Year Group: 13
Specification: BTEC LEVEL 3 Information Technology – Unit 3 – Social Media & Unit 6 Website Development

Lesson No	Topic & Objectives	Big Question – What will students learn?	Key Activities & Specialist Terminology (Do Now Task / Starter/Tasks/Plenary	Planned Assessment	Homework or flipped learning resources DODDLE resources	Lit Num SMSC Codes
1 - 4	**A1 Social media websites** Developments in social media affect the way businesses promote products and services. **C5 Skills, knowledge and behaviours** Media and communication skills.	**What is social media?**	• **Lead-in:** Introduce learners to the unit and to learning aim A. • **Tutor presentation:** Explain what social media is. Why is it so popular and why do businesses use it? Why do social media sites change so often and why are new features introduced regularly? **Small-group activity:** Learners research the background to the main social media sites, including their purpose, growth, popularity, recent or proposed changes, the way businesses use them etc. Ask learners to select their favourite social media campaign. Learners should then prepare to present their findings to the class. See links on comparing social media Social Media Platform Comparison http://meyerfoundation.org/sites/default/files/files/SWT-Platform-Comparison-090414.pdf	A report that explores how a business can use social media to raise its profile and promote products and services Completed Coursework	Learners to complete the following activity in private study – 'if they could invent a social media feature, what would it be?'	Lit Social So8 C3 Sp2 Sp5

			How social media sites compare as advertising platforms www.ft.com/cms/s/2/91a471be-ea87-11e4-96ec-00144feab7de.html#axzz4BaKzVWr0 • **Tutor-led discussion:** Groups present their findings to the class and discuss them. • Summarise the lesson and use Q&A to establish learners' understanding.			
5 - 9	**A1 Social media websites** Features, structure and target audience of different social media websites. **C5 Skills, knowledge and behaviours** Media and communication skills.	**What do the different social media websites look like?**	• **Lead-in:** Facilitate a thought shower on how many social media sites learners can name. **Tutor-led discussion:** Discuss the different factors that differentiate social media sites. **Small-group activity:** Learners research the features, structure and target audiences of different social media sites. Learners should then prepare to present their findings to the class. See link on social media platform comparison in the following link http://meyerfoundation.org/sites/default/files/files/SWT-Platform-Comparison-090414.pdf • **Tutor-led discussion:** Groups present their findings to the class and discuss them.	Completed Coursework	Homework - Ask learners if they could invent their own social media site, what features, structure and target audience would it have?	Lit Social So8 C3 Sp2 Sp5

| 10 - 14 | **A1 Social media websites**

How businesses can use social media websites to support their business aims and needs. | **How does a business use social media?** | • **Lead-in:** Ask learners what business of different types do, what their aims and needs might be.

• **Tutor presentation:** Explain some marketing basics, eg business aim and objectives, what a target audience is and ways to promote products/services.

Small-group activity: Learners are given a number of different well-known companies and then discuss what their target audience might be and look at examples of how they promote their products and the differences between them. See links: 7 Companies that totally 'Get' their buyer personas and Global social media research summary 2016 in the following links 7 Companies that totally 'Get' their buyer personas

http://blog.hubspot.com/blog/tabid/6307/bid/33749/7-Companies-That-Totally-Get-Their-Buyer-Personas.aspx#sm.00001dkcrj6m5aen1ydgrv3h60gkq

Global social media research summary 2016

www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

• **Tutor-led discussion:** Groups present their findings to the class and discuss them. | Completed Coursework | Private study work - Ask learners what their target audience would be if they set up their own business. How would they appeal to that audience? – Students to come up with a brief plan about what the business would be – who their target audience would be – and how would they reach their target audience, what mediums would be used? | Lit

