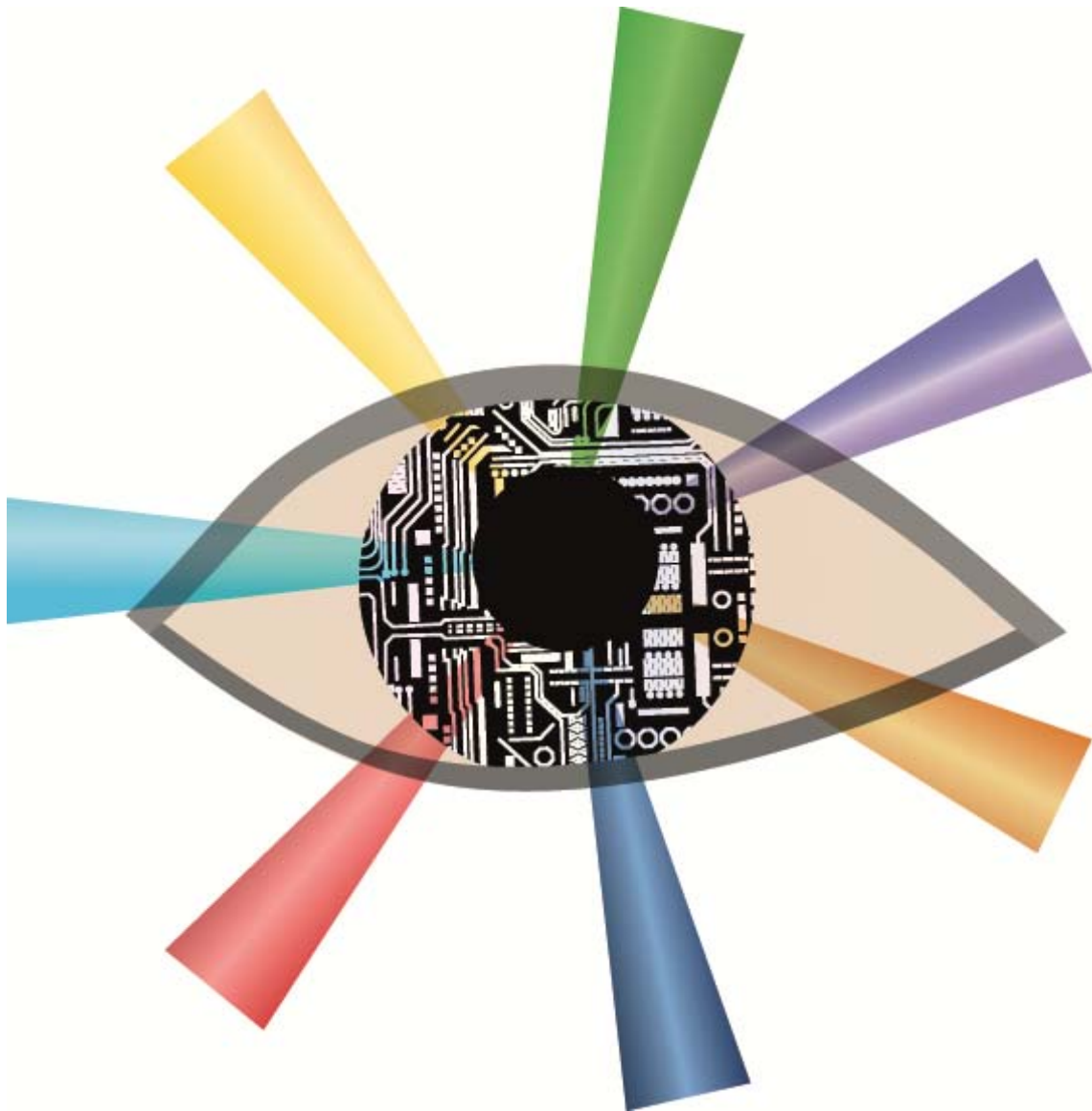


NQF BTEC Level 3 National in IT

First teaching September 2016



Sample Marked Learner Work

Subject: IT

Unit 3: Using Social Media in Business

Learning Aim A: Explore the impact of social media on the ways in which businesses promote their products and services

Merit

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 response 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.

Did you know?...

