

## **Bridging the gap – Information Technology**

<b>Course Title</b>	<b>Examination Board &amp; Website Address</b>
Information Technology	BTEC Level 3 National Extended Certificate in Information Technology <a href="https://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html">https://qualifications.pearson.com/en/qualifications/btec-nationals/information-technology-2016.html</a>

### **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 3 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 and use websites which you feel are reputable and can be trusted.

<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 three 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.

These are some examples of features that you may have observed and may write about:

- 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.**