

The Friary Sixth Form



Information Technology Summer Project Pack 2023



Summer Tasks



Unit 3 Task

<https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-social-media>

Read the article above and answer the following questions....

1. Why is Social Media so popular for business and why do they use it?
2. Why do social media sites change so often and why are new features introduced regularly?
3. Explain what the positive and negative impacts of social media is for a business with examples.
4. Why does social media change so often and why are new features added?
5. What are the top 5 main social media sites that businesses are using and explain what features they have for business.

Task 2

Research one local social media business and look at how they make use of features of social media websites to support their aims and needs (e.g. advertising, website and mobile device integration, profile on the sites, usage data and audience profiles).

Include your findings in a report style and explain how successful you feel the business is using social media to support their business.

Use these headings to help you:

- Who and what is the business?
- Social media platform
- Social media features they use
- Audiences they attract

Additional Reading/Supporting Resources



Useful Websites:

<https://www.youtube.com/@RonsTechHub/videos>

[Pearson Unit 1 Exemplar Material](#)

[Unit 1 Revision Materials](#)

Recommended Reading:

<https://sproutsocial.com/insights/brand-voice/>

Pearson website:

Course Materials:

Equipment required for September

- An A4 pad for making notes
- Pens, pencils, highlighters, ruler
- Access to Office 365 through your school account