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)	A: Explore the impact of social media on the ways in which businesses promote their products and services
Assignment title	Evaluating the use of social media in business.
Assessor	
Issue date	
Hand in deadline	

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	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.
---------------	--

Checklist of evidence required	Presentation slides and speakers notes
---------------------------------------	--

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/A.D1	Evaluate the business use of social media to interact with customers and promote products or services to a target audience.
3/A.M1	Assess the different ways in which a business can use social media to attract a target audience.
3/A.P1	Explain the different ways in which a business can use social media.
3/A.P2	Explain the audience profiles of different social media websites.

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>Above are some examples of websites. Further useful resources may be found at http://qualifications.pearson.com/en/support/published-resources.html#step1</p>
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 **Merit** grade achievement for **Learning Aim A** on an internally assessed unit.

The learner is completing the Pearson BTEC Level 3 National Certificate in IT at a Further Education College in North London

The learner has submitted Assignment 1 Learning Aim A and it has been assessed as a Merit standard.

Commentary

For **Learning aim A**: Explore the impact of social media on the ways in which businesses promote their products and services

The learner has used a set of PowerPoint slides to present the material as suggested in the AAB. Many of the slides contain rather too much information and a better approach might have been to reduce the amount of text in each slide and use the PowerPoint notes section to add more detail. Alternatively that could be covered by a report. However this does not impact on the validity of the material presented or on the assessment.

Slides 3 to 16 cover the different ways in which businesses can use social media with examples focused on various supermarkets. The learner has covered both using social media to promote products, create a brand image, communicating with customers and resolving queries and issues. The work is comprehensive and the explanations are backed up with many examples, and quotes from articles, which covers A.P1 and contributes to A.M1.

Slides 17-21 provide an assessment of the benefits of using social media compared with traditional methods which covers A.M1.

Slides 22 to 28 cover the topic of audience profiles. The learner included some irrelevant information in here but they have explained both the selection of a suitable target audience by a business and the audience profiles of different social media sites. This covers A.P2.

Slide 29 is an evaluation of the business use of social media but it is too brief and generic to allow A.D1 to be awarded.

Slide 30 is a list of the sources used. Learners need to provide this information to show the research they have done and where information included in the assignment was obtained from.