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| 14 - 18 | **A1 Social media websites** How businesses can use social media websites to support their business aims and needs. **C5 Skills, knowledge and behaviours** Demonstrate own behaviours and their impact on outcomes. | **How does a business use social media?** | • **Lead-in:** Finalise learners' questions for the guest speaker and remind learners about what the guest speaker will be focusing on. • **Guest speaker:** A representative from your college/school business department, local company marketing manager or marketing/advertising professional should talk about marketing basics, identifying a target audience and creating content that engages the target audience. Learners ask prepared questions. • **Tutor-led discussion:** Learners share feedback on the guest speaker session. Begin a class discussion on marketing techniques. • Summarise the lesson and use Q&A to establish learners' understanding. | Completed Coursework | Homework – research different companies (of their own choice) and see how they use social media to aid their businesses – students should try and aim to look for small, local businesses as this will be beneficial when they complete their coursework. | Lit Social So8 C3 Sp2 Sp5 |
| 19 - 23 | **A1 Social media websites** Features of social media websites tailored to business needs. **C5 Skills, knowledge and behaviours** – Media and communication skills. | **How does a business use social media? What are the features used?** | • **Lead-in:** Ask learners why they think social media sites need business users. **Tutor-led discussion:** Facilitate a discussion about the different ways a business can make use of social media to support their aims and needs. Cover creating an image or brand, promoting products and services, communicating with customers, customer service, and resolving queries and managing issues. See link: Best social media marketing tips: Learn Marketing | Completed Coursework | Private study - Learners to answer the following question 'Are adverts on social media annoying or useful?' Their findings should be written in a report format. | Lit Social So8 C3 Sp2 Sp5 |

			with Social Media and How to Use Social Media for Marketing: Know your Platform in the following link Global social media research summary 2016			
			www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/			
			• **Small-group activity:** Supply learners with a range of scenarios featuring different businesses that could use features of social media websites to support their given aims and needs and ask them to suggest ways in which the businesses could do this. Learners should prepare their findings to present to class.			
			• **Tutor-led discussion:** Groups present their findings to the class and discuss them.			
24 - 28	**A2 Business uses of social media** Posting different content formats. **A2 Business uses of social media** Content focus and meaning. **A2 Business uses of social media** Developing an	**Why does every post count?**	• **Lead-in:** Facilitate a thought shower on the different content formats of posts (cover text, images, video, links, polls and quizzes). • **Tutor-led discussion:** Discuss how businesses can post content that engages people (cover information, promotion, humour, special offers and customer service). How do businesses develop an audience and encourage people to follow or 'like' them?	Completed Coursework	Homework – Students to write a few short paragraphs on the different ways that businesses can use engaging material on their sites, providing a few examples from the research that they carried out in lesson.	Lit Social So8 C3 Sp2 Sp5

	audience and encouraging people to follow or 'like' the organisation. **A2 Business uses of social media** Keywords and their use in posted content.		**Small-group activity:** Supply learners with different examples of how businesses use social media and attempt to engage with their target audience and ask them to consider its effectiveness. Would they have done it differently? See links: 5 ways to create engaging content your audience will share and 40 things you should do to increase social media engagement in the following links 5 ways to create engaging content your audience will share www.entrepreneur.com/article/251616 40 things you should do to increase social media engagement www.inboundmarketingagents.com/inbound-marketing-agents-blog/bid/289931/40-Things-You-Should-Do-to-Increase-Social-Media-Engagement • **Plenary:** Discuss keywords and their use in posted content. How important are keywords? Summarise the lesson and use Q&A to establish learners' understanding.			
Half Term						
29 - 33	**A2 Business uses of social media** Developing contacts by following and	**What is direct and indirect advertising?**	• **Lead-in:** How can following and linking to relevant organisations and individuals, and sharing content posted by others, help develop business contacts?	Completed Coursework	Private study – Learners to research what Google Adwords are and how these are	Lit Social So8 C3

linking to relevant organisations and individuals. **A2 Business uses of social media** Direct and indirect advertising **A2 Business uses of social media** Links to commercial information, e.g. organisation's website. **A2 Business uses of social media** Relationship between the social media website and an organisation's website. **C5 Skills, knowledge and behaviours** Media and communication skills		**Tutor-led discussion:** Initiate a discussion on how a business' social media should link with their other media (eg website, e-commerce website, print, TV advertisements). See link: 9 tops for integrating social media on your website in the following link www.socialmediaexaminer.com/9-tips-for-integrating-social-media-on-your-website/ • **Small-group activity:** Learners research different businesses and see how well their media link. For instance, are social media buttons placed on the business website? Are there business website links within social media posts? Are social media news feeds on the business website? • **Tutor-led discussion:** Groups present their findings to the class and discuss them. • **Plenary:** Initiate a discussion entitled 'Direct and indirect advertising – what's the difference?' Summarise the lesson and use Q&A to establish learners' understanding.		useful for companies.	Sp2 Sp5

| 34 - 38 | **A2 Business uses of social media**

C5 Skills, knowledge and behaviours

Media and communication skills. | | • **Lead-in:** Ask learners which social media promotion campaigns work for them.

