



SAFFRON WALDEN
COUNTY HIGH SCHOOL

SWCHS SIXTH FORM SUMMER WORK

BTEC Level 3 Information Technology

TASK

Social Media

If you have any queries regarding this work please email mlaight@swchs.net

Task

Write a report on the following:

- What is Social Media?
- Why is it so popular and why do businesses use it?
- Pick two social media sites. What unique features does each have compared to the other?
- Why do social media sites change so often and why are new features introduced regularly?
- Now choose a large company or someone famous and track their social media accounts:
 - What social media accounts do they have?
 - Note their followers on various social media platforms
 - At the start of summer
 - At the end of summer
 - What sort of posts do they make regularly?
 - Why do you think they make these types of posts?
 - What is the impact of the posts?
 - Who is their target audience?

How will this work be used in lessons?

This will give students an excellent introduction to the topic and a head start on the unit that we will start studying in September.

How long will this task take?

2 hours