



BTEC NATIONALS
INFORMATION TECHNOLOGY
BRIDGING WORK 2021



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BTEC Nationals Information Technology

Summer project

Full name:



Scenario 1 - Using Social Media in Business

COVID- 19 has affected many small to large businesses across the world over the past 12 months. The local chamber of commerce has many members who run small businesses. The members are interested in using **social media** to promote their businesses and boost their income, but they know very little about it.

The chamber of commerce has approached your school/college as they understand learners study a unit on social media in business.

As a learner studying a unit on social media in business you have been asked to provide **a report** and **a presentation** on using social media for business purposes to deliver to the members of the chamber of commerce.

What is chamber of commerce



British
Chambers of
Commerce

A chamber of commerce (or board of trade) is a form of business network, for example, a local organization of businesses whose goal is to further the interests of businesses. Business

owners in towns and cities form these local societies to advocate on behalf of the business community. Local businesses are members, and they elect a board of directors or executive council to set policy for the chamber.

Task 1

Write a **report (Ms Word)** that will be presented to the chamber of commerce in which you provide an evaluation of the different ways in which a business can use **social media**.

This report should be accompanying with a **presentation (PowerPoint)** that will presented to the members of chambers of commerce.

You should cover how **social media** can be used to interact with customers and promote business products and/or services. You should also cover ways in which social media can be used to target a specific audience and the audience profiles of different social media sites.

<https://blog.hootsuite.com/social-media-for-business/> - *benefits of social media*

<https://www.youtube.com/watch?v=typtrKyoOBo> – *why social media is important*

Scenario 2 – Web development

You have recently joined a **web development** company as a junior web developer. As part of your induction to the company you have been asked to select two web sites and evaluate them.

Task 2

Select **two different web sites** and **write an evaluation** of them in which you **compare** and **consider** how the **principles of website design** have been used to create sites which are creative and perform well.

You should also consider how suitable the sites are for their **intended audience** and **purpose** and **how they meet the client's** (the site's owners) requirements and any positive or negative outcomes.

<https://wpastra.com/good-website-design/> - *Design Principles of website*