



## Rooks Heath College

### BTEC IT Bridging work

The 1<sup>st</sup> unit you be doing in September is called 'Using Social media in Business'. You will be learning about how Businesses make use of Social Media to improve their marketing and the way they are run.

In order to prepare for this, you need to complete the following work in August and bring it to your 1<sup>st</sup> BTEC IT lesson.

#### **Task One**

You will need to do some research into the following Social Media sites:

- Google+, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Snapchat.

For each site find out:

- When it started, why it started, Target audience, Key features

You might like to present this information using a table in Microsoft Word.

#### **Task Two**

Do some research to find out the following:

- How do Businesses make use of Social Media?
  - How do they use it to interact with customers?
  - How do they use it to promote their products and services?

Present this as a typed up document in Microsoft Word if possible. It should be at least a page.

If you don't have access to a computer over the summer to type this up and print it then you can handwrite it. You will of course need internet access to do the research.