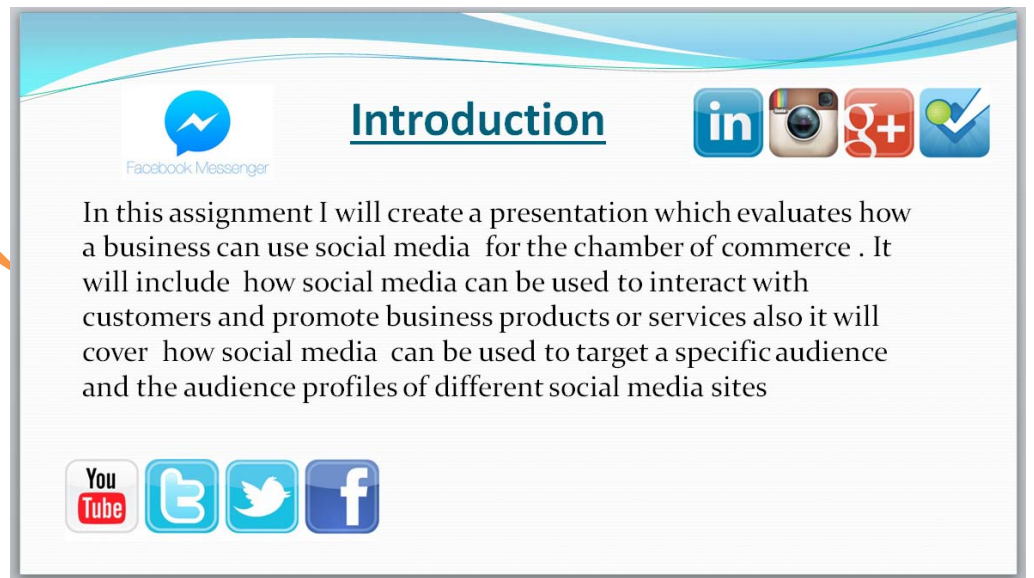
Learner work

Slide 1



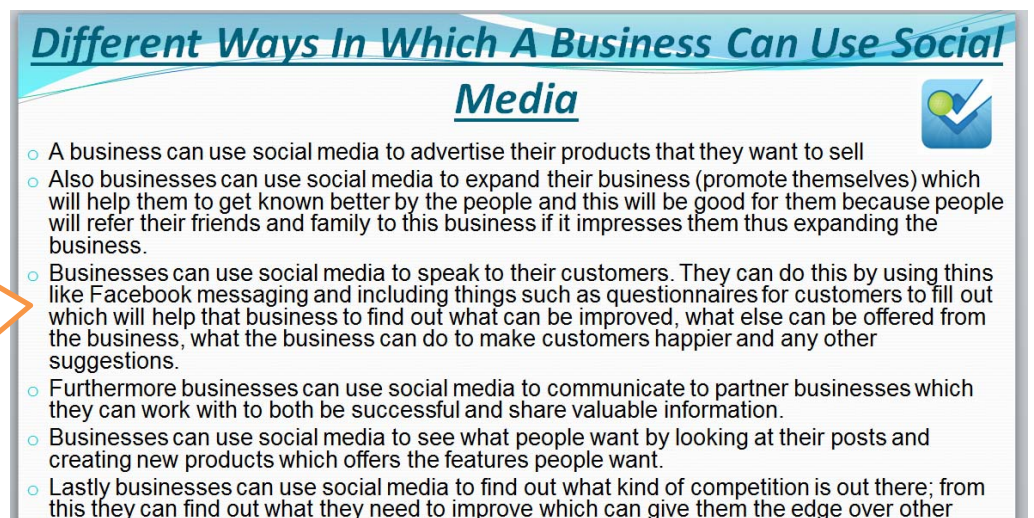
Slide 2

Good introduction



Slide 3

Too much text on the slide BUT it does provide a good overview of the business uses of social media



Slide 4

Relevant specific example of how Twitter can be used to promote sales

Using Tweets To Increase Sales

Businesses can use social media to sell products or services. They can adopt an approach that will entice customers to buy their products. Supermarkets can tweet their special offers during a particular time of the year thus tempting customers when they're more likely to be searching for certain products. For example: tweeting about discounts on men's after shave during fathers day; tweeting about vegetarian food after Ramadan; tweeting about recipes for Christmas turkey; and even tweeting about offers on turkey in November in preparation for Christmas. Using social media in this way will get customers talking and passing information on to their family, friends and colleagues which can in turn tempt them to go and buy from the supermarket that advertised on social media thus increasing chances of sales and customers which in turn can increase profit. Here are some examples of tweets used by some of the top supermarkets: Tesco on the left, Asda middle and Sainsbury's on the right.

Slide 5

This material is not specifically related to social media

Promoting A Business And Its Products

- A business can use current customers on a reward scheme similar to schemes that other shops and supermarkets do like Tesco, Sainsbury's, Holland & Barratt and so on.
- When they offer customers deals, customers will talk to their family and friends passing the offers on by word of mouth, messenger, text, watsapp or phone call.
- Businesses can take advantage of this by offering customers on their reward or new customers to sign up to a scheme that will offer further discounts and vouchers for tweeting, posting or blogging offers or what they think about the offers on face book, linked-in, etc.
- Tesco currently do this via Tesco Orchard. It is a great way to advertise the business and their products by getting their customers to use social media to promote their products using for example: #TescoEasterEggs tweeted on twitter and on Facebook

Slide 6

An explanation of the use of social media to create a brand image. Could be better illustrated with a more specific real world example.

Creating a brand image

- As well as using social media to directly sell products or service social media can be used to create a brand image.
- A brand image is about the style of a product and the features and lifestyle that a company would like its customers to associate with that product.
- A brand image may be created by showing the company product used in certain ways or places or by particular people or celebrities
- For example if a company posts photos of it products used by young people in a sporting setting it help create an brand image that this product is for people who are young and interested in sports.

Slide 7

Using Reward Schemes to Promote Products / Brands

Tesco Orchard
 Tesco have a customer scheme where they encourage customers to use social media to promote their products. They rewards customers who participate with vouchers/coupons to get money off of food. They get them to try the product for free first, (#trieditfree), then get them to feedback on the product using Twitter and Facebook. Below Tesco is encouraging customers to sign up to the Orchard and asking them to share their thoughts using social media on-line.

Tesco use Orchard to draw customer's attention to their brands and products

This example while not specifically focused on social media, does show how social media can be used to enhance a marketing campaign, however the learner could have made more of this link.

