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Sixth
Form

Summer Assignment

BTEC IT

Research Project

As part of your BTEC course next year, you will carry out a number of independent research projects. This is a skill we will practice next year, but also something that you need to work on over summer.

One of your units next year is Unit 3 – Use of Social Media for Business. As part of this unit, you'll explore the many ways businesses use social media, as well as make a plan for a business' social media strategy. The biggest problem students run into in this unit is confusing business' use of social media with personal use of social media, e.g. posting pictures for friends to like.

Your summer assignment is to write 2 pages answering the following question:

How do business' use of social media differ from people's personal use of social media?

Your two page essay should take on the following format:

- Introduction (a paragraph or two explaining the bigger picture)
- First way businesses use social media
 - o e.g. businesses analyse the data from their posts to change their strategy
- Second way businesses use social media
- Third way businesses use social media
- Conclusion (a paragraph or two explaining your findings)
- References
 - o **You MUST reference every website that you use – put all links here**
 - o Everything must be in your own words – you should read a paragraph, then summarize the main points in a sentence or two of your own

For your research, you can use any websites that you find. I'd start by searching 'business use of social media'