 2: Selected Business Case Study – A Social Media Plan** *Benchmark 4*

For your selected business (approved by your Supervisor), produce a formal business report that provides evidence and demonstrates that you have be able to:

* 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.
* Reviewed the plan with the business owner (or your tutor acting as the business owner) 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 of the specific business.
* Produce optimised content for posting on social media which follows the plan you have developed. Annotate your evidence to show how it takes into account the target audience.
* Review the data that has been collected from social media sites about the postings that have been made, by explaining which posts have created the most interaction.

**2(a) Develop & review a social media plan**

* **Produce a plan to use social media in a business to meet its business requirements.**
* **Review the plan with others in order, to identify and inform improvements.**

**UPLOAD:** *(to Godalming Online)***Exercise 2a Deadline Date: 19th March 2021**

*Filename:*

❶ U3P3P4PlanAndReview

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| **Future Fridays Start 19 March 2021** |

**2(b) Justify & Evaluate the Plan**

* **Justify planning decisions made, showing how the plan will fulfil its purpose and business requirements.**
* **Evaluate the plan and use of social media in a business against business requirements.**

**UPLOAD:** *(to Godalming Online)***Exercise 2b Deadline Date: 26th March 2021**

*Filename:*

❶ U3M2D2JustifyAndEvaluate

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| **Benchmark 3 & Targeted Parents Evening 30 March 2021** |

**2(c) Implement the use of social media in a business**

* **Produce business-related content using appropriate features of social media which meet the requirements of the plan.**
* **Review data obtained on social media usage and interaction.**
* **Optimise the content, format and features of social media which meet the requirements of the plan.**
* **Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in a business context.**

**UPLOAD:** *(to Godalming Online)***Exercise 2c Deadline Date: THURSDAY 1st April 2021**

*Filename:*

❶ U3P5P6M3D3ProduceReviewOptimiseDemo

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| **Sources of information to support you with this Assignment** | * 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](http://www.socialmediaexaminer).com * Social Media Today also focuses on social media marketing for business: [www.socialmediatoday.com](http://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/](http://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](http://www.theguardian.com/media/social-media)   Above are some examples of websites. Further useful resources maybe found at  <http://qualifications.pearson.com/en/support/published-resources.html#step1> |
| **Other assessment materials are available on GOL RQF site** | *eg, work samples, theoretical texts, case study* |

**The Knowledge & Skills Exercise 2 is now complete.**

**To achieve a grade for Unit 3 P3, P4, P5, P6, M2, M3, D2 & D3 you will be required to apply the knowledge and skills acquired from this exercise, within the Controlled Assessment assignment.**

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| **Good Friday 2nd April 2021** |

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| **EASTER 3-18 April 2021** |

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| **May Bank Holiday 3 May 2021** |

**CONTROLLED ASSESSMENT**

**4-7th May 2021 4:15pm**

**This is a compulsory activity.**

**During this time (in normal lesson time) you will be provided with a Unit 3 P3, P4, P5, P6, M2, M3, D2 & D3 Assignment. You are requested to submit work to meet the requirements of the assignment. The work you submit must be your own work and you MUST not have copied or adapted any un-sourced work.**

**The work you submit must meet the requirements of these criteria and must be uploaded to Godalming Online (in the uploaded area provided for the Controlled Assessment). Only work submitted on-time to Godalming Online\* will be assessed towards the Final Unit Grade and you will NOT have a chance to change the final decision/grade.**

**The file name of each piece of submitted work must clearly identify the Unit and Criteria to which it relates. \*Unless otherwise requested by CXM**

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| **PROPOSED WORK EXPERIENCE WEEK 24-28 May 2021** |

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| **Half Term 29 May-6 June 2021** |

**UNIT 3: USING SOCIAL MEDIA IN BUSINESS**