Slide 8

Getting Members to Use Social Media

Then they use the members of Orchard to advertise for them by posting their comments on Twitter or on Facebook or writing a blog about that product hopefully increasing the awareness of that product. Here Tesco has advertised seven new brands and below it a member has written a post after receiving coupons to try the product.

People who read the post are encouraged to share the post on face book and to Tweet about the post.

Social media driving customer connection
 Supermarkets were a bit slow when it came to taking full advantage of the vast amount of people who use social media, to benefit their business and products. However they have now woken up and it became more obvious that social media was here to stay. Customers were being heavily influenced by advice and recommendations from peers advertising on social media.

This provides a better explanation of the link between the marketing campaign and social media.

Slide 9

Using Social Media to Connect with Customers

Social media driving customer connection
 Supermarkets were a bit slow when it came to taking full advantage of the vast amount of people who use social media, to benefit their business and products. However they have now woken up and it became more obvious that social media was here to stay. Customers were being heavily influenced by advice and recommendations from peers advertising on social media.

Attracting and Engaging Customers Using Social Media
 It was revealed that shoppers tend to spend more when they have been engaged through social media. This basically forced supermarkets to "up their game and change the way they communicate" with their customers as quoted by The Guardian. Supermarkets have to be good storytellers.

"The 2015 Brand Storytelling Report by Aesop reveals the UK's top-performing storytelling grocer as Marks & Spencer, coming in at 22nd. Marks & Spencer announced plans this summer to invest a fifth of its media budget in social media, as it focuses on content and storytelling to reach consumers with a more personalised and targeted message (Marketing Week)."

Apparently Sainsbury's are good at story telling. The drummed up 14 million views on YouTube for their 'Christmas Day truce match' that commemorated a First World War event to raise money for the Royal British Legion. It was deemed the best video content of recent history. It aroused heated debates on Twitter as reported in a recent poll by Brand Republic.

The Guarding reported that a spokesperson for Sainsbury's said:
"Social media is now a well-established channel for relationship building and that a person that has had a positive experience with your brand on social media will be more likely not only to shop with you but also defend your brand's reputation to their friends."

Further good explanation of business use of social media, with quotes from several sources. Referencing is seen as good practice but this does not follow accepted referencing conventions.

Slide 10

Further relevant explanations and quotes, but again the quotes are not properly referenced.

Remembering its about the Customers

Businesses need to try to keep the focus around customers rather than solely the product. They need to identify problems and needs customers face then create content and services that helps them resolve these problems. The businesses that are succeeding on social media understand this and put customer service at the heart of their strategy.

The top five supermarkets have all used Twitter to create conversations to solve customer problems.

When it comes to content they look at trends to inspire engaging content and then tap into the conversations that their customers are already talking about.

The [Waitrose Food and Drink Report 2014](#) concluded that social media has led to dramatic changes in the way we now perceive food, spotlighting the trend for sharing food online with popular hashtags like [#FoodPorn](#), [#Foodie](#), [#Foodgasm](#) and [#Instafood](#).

Tesco got interiors expert, Linda Barker, to provide the nation with helpful Christmas tips. Its [#MakeChristmas](#) campaign content was streamed live to the supermarket's website, with viewers able to quiz Linda directly via its Facebook and Twitter feeds.

Slide 11

More explanations of business social media use although it would have been nice to see some examples from other sectors.

Customers Sharing Experience on Social Media

- Social media has become the promotion medium to get shoppers to share their experiences and they do this by sending pictures, clips and information with their contacts. In doing this they then act as advocates for the brand.
- People are more open about blogging nowadays and social has provided a medium for food enthusiasts to share their images, recipes and unique ideas. Supermarkets have cottoned on to this enthusiasm and encourage shoppers to get involved in creating and sharing content for them.
- For example: thousands of customer voted on the colour of a flask that should be stocked on Asada's shelves; Tesco got customers involved in transforming one of its supermarkets into a haunted house called ["Spookermarket"](#) which got 2 million views on YouTube. According to data from Brand Republic Tesco was the most talked about supermarket on social media over Halloween where customers used Twitter, Facebook and YouTube to discuss the video.
- Supermarkets in general look for ways to increase their use of social media. They entice customers using coupons and special offers. They are now looking at ways of making the on-line experience interactive in social spaces by giving them the products and services that they ask for as spoken by Jeff Mollander in the Food Marketing Institute. Supermarkets are even starting to train staff on the use of social media.

