

Assessment Feedback Sheet

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| **Overall Assessment Grade Achieved** |  |

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| **Learner Name** | | **Husnain Ahmed** | | | |
| **Assessor Name** | | **Mohammed Abbas** | | | |
| **Qualification Title** | | Pearson BTEC Level 3 National Extended Diploma in Computing | | | |
| **Unit/Module No./Title** | | Unit 8: Business Applications of Social Media | | | |
| **Assignment No./Title** | | **8.1 Business Applications of Social Media** | | | |
| **Learning Aim(s)** | | **Learning Aim A:** Explore the impact of social media on the ways in which organisations promote their products and services | | | |
| **Issue Date** | **08/11/2019** | **Planned Submission Date** | **29/11/2019** | **Actual Submission Date** | **12/12/2019** |

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| First/Second Submission | | |
| Criteria | Criteria Achieved | Assessor’s Feedback *Your feedback should include:*   * *What the learner has done well. (Knowledge, skills, etc.)* * *What the learner has not achieved and what was missing.* * *Information or guidance available to the learner they could have drawn on (e.g. class notes; handouts; resources in assignment brief etc.)* |
| P1  Explain the different ways in which an organisation can use social media to promote products or services to a target audience. |  |  |
| P2  Explain the audience profiles of different social media websites. |  |  |
| M1  Assess the different ways in which an organisation can use social media to promote products or services to a target audience. |  |  |
| D1  Evaluate the organisational use of social media to interact with customers and promote products or services to a target audience. |  |  |
| **BTEC Rules**  All resubmissions must be authorised by the **Lead Internal Verifier**. Only **one** resubmission is possible per assignment, providing:   * 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.   Any resubmission evidence **must** be submitted within 10 working days of receipt of results of assessment (BTEC only) | | |
| **Wider Skills (Linked to Positive Futures)** *Comment on the quality of the learner work, the learner’s process and practice during assessment, research skills, presentation, general behaviour and conduct, meeting deadlines, etc.* | | |
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| Assessor Declaration | *I certify that, to the best of my knowledge, the evidence submitted for this assignment/assessment is the learner’s own. I understand that false declaration is a form of malpractice.* | | |
| Assessor Signature: |  | Date: |  |
| Learner Declaration | *I certify that the evidence submitted for this assignment/assessment 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: |  | Date: |  |

**Learner Actions**

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| Learner’s Targets/Actions  *What needs to be developed to improve future work?* | *Actions linked to the following Positive Futures outcomes* |
|  | * Confidence * Commitment * Collaboration * Resilience |

**Impact of social media and how the ‘Chamber of Commerce’ can use it**

Write a report to deliver to the local chamber of commerce in which you explore the different ways in which an organisation can use social media using relevant real-life examples.

In the current time, there are lots of social medias that can be used to upload images or videos, talk to your friends and family, or even just talk about random topics you are interested in, and on these there are a lot of advertisements for organisations that are (usually) relevant to you and will be about things that you will be interested in buying or engaging with.

The mainstream social media platforms are Facebook, Twitter, Instagram, Snapchat and YouTube. I will explain a little bit about each of these platforms to you, and how you can make use of these.

YouTube can be accessed from devices with Internet connectivity. Users can create a customized profile called a ‘channel’ where they upload videos that can be set to ‘public’ which means that anyone can see them, ‘private’ which means that only they can see them and ‘unlisted’ which means that people can only see them if they have the link to the video. It is different from the other social medias (it doesn’t let you post pictures or status updates but you can do videos for this purpose anyway like vlogs) as its purpose is solely to upload and watch videos of all genres that can range from 1 second to 24 hours or even livestreams. Companies can advertise their products on advertisements that show up on videos or pictures on the side of the videos like popups, they can also directly sponsor famous youtubers and pay them to talk about their products, an example of a company that does this is ‘Lootcrate’. Their crates are full of gamer related content from custom controller skins to plushie toys of famous game characters. Lootcrate sponsors youtubers that are involved in gaming or tech content such as Syndicate or LinusTechTips. This ensures that the people who see the videos, and in turn see the sponsorship will know about it and they may buy it as it interests them and they may have seen the youtuber use the product. They will want it because it relates to them or just because it’s something that can help out their favourite youtuber such as a coupon code that will save them money and also give more money to the youtuber every time someone uses it. You can use this to interact with people in the area and promote things that are happening in the local area under your jurisdiction, like festivals or new businesses. The chamber of commerce can use YouTube to post reviews of businesses and going in to buy things and view the products like the “Chicken Connoisseur” does.

