

## **Unit 3 – Using Social Media in Business**

### **A1 Social media websites**

- Developments in social media affect the way businesses promote products and services:
  - social media websites are constantly evolving and new features are introduced regularly
  - features, structure and target audience of different social media websites, e.g. Facebook™, Twitter™, LinkedIn®, Google™ + and YouTube™.
- How businesses can use social media websites to support their business aims and needs, including:
  - creating an image or brand
  - promoting products and/or services
  - communicating with customers
  - customer service
  - resolving queries and managing issues.
- Features of social media websites tailored to business needs, including:
  - advertising
  - linking to previous e-commerce site search history and display of search-related adverts
  - website and mobile device integration
  - relationship to search engine optimization (SEO)
  - profile on the sites, describing the business to visitors
  - usage data indicating profile of followers and effectiveness of posts, e.g. Facebook Insights™, Twitter Analytics™ and Google Analytics™
  - audience profiles (age, gender, income) of social media websites.

1. Pick three Social Media Websites, you can use this list to help you:

- a. Facebook
- b. Twitter
- c. YouTube
- d. LinkedIn
- e. Snapchat
- f. Instagram

2. Your task is to create a written report in Microsoft Word that talks about Developments in Social Media, How businesses can use Social Media websites to support their business aims and Features of Social Media websites that are tailored to business needs.

3. Your report's formatting must include:

- a. A header with "Unit 3 – Using Social Media for Business" on the left and your name on the right.
- b. A footer with page numbers
- c. Three section titles (In MS Word, go to Styles and then use Heading 2 for this)
- d. A content's page
- e. A bibliography containing **all** websites that you have used for research. You do not need to use a referencing style such as Harvard for this report, but you can if you want.

## **Evidence and guidance for Learning Aim A Part 1**

Developments in Social Media Affect the way businesses promote products and services.

- Social Media websites are constantly evolving, and new features are introduced regularly

For this section, talk a little about the history of the three social media websites you have picked. What features have changed over time? Have any features disappeared? Why do you think the functionality of these websites have changed?

- Features, structure and target audience of different social media websites, e.g. Facebook, Twitter, LinkedIn and YouTube

For this section you must talk about the existing features of the three social media websites you have picked. At this point, talk about how people may use these features in general and not just businesses. When talking about structure, talk about how the site is laid out. Typically a social media website would contain a News Feed or Timeline. Some may contain a section for subscriptions or followed pages. You must also discuss the target audience for each of the social media websites you have picked. You must use these criteria whenever you talk about Target Audience:

- Age
- Location
- Gender
- NRS Social Grades
- Location (by Country or by Region)

How businesses can use Social Media websites to support their business aims and needs, including:

- Creating an image or brand – How do businesses use social media to create an image or brand? This could be how they use their branding identity or the style of writing they may use when they interact with the general public.
- Promoting products and/or services – How do businesses use social media to promote their products? Use examples of a company using social media to promote a product to help you with this section and discuss how a business used the website to promote the product.
- Communicating with customers – How do businesses communicate with their customers? Look at three companies and what methods they use on Social Media to communicate with their customers.
- Customer Service – Find one example of a company using Social Media for the sole purpose of customer service, discuss how Social Media aids in providing good customer service.
- Resolving queries and managing issues – Find examples of companies using social media to resolve an issue that a customer is talking about (this is not

the same as a company having Social Media as solely for customer service purposes)

Features of Social Media websites tailored to business needs, including: Use all three social media sites you picked earlier for this section.

- Advertising – Explain how companies can use social media can use specific features to advertise their products.
- Linking to previous e-commerce site search history and display of search-related adverts. – Explain specific features on Social Media websites that can use search history to promote a business
- Website and mobile device integration – Describe the use of specific features on mobile devices that can be used to link up to websites that businesses can use. QR Codes are a good example to start you off.
- Relationship to Search Engine Optimisation (SEO) – Explain the concept of Search Engine Optimisation (SEO) and how businesses use it to promote themselves. What techniques do businesses use to improve their SEO?
- Profile on the sites, describing the business to visitors – Explain the effectiveness of having a well made profile on social media websites. This can include the profile picture, banner or header image and the bio or about section of the business.
- Usage Data indicating profile of followers and effectiveness of posts, e.g Facebook Insights, Twitter Analytics, Google Analytics and SocialBlade. – Explain how businesses can use Usage data to inform themselves of the effectiveness of posts. What do the three social media websites you picked have for options to view Usage Data
- Audience profiles of social media websites. – You already talked about this earlier in a general sense. In this section explain how businesses could use that information to inform business decisions.