Slide 12

More examples comparing slightly different approaches.

Using Facebook Promote Products

- On the left is a sales tactic where Tesco use Tesco Orchard to encourage their members to use Facebook to advertise on their behalf. Jay Larkey has posted an offer on gluten free wraps using hashtag [#trieditfree](#)
- On the right is a sales tactic used by Sainsbury's during valentines day to get people to talk about and buy their pies.

Example of an exceptional facebook post below:

Jay Larkey via The Orchard at Tesco
Perrier gluten free porridge...Wow...tastes wonderful. Try it, you will not know it's gluten free. For an indulgent treat, Mrs. Crimbles macaroons are well worth trying. One problem though, once you open a packet it is difficult to just eat one as they are so moreish. :D [#trieditfree](#)

18/06/13 15:08 near Caerphilly

All taste, no wheat or gluten
Free From celebrates 10 years with even more great tasting wheat, gluten & dairy-free products. I'm trying mine for less.
[Eat what you love](#)

Sainsbury's @Sainsbury99 Feb 14
Want something different for Valentine's Day?
Try Pigeon Pie, full of juicy meat and feet

Slide 13

Language is informal but the meaning is clear. Good examples of using social media to communicate important information.

Using social media to get messages out there

Companies can use social media to get the message out there, for example when they need to let the public know that there are issues or they are moving they can write a blog or tweet a message or use face book to deliver this message to customers that use social media hopefully creating a discussion point and that it will be passed on to family and friends. Examples below show a post about Sainsbury's recalling children's yogurts due to plastic contamination which can provoking a discussion point and on the right Asda advertising curry pizza.

Sainsbury's: Product Issues are advertised by other users of social media like the news and good housekeeping as shown in the posts below:

Slide 14

Further relevant examples, however an explanation is required to focus this material on the criterion.

Using social media to connect with customers

- Companies can use the influence of social media to get people talking about consumer interests, concerns and suggestions.

Morrison's
Companies do reply via social media when people comments

Morrison's
Advertise their social media in platforms.

Slide 15

More examples, again the learner could have improved this by adding a little more explanation.

Using social media to advertise

Sainsbury's
People will and do talk about businesses and then can't wait to advertise it on social media. Businesses must and should take advantages of it.

The media also post on social media sites regarding the latest news and events. Once again it gives business the boost they need to be in the news and on the tip of potential customer's tongues.

Slide 16


As stated in the 'Further information for teachers and assessors' section, for Pass standard all the ways business can use social media (as listed in the unit content) are covered.

As previous slide A.P1 covered by slides 3-16.

Using social media to start conversations


In the latest news: Sainsbury's are no longer in the brand match scheme

Sainsbury's advertises on Facebook for Easter



Sainsbury's Shelves Brand Match Price Pledge
The supermarket chain will axe the vouchers later this month in response to customer pleas for price simplicity.

Sainsbury's advertises on Facebook for Easter



These have to be the cutest Easter cupcakes EVER! Get the Sainsbury's magazine RECIPE: <http://bit.ly/1R3tAN6>

Slide 17

This slide and the following 4 slides extend the explanation of the business uses of social media into an assessment of the different ways a business can use social media to contribute to A.M1.

Assessment of the different uses of social media

- Social media promotion has many benefits over traditional methods.
- Advertising such as TV, radio and newspaper adverts are not interactive in the way that social media promotion can be.
- TV, radio and newspaper adverts cannot not be targeted in the same way that social media can, also much more data can be collected about the effectiveness of social media posts which cannot easily be done with traditional promotion methods.
- The cost of social media promotion can be much lower than other methods

Slide 18

Assessment of the different uses of social media

- Communicating with customers
- Using social media is often quicker than traditional methods of communicating, especially by post.
- Using social media is often better than methods such as by phone because people can't always answer their phone and phone conversations take more dedicated time than social media messaging
- People use social media all the time and are used to communicating this way, so often prefer it to traditional methods.
- Using social media may be cheaper for the company than methods such as post or phone

Slide 19

Assessment of the different uses of social media

- Using social media to promote a business and communicate with customers is like email in that you can send images, documents and links and it is asynchronous (unlike phone where both people have to be there at the same time)
- Advertising email is called spam and many people do not like it and filter it out, so if often not read, social media promotions appear in amongst a user timeline and therefore are more likely to be read
- Social media is easier to target at a certain audience than email. This can be done by using particular sites which are popular with the business target audience or using the targeting features within a particular site, such as Facebook which allows you to target your adds and particular groups.

