**Getting ready for college**

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| Subject | Using Social Media for Business |
| Level | LEVEL 3 |
| Qualification | Extended Diploma in IT/Digital T-level |
| Exam board / awarding body | BTEC Pearson |

**Getting ready to study IT**



As part of the L3 IT program you will be studying using social media for business. There is currently a large number of social media platforms available to use but in order to market effectively it is important that you understand who uses the platforms.

1. Using the internet research the demographics (eg: age of users, gender, location, number of users) and ideal content types for 5 different social media platforms.

2. Using this research, for each platform, give an example of a business type (eg: Painter and decorator, Sportswear shop, Plumber/Electrician, Make Up Artist) which you think could use the platform to market their business making sure you justify your choices.

I look forward to seeing your answers when you join us in the new term.

Leslie Dundas

IT & Computing Lecturer

One suggestion is using the following headings for inspiration:

* **Read** – Books; Magazines; Newspapers; Periodicals
* **Watch** – Video; TV; Movie; You Tube
* **Listen** – Podcast; Radio; Audible
* **Get Involved** – Competitions; Social Media; Webinar
* **Visit** – Museums; Galleries; Libraries (only when we are allowed outside again)