

## BTEC IT Summer Work 2022

### **Your scenario for this task is**

The chamber of commerce has approached your school/college as they understand learners study a unit on social media in business. As a student studying a unit on social media in business you have been asked to provide a presentation on using social media for business purposes to deliver to the members of the chamber of commerce.

For this you will need to create a presentation using PowerPoint. The presentation needs to meet the following requirements

You need in your first slides to: -

- Explain the different ways in which a business can use social media for the following.
  - Advertising
  - Hiring staff
  - Customer interaction
  - Promotions
  - Checking competition with other businesses
  - Making decisions
- You need a slide for each of the above. Please make sure that your slides only have the title and few examples (images) your explanation needs to be in the notes (Below the slide where you can write)

Following that, you need to add the following to your presentation: -

- Explain the audience profiles of different social media websites.  
You need to look at several different forms of social media, and then look at how a business would use them. You will need a slide for each of the following. Please make sure that your slides only have the title and few examples (images) your explanation needs to be in the notes (Below the slide where you can write)  
Facebook  
Instagram  
Twitter  
And  
LinkedIn