Slide 20

The learner provides a brief explanation of the negative aspects of using social media.

Assessment of the different uses of social media

There are lots of benefits to a business using social media but there are also bad things such as:

- Social media can take up a lot of time. Large supermarkets have teams of people working on their social media but a small shop could not afford that and they would not have resources to get the benefits of social media
- Businesses need to be careful because if they post something which upsets some people then it can go viral and create big problems for the company as lots of people will see it and it may damage their reputation
- People can also make negative comments about a business on social media and the business must monitor this and respond promptly to deal with negative comments and complaints.

Slide 21

Assessment of the different uses of social media

There are also security risks to a business using social media

- There are dangers of virus and other malware infection though social media sites
- Unless the business trains its staff on what they can and cannot say on social media they might give away information which is confidential or say things which do not reflect the company approach.
- Raising the profile of a company on social media may attract the attention of cyber criminals and may make the business open to blackmail or ransom attacks such as denial of service attacks on their web site.

Slide 22

The learner has confused site audience profile with user profile here.

Some irrelevant information here that does not contribute to the assessment of the work.

The Audience Profiles Of Different Social Media Websites

- Audience profiling helps businesses decide where to spend their money in order to get a good return. Profiling your audience helps target marketing choices to increase profit.
- The audience profiles of different social media websites are like different peoples personal profiles which they have included their interests, hobbies and achievements in such as someone's LinkedIn or Facebook profile.
- A business employer can use these different audience profiles of different social media websites to recruit people who'd suit the role. Also they could recruit people who may have an interest with their businesses kind of work. An employer could do this by looking at different peoples location, interests, hobbies, achievements and experience from there provided profiles and email or contact the person of interest by different social media in the way it allows you to contact a person.
- Businesses should ensure they register with social media sites like: LinkedIn, Face Book and Twitter so that they can send requests to become friends thus expanding their contact list and gain access to profiles that match what they are looking for.



Slide 23

This material relates to how a business can engage with its target audience and contributes to A.M1.

Engaging Audiences

- Businesses need to make sure that they are targeting the right audience. They need to consider who they want to connect to and who they want to engage with. They need to determine the profiles of their audiences. They have to gauge who will be interested in their brands, products and services so that their messages can be passed on correctly and to the right people.
- They will need to consider the industry these people work in: are they stakeholders, are they owners or managers, are they teachers or students? Do they have a particular role in the community are they trendsetters or are they assimilators.
- Profile research needs to consider the audience's traits. What are their likes, dislikes, what do they know or even what they read. Profiles need to also contain things like age ranges, where they hang out, what social medium they prefer do they snap chat, do they tweet, do they blog, do they watsapp or do they Face book. This is known as the Demographic Profile.
- They then need to think about the buyer persona, (i.e. a profile of their typical customer). This includes other things about the customer like: what they needs or wants; what they like or their goals; what they value and what their attitude is to challenges and so on.
- They have to be aware that different age groups have different problems, needs and opinions so the business will need to think about catering for all of the different age groups needs, opinions and problems to engage them in conversation on social media.

Slide 24

As previous slide.

Targeting Audiences

- Businesses can use social media to attract a target audience by promoting different types of products by this I mean toys, games and fun play items will attract kids to young adults, while things such as furniture, cutlery and exercise equipment will attract mid-age adults. So overall the type of product which is being advertised on social media has a big effect on which type of target audience a business is aiming for.
- Businesses can also use social media to attract a target audience by setting age restrictions, using age certificates or verification . Some examples of current products which require age restrictions or verification are games, films, medicines with screw tops, small objects and sharp objects.
- Lastly businesses can use social media to attract a target audience by advertisements, pictures, posters/banners, short clips of the product being used and showing people who have purchased the products replies/comments (customers given feedback about the product).



