

Bridging the gap – Information Technology

Course Title	Examination Board & Website Address
Information Technology	BTEC Level 3 National Extended Certificate in Information Technology https://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html

Topic : Unit 3 Using Social Media in Business

Bridging Task

A 'demographic' can be described as the qualities of a population or group of people. This could include age, gender, interests and income.

Different social media websites target and attract specific demographics. Social media companies spend a lot of time and money identifying the features on their website which would appeal to their target audience. It is important that social media websites and companies including: Instagram, Facebook and Twitter are fully aware of their audience.

Task 1:

Conduct research into **2** different social media websites. You should find out who their typical demographic of audience and users are. For example; you will have identified which websites attract the most females, or those with a higher income or those who live in a particular country. You should formally write this up, it should be at least half of a page for each social media website. You should use a range of sources to do this, below are two websites to get you started. Alongside your written work, you should include screenshots of any useful diagrams / charts which you have found.

! Hint: Try and find the most recent data available and use websites which you feel are reputable and can be trusted.

! Important note: When you use data/information/ideas from another source but yourself, you must ensure that this is adequately sourced and referenced. Please see Page 2 of this document for some guidance.

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://blog.hootsuite.com/social-media-demographics/>

Task 2:

You have now looked into the typical type of people who use different social media websites (the demographic). Social media websites / companies spend a lot of time researching which features are popular on their websites that keep their target audience interested and also invest time into looking for new features to add onto their website to improve their popularity.

For example: Instagram identified that their site has a younger audience who enjoy sharing small snippets of their lives, so they introduced the stories features, Twitter identified that using the hashtag symbol is a feature people use to try and get topics trending.

For each of the social media websites that you looked at for task 1, you should now look at their websites and write about the range of features that they have and explain why these would appeal to their target audience that you spoke about in task one. Take each website in turn, identify the features, explain how that feature is being used to appeal to their target audience and give an example of that feature with a screenshot. You should write about at least 5 features for each social media website.

Here are some examples of features that you may have observed and may write about. Further examples can be found in the course specification – link issued above.

- Being able to post in different content formats, e.g. text, images, video, links, polls and quizzes.
- Likes, follows, hashtags
- Enabling an audience to develop contacts by following and linking relevant businesses and individuals, and sharing content posted by others.
- Enabling links to other commercial information, e.g. company website, e-commerce websites.

There is a vast amount of research that has been conducted into this topic, which can be found online. Please use the internet to help you if required.

Important: Do not copy and paste any of your work off a website. You of course can use the internet to support your learning and your written work. Although, if you gain information from a website, which is then used within your work, please ensure that this is referenced.

Sourcing and referencing research in your work:

In-text referencing (this means in the actual written piece of your work):

BOOKS/WEBSITES

If you have paraphrased the information, just include the author and year, straight after the piece of information:

BOOK - Equality refers to every person, regardless of where they live or how they live their lives, receiving care that meets their personal needs but is of the same quality as the care being received by others (Phillips et al. 2016).

WEBSITE – Equality refers to ensuring that everyone has equal opportunities, no matter their age, background etc. (The changing position of social media in 2020, 2020)

If you have used a direct quote, include the author, year and page number:

BOOK - "Social media has become very popular (Phillips et al. 2016, p182)

WEBSITE – According to Impact BND (2020), "Marketers have been using social media platforms like Twitter, Instagram, and Facebook to promote their businesses for years now."

Referencing list at the end (This is a complete list at the end of your work)

BOOK:

Author Surname, Author Initial. (Year Published). Title. City: Publisher, p.Pages Used.

E.g.

Phillips,S., Jarvis,A., Fishpool,M., McGill,R., Cook,T. & Atkinson-Beaumont,D. (2016). Pearson BTEC National Information Technology. London: Pearson Education Limited.

WEBSITE:

Author Surname, Author Initial. (Year Published). Title. [online] Available at: <http://Website URL> [Accessed: Date Accessed].

E.g.

Siu, E. (2019). The changing position of social media in 2020. [online] Available at:

<https://www.impactbnd.com/blog/changing-position-of-social-media-in-2018-marketers> [Accessed: 17 June 2020]