**Possible Report Structure**

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| **Report Title** | **Report Title** |
| **Introduction**  **(***Outline what you are going to investigate and refer to briefly***)** | **Introduction**  **(***Outline what you are going to investigate and refer to briefly***)** |
| **Main Body**  **Referring to Social Media Platforms Individually (A1)**  **Facebook**  **Youtube**  **LinkedIn**  **Twitter**  **Snap Chat**  **Instagram**  **Referring to how Business can use those platforms (A2)**    **Blending in or referring to each mentioned Platform above**  **Risk (A3)**  **Blending in or referring to each mentioned Platform above** | **Main Body**  **Referring to FIRST Social Media Platform which will include (A1/2/3)**  **Blending in how Business can use those platforms**  **Blending in possible Risks**  **Referring to SECOND Social Media Platform which will include (A1/2/3)**  **Blending in how Business can use those platforms**  **Blending in possible Risks**  **Referring to THIRD Social Media Platform which will include**  **(A1/2/3)**  **Blending in how Business can use those platforms**  **Blending in possible Risks** |
| **Conclusion (Don’t introduce any new Platform) Third person approach and tie in Scenario and above work** | **Conclusion (Don’t introduce any new Platform) Third person approach and tie in Scenario and above work** |
| **Bibliography / References**  **Paste in any sites URL that you have used. Eg BBC 2019 (**https://www.bbc.co.uk/news/topics/c207p54m4pdt/social-media**)** | **Bibliography / References**  **Paste in any sites URL that you have used. Eg BBC 2019 (**https://www.bbc.co.uk/news/topics/c207p54m4pdt/social-media**)** |

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| **A1 Social media websites** | **Line Number in document (Report)** |
| o social media websites are constantly evolving and new features are introduced regularly |  |
| o features, structure and target audience of different social media websites,  e.g. Facebook®, Twitter®, LinkedIn®, Google+TM and YouTube®. |  |
| o creating an image or brand |  |
| o promoting products and services |  |
| o communicating with customers |  |
| o customer service |  |
| o resolving queries and managing issues. |  |
| o advertising |  |
| o website and mobile device integration |  |
| o relationship to search engine optimisation (SEO) |  |
| o profile on the sites, describing the organisation to visitors |  |
| o usage data indicating the profile of followers and effectiveness of posts,  e.g. Facebook Insights, Twitter Analytics and Google Analytics |  |
| o audience profiles (age, gender, income) of social media websites. |  |
| **REAL LIFE EXAMPLES REQUIRED to support your work.** |  |

• Developments in social media affect the way organisations promote products and services:

• How organisations can use social media websites to support their business aims and

needs, including:

• Features of social media websites tailored to organisational needs, including

|  |  |
| --- | --- |
| **A2 Organisational use of social media for business purposes** | **Line Number in document (Report)** |
| • **Posting different content formats, e.g.**  o text  o images  o video  o links  o polls  o quizzes. |  |
| • **Content focus and meaning, e.g. information, promotion, humour, special offers and**  **customer service.** |  |
| • **Developing an audience and encouraging people to follow or ‘like’ the organisation through the creation and use of engaging content.** |  |
| • Keywords and their use in posted content. |  |
| • **Developing contacts by following and linking to relevant organisations and individuals, and sharing content posted by others.** |  |
| • **Direct and indirect advertising.** |  |
| • **Links to commercial information, e.g. organisation’s website, e-commerce websites.** |  |
| • **Relationship between the social media website and an organisation’s website, e.g. using:**  o social media buttons on the organisation’s website  o organisation’s website links within social media posts  o social media news feeds on the organisation’s website. |  |
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| **A3 Risks and issues** | **Line Number in document (Report)** |
| • Negative comments on social media sites and damage to reputation. |  |
| • Time constraints on social media interaction, return on time investment. |  |
| • Unforeseen consequences of posted content. |  |
| • Increased vulnerability to cyber criminals. |  |
| **REAL LIFE EXAMPLES REQUIRED to support your work.** |  |