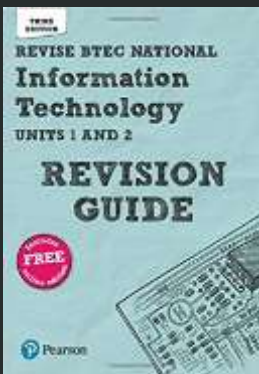


Your Wider Reading - Free download

BTEC Nationals Information Technology Student Book



Revise BTEC National Information Technology



These books can be downloaded FREE through the Kindle app. They will prepare you for external assessment and guide you on what to expect. There are sample answers provided for a range of question types including, short and long answer questions, all with supporting commentary.

Information Technology

Progression to Level 3

The ICT Progression work book – View/Download Click [Here](#)

The theory exam is based on how computer systems work. Take a look at the following website that have some free topics to browse through.

<https://www.knowitallninja.com/courses/information-technology-systems/>

The mandatory units are:

Unit 1: Information Technology Systems (externally assessed)

Unit 2: Creating Systems to Manage Information (externally assessed)

Unit 3: Using Social Media in Business

Task 1

Unit 3 is Using Social Media in Business. With this in mind, type a written report that looks at three different social media websites and provides an overview of the social media platform and the audience profiles they attract. Some Social Media Sites include: Facebook, Twitter, Instagram and YouTube. Some of the points you may wish to look at are:

- The overall aim of the site Age, gender and socio economic group
- Peak traffic times
- Reward schemes Implications for businesses that use social media
- How they target audiences Search for “social media audience profile”, but be aware of the results and the information (many only show results for just the United States, ensure you are using information from the UK).

The following link may help you with this task

<https://khoros.com/resources/social-media-demographics-guide>

Linked to the above units, why don't you watch or listen to a TED talk. Click on [this link](#) to find one now.

The Open University are offering a FREE course called [Introducing ICT systems](#).