Slide 25

Using Social Media Platforms to Get Audiences

- **Twitter** – allows audiences to follow the business as well as allows the business to follow audiences. If the business recruits people to promote its business they can then follow this person to see how they are doing and offer rewards based on level of interaction. It encourages interaction and conversations with different people and with everyone who follow those people. This way the business gets streamed every time someone follows you in other words mass amount of advertising without costs or maybe a small/low cost – vouchers and discounts. Twitter allows the use of hashtags another way of drawing up larger audiences. Using Hashtag (#) provides a method to state a topic of conversation or discussion. This is a discovery tool that opens up a massive like e.g. database link, that will help a wider audience to find your tweets based on particular conversations or topics. People can click on a hashtag to view everyone that has tweeted in real-time even if you haven't actually followed that person. This again is a great way to 'get out there', get that product/brand noticed.
- **Facebook** attracts 1 billion customers, it would be beneficial of any business to take advantage of this using profiles to select an audience for a particular brand promotion. It can advertise to specific audiences by searching profiles of people living in a particular area or with a particular interest and promotion its brands. In an interview with Facebooks advertiser Freddie Jansson, he said "A large part of companies' potential customers are there. Therefore, in my opinion, all companies should have a Facebook page where they can interact with their customers ... No other advertising channel, at least where you can communicate, can compete with those numbers."
- **Blogs** – businesses can use various blogs one being masable.com to publish their blogs about their business and/or their products. They can then check the size of the audience and make necessary adjustments to increase the number of hits.
- **Mobile Apps** – create an app and encourage customers to down load your app. Free apps work best. You can then advertise what you want on your app drawing your customers attention to what matters or what is the flavor of the month.
- Other mediums can be used such as: email blasts to target audience that mostly use email, LinkedIn to link up with a specific audience profile and even Instagram can be advantageous for businesses to use.

Slide 26

This material does cover the topic of the different profiles of social media sites, although a little more detail on why different sites attract different audience profiles would have been better.

Audience Profiles

- Businesses need to match their target audience with the type of people who use the different social media sites
- According to M.Duggan and co., at the Pew Research Centre, the users of social media platforms can be measured by number of users: Facebook has 71% of adult internet users/58% of entire adult population, Twitter has 23% of adult internet users/19% of entire adult population, Instagram has 26% of adult internet users/21% of entire adult population. The Twitter and Facebook tables on the next page show the typical users of the given social media population over a period of time and how they differ in terms of age, gender, education, salary etc.
- Why do different sites have different audience profiles? This is due to all sorts of things such as the site history (Facebook was originally created just for university students), the features and style of the site and how they appeal to different people and audience the site itself targets.
- Businesses can use this information to target specific groups of people such as an age group or gender that uses a particular social media site more.

Slide 27

The learner has provided a screen print of the research quoted in the previous slide, covering the audience profiles of Facebook and Twitter with a brief annotation describing what it shows

Typical Users of Facebook and Twitter

Facebook users			Twitter users		
Among online adults, the % who use Facebook			Among online adults, the % who use Twitter		
	2013	2014		2013	2014
All internet users	71%	71%	All internet users	28%	23%*
Men	66	66	Men	17	24*
Women	76	77	Women	18	21
White, Non-Hispanic	71	71	White, Non-Hispanic	16	21 *
Black, Non-Hispanic	76	67	Black, Non-Hispanic	29	27
Hispanic	73	73	Hispanic	16	25
18-29	84	87	18-29	31	37
30-49	79	73	30-49	19	25
50-64	60	63	50-64	9	12
65+	45	56*	65+	5	10*
High school grad or less	71	70	High school grad or less	17	16
Some college	75	71	Some college	18	24
College* (n= 655)	68	74*	College* (n= 655)	18	30*
Less than \$30,000/yr	76	77	Less than \$30,000/yr	17	20
\$30,000-\$49,999	76	69	\$30,000-\$49,999	18	21
\$50,000-\$74,999	68	74	\$50,000-\$74,999	15	27*
\$75,000+	69	72	\$75,000+	19	27*
Urban	75	71	Urban	18	25*
Suburban	69	72	Suburban	19	23
Rural	71	69	Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013. N= 1,445 internet users ages 18+.

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013. N= 1,445 internet users ages 18+.

You can see here Twitter has grown more rapidly and is slightly more popular with men while Facebook is more popular with women. Facebook has a broader range of users across all age groups than Twitter. Also Facebook is most popular with low income groups while for Twitter the opposite is true

Slide 28

This slide also provides a good example based on research, of how social media sites have different audience profiles.

The last 4 slides cover A.P2 and contribute towards A.M1.

