

# Getting Ahead – Pre-course Work

#ThinkBrock

## Information Technology Level 3 Extended Certificate

Welcome to the **Information Technology Level 3 Extended Certificate**. In preparation for the start of the course, please complete these tasks and have them with you to hand in during your first week of college in September.

These tasks should take you approximately four and a half hours to complete and are designed to give you an introduction to the subject, and the expectations we have for you to complete at least four and a half hours of independent study, per subject, per week.

### Unit 3 Social Media in Business

#### Study task 3.1

Let's start thinking about social media

Social media can be defined as “websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone” (Cambridge Dictionary, 2020). Organisations use social media for the following reasons:

- creating an image or brand
- promoting products and/or services
- communicating with customers
- resolving queries and complaints

Your task is to research how organisations use social media. Do some research by visiting a range of web sites. Look at how they use social media. Find an example of a business using social media for each of the reasons, above. Take a screen shot (if on a PC).

There is an example, below, to get you started. In this screenshot (taken from <https://www.socialmediaexaminer.com/exceptional-customer-service-on-twitter/>) JetBlue use Twitter to respond to a customer complaint



The screenshot shows a Twitter thread. At the top, Ryan Michael Lazo (@RMLazo13) posts a tweet at 2h: "Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue". Below this, JetBlue Airways (@JetBlue) replies at 1h: "@RMLazo13 Please send us your flight number and we'll try to get an update for you." Further down, Ryan Michael Lazo posts another tweet: "@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak." Below this tweet are interaction buttons for Reply, Retweet, Favorite, and More. At the bottom, JetBlue Airways replies again at 1h: "@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible." A reply box is visible above the final tweet, containing the text "Reply to @RMLazo13 @JetBlue".



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## Study task 3.2

Organisations don't always get social media right and mistakes can be embarrassing and damaging for their reputation. In 2013 Tesco hit the headlines for an inappropriate social media post on Twitter. Find out what happened, and summarise it in 500 words (hint, the search term: 'Tesco social media horse' will help you). Add a conclusion to your summary, describing how this may have damaged the Tesco image.

## Getting Equipped

You will need the following:

- A ring binder
- Dividers
- Stationery (pens, pencils, a ruler)