Facebook can be accessed from devices with Internet connectivity. Users can customise their profile to show or not show personal information about themselves. They can post text and media which is shared with any other users that have agreed to be their friend or anyone if they are not set to private (you should do this). A way to advertise is by using these media such as a picture or video of your product with a quick and informative description and a link to your website or a page with more data. You could also use video poll ads which incorporates an interactive component with video polls and let the users interact with and vote on one of the options that interest them, for example choosing option ‘A’ instead of ‘B’ or ‘C’. You can also use carousel ads which use up to 10 videos or images to show your product, this format can be used to highlight different benefits of a number of different products, or use all the photos together to create one big panorama image. Users can also use various embedded apps, join common-interest groups, and receive notifications of their friends’ activities. Companies can advertise their products on the right-hand side of the screen. The chamber of commerce can use this to post ads and notifications about businesses and can have ways to contact them if small time business owners would like their endorsement and advertisement.

Instagram allows users to upload media along with a description and location to their followers or anyone who views the profile if they are not on private settings. Pictures can be edited with different filters and drawings or texts. An account's posts can be shared publicly or with pre-approved (chosen) followers or if they are on public anyone can view their profile and posts. Users can browse other users’ content on their profiles, and view trending content. Users can "like" photos, and follow other users to add their content to a feed (the home page, which has posts of the people you follow). Ads on Instagram can be either picture or video ones which are just a regular post on a company account about the product or service. There are also story ads which disappear in 24 hours. There are also IGTV ads which are chosen by Instagram and sponsored ads by people who have paid Instagram to show their ads to everyone. The chamber of commerce can upload pictures with locations of new businesses to get them more publicity.

Snapchat is used to send pictures and messages that are available for a short time before they become inaccessible to their intended audience be it a private message to a friend or a story that anyone can view for 24 hours. There is a function called "Discover" that lets brands show adverts and their products.

Adverts on snapchat can be articles, videos or pictures.

Articles can be on pretty much any subject but are mainly used for the news channels like ‘brother’ and ‘foodie’. This probably won’t be used by the chamber of commerce as it is usually personal things and is not very good for news even though it is possible but there is a low chance of it reaching the intended audience.

Twitter is a microblogging and social networking that users can be used to post messages and texts called "tweets". Tweets can only be 280 characters maximum. You can advertise on this through promoted tweets, promoted accounts or promoted trends. These are all shown to you if they are of any relevance to you based on the information they have on you such as your liked subjects or search history, such as adverts for installing apps if you play games linked to your twitter account and such. Or you could have an account dedicated to your business and send tweets to your loyal followers who will be interested in your services. You can also post media such as pictures or videos. The chamber of commerce can use this to tweet names and purposes of local businesses that have promising futures.

YouTube and Facebook are the best for advertisements and notices as YouTube will be much more interactive and have a much broader audience than the others and can be used in conjunction with Facebook by posting your YouTube video on Facebook, whereas Facebook will have a more mature audience and the ads are mostly going to be related to their search history so they will only see things that they would see as relevant or useful, whilst the council’s businesses would be relevant to them as they live in the area. The chamber of commerce can use both of these in conjunction to advertise up and coming local businesses to revitalise an area’s economy.

Review:

* Refer to the social media more.
* Provide examples of actual companies using social media and look at factors that can impact a business.
* Explain why the age range is the intended audience, and give reasons.
* Refer to where the adverts are placed and why.