Typical Users of Pinterest

Pinterest is a good example of a social media site which has a different audience profile than Facebook or Twitter. Pinterest is quite new so the growth between 2013 to 14 is quite a lot. Also Pinterest is much more popular with women than with men (42% of women but only 13% of men). It is also more popular with people with high income with 35% of people who earn over \$75,000 using it compares with 22% of people who earn under \$30,000.

Why is this? Pinterest is a simple to use site which you create a 'pin board' of interesting things you find on the internet, unlike Facebook and Twitter is not about posting things about what you are doing. Its also very visual. It suits people who want to collect interesting pictures, perhaps of fashion, jewellery, interior designs etc.

As a business if you have a high value product which is of interest to women, Pinterest is a good place to promote it.

Pinterest users		
Among online adults, the % who use Pinterest		
	2013	2014
All internet users	21%	28%*
Men	8	13*
Women	33	42*
White, Non-Hispanic	21	32*
Black, Non-Hispanic	20	12
Hispanic	18	21
18-29	27	34
30-49	24	28
50-64	14	21*
65+	9	13*
High school grad or less	17	22
Some college	20	30*
College+ (4+ years)	25	32*
Less than \$30,000/yr	15	22*
\$30,000-\$49,999	21	28
\$50,000-\$74,999	21	30
\$75,000+	27	34*
Urban	19	25
Suburban	23	29*
Rural	17	30*

Source: Pew Research Center's Internet Project, September-October 2013 Survey, September 12-14 & December 20-21, 2014. N=1,287 internet users ages 18+. 2013 data from Pew Internet Audience Tracking Service, August 07 - September 18, 2013, n=1,443 internet users ages 18+.

Slide 29

This evaluation is too brief and generic to cover A.D1.

Evaluation of Using Social Media To Interact With Customers and Promote Products or Services

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I think that the businesses use of social media to interact with customers and promote products or service to a target audience is a good idea for finding new people which would love to find out about or purchase businesses equipment on the other hand I think that though there are other ways of portraying a message such as television advertisements visual posters, presentations, events, open days and so on, social media attracts a huge part of the population that just cannot be ignored when businesses need to promote their brands, products and services.
- I have investigated social media advertising and learned that that there are different ways social media can be used for a business and that it is possible to use social media to find/attract a specific audience in terms of age, race, gender, work, demands, needs and so on. Also I have learnt of the different ways businesses can attract customers via social media platforms like Twitter, Facebook, LinkedIn, Pin Interest and Instagram though I have focused mainly on twitter and Facebook.
- I have learned that by selecting a certain group of people, (using short selection surveys), to join reward schemes business can capitalise on their use of social media to pass message on to family, friends, colleagues, business partners and so on.
- Although I agree that using social media is great for targeting a wider audience businesses need to be very careful who they get to share and pass on information to. They need to ensure that who ever they get to join their very special clubs or schemes are aware of the dangers of using these platforms as they could attract the wrong attention to the person who is trying to help promote the business. There are a lot of sad people out there and we need to stay safe when using the internet and sharing our personal information.

Slide 30

Bibliography

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- <http://mashable.com/2012/06/05/twitter-for-beginners/#uKZitHxO8Eqx>
- <http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

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: 7th November 2016	Completion date: 18th November 2016	Submitted on: 18th November 2016	
Qualification: BTEC Level 3 National Certificate in Information Technology			
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	Power point slides	1-27
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: 18/11/2016

ASSESSMENT RECORD SHEET			
Programme	BTEC Level 3 National Certificate in Information Technology	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	A.P1, A.P2, A.M1, A.D1
Issue date	7 th November 2016	Submission deadline	18 th November 2016
First submission / resubmission?*	First submission	Date submitted	18 th November 2016
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	
A.P1	Yes	You have covered this well and provided some good examples and how supermarkets in particular have used social media in a number of different ways	
A.P2	Yes	You have also provided a reasonable explanation of both how a business should identify a target audience and the different audience profiles of social media sites.	
A.M1	Yes	Your assessment of the different ways a business can use social media explains the main benefits of using social media compared to traditional methods.	
A.D1	No	Please refer to the assignment brief	
General comments			
Powerpoint slides have rather too much text on them and you would have been better using the notes section for the detailed information.			
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	<i>Alan Jarvis</i>	Date	28 th November 2016
Learner comments			
Learner signature	<i>Saba Dorsett</i>	Date	28 th November 2016