



## **BTEC IT**

**Year 12 (KS5)**

**Topic: Social Media**

# **SUMMER WORK**

**Instructions:** *Based on your research, provide the most appropriate answer to each of the following questions based on social media.*

## **Basic Understanding**

- 1. What is social media?**
- 2. Can you name some popular social media platforms?**
- 3. How do social media platforms differ from traditional media?**

## **Purpose and Use**

- 4. Why do people use social media?**
- 5. How do businesses use social media?**
- 6. What are some benefits of using social media for personal communication?**
- 7. What are some benefits of using social media for businesses?**

## **Features and Functions**

- 8. What are some common features of social media platforms?**
- 9. Can you explain what a hashtag is and how it is used?**
- 10. What is the difference between a post and a story on social media?**

## **Social Media Strategy**

- 11. What is a social media strategy?**
- 12. Why is it important for businesses to have a social media strategy?**
- 13. What are some key components of a successful social media strategy?**

## **Analytics and Metrics**

- 14. What are social media analytics?**



15. Why are analytics important for businesses using social media?
16. Can you name some metrics used to measure social media performance?

### Privacy and Security

17. What are some privacy concerns related to social media?
18. How can users protect their privacy on social media?
19. What is the role of privacy settings on social media platforms?

### Ethical and Legal Considerations

20. What are some ethical issues related to social media use?
21. How can businesses ensure they are using social media ethically?
22. What are some legal considerations for businesses using social media?

### Impact and Influence

23. How has social media changed the way we communicate?
24. What is the impact of social media on society?
25. Can you explain the concept of social media influencers?
26. How do influencers impact marketing and consumer behavior?

### Content Creation and Management

27. What is content creation in the context of social media?
28. Why is it important for businesses to create engaging content?
29. What tools can be used for managing social media content?

### Case Studies and Practical Application

30. Can you think of a successful social media campaign? What made it successful?
31. How would you use social media to promote a new product?
32. What are some challenges businesses face when using social media?

### Emerging Trends and Future of Social Media

33. What are some current trends in social media?



**34. How do you think social media will evolve in the next five years?**

**35. What role does artificial intelligence play in social media?**

### **Social Media and IT**

**36. How do social media platforms use technology to manage large amounts of data?**

**37. What is the role of algorithms in social media?**

**38. Can you explain how social media platforms ensure data security?**