Tutor-led discussion: Explain to learners that they are going to work on a task that involves choosing a favourite social media campaign. See link: Top 10 influential social media campaigns of 2015 in the following link www.adherecreative.com/blog/top-10-influential-social-media-campaigns-of-2015

• **Independent learning activity:** Learners research their favourite social media campaign and prepare to explain the reason for their choice.

• **Tutor-led discussion:** Learners give feedback on the reasons for their choice of social media campaign. Talk about the guest speaker in the next lesson.

• Summarise the lesson and use Q&A to establish learners' understanding. | Completed Coursework | Private study – Research how The Academies use social media site to engage the community – does this also engage the wider community? | Lit

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| 39 - 43 | **A2 Business uses of social media**

C5 Skills, knowledge and behaviours

Media and communication skills. | **Why is communication important?** | • **Tutor-led discussion:** Talk about the visit from the guest speaker. How does their company's use of social media compare to other organisations that learners have researched? See link: The year ahead for social media (2016) in the following link www.campaignlive.co.uk/article/year-ahead-social-media/1378349# | Completed Coursework | Homework – Compare two similar businesses' social media sites – what do they do differently? – Do they post updates in competition with other businesses? | Lit

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			• (If a speaker cannot be contacted – ask Mr Sherman to discuss how he uses social media for the school) • **Plenary:** Summarise the lesson and use Q&A to establish learners' understanding.			
44 - 48	**A3 Risks and issues** **C5 Skills, knowledge and behaviours** Media and communication skills.	**What are the social media risks?**	• **Lead-in:** Facilitate a thought shower on the downsides of using social media. **Tutor presentation:** Explain the potential business risks of using social media. Cover negative comments on social media sites and damage to reputation. What might be the unforeseen consequences of posted content? Also talk about time constraints on social media interaction and the return on time investment. Explain the increased vulnerability of social media to cyber criminals. See links: Top five risks companies face when using social media, 7 serious business and legal risks of B2B social media marketing and Top four social media risks for business in the following links Top five risks companies face when using social media http://techxb.com/top-five-risks-companies-face-when-using-social-media 7 serious business and legal risks of B2B social media marketing http://blog.hubspot.com/insiders/legal-risks-of-social-media-marketing	Completed Coursework	Private study – for each risk that the students identified with in lesson get them to come up with solutions on how a company can overcome them. They can use their findings and create a PowerPoint Presentation	Lit Social So8 C3 Sp2 Sp5

			Top four social media risks for business www.itbusinessedge.com/slideshows/show.aspx?c=81031 - **Small-group activity:** Learners research specific examples of business social media 'disasters' and prepare to report back. - **Tutor-led discussion:** Groups present their findings and discuss why the problems occurred and how they could have been avoided. - **Plenary:** Initiate a discussion entitled 'Social media – is there anywhere to hide?' Summarise the lesson and use Q&A to establish learners' understanding.			
49 - 53	**Completion of** learning aim A	**How to present my findings!?**	- **Lead-in:** Give an overview of what has been covered in learning aim A. - **Knowledge quiz:** Organise an informal quiz, covering topics in learning aim A. Learners can self-mark the answers. - **Assignment writing:** Learners work on the mock assessment (further work will be needed on this outside of the classroom). - **Plenary:** Use Q&A on the mock assessment to establish where learners may need further support.	Completed Coursework	Homework – Provide learners with the following keywords, that will be useful for them to add in their coursework – students are to research the meanings ready for the next lesson: Brand Demographics Keywords Direct advertising Indirect advertising Viral Malware Denial-of-service	Lit Social So8 C3 Sp2 Sp5

| 54 - 58 | **Assignment 1** (learning aim A)

C5 Skills, knowledge and behaviours Planning and recording.

C5 Skills, knowledge and behaviours Reviewing and responding to outcomes, including the use of feedback from others | **How to present my findings!?** | • **Tutor-led discussion:** Give learners feedback on the mock assessment for learning aim A

• **Revision session:** Revise learning aim A topics. Remind learners about any issues faced in the mock assessment.

• **Tutor presentation:** Introduce the live assessment for learning aim A.

• **Independent learning activity:** Learners should think about their work schedule for the live assessment, setting out when they plan to complete each part of the assessment.

• **Plenary:** use Q&A on the live assessment to establish learners' understanding and address any concerns they may have. | A.P1 Explain the different ways in which a business can use social media
A.P2 Explain the audience profiles of different social media websites
A.M1 Assess the different ways in which a business can use social media to attract a target audience
A.D1 Evaluate the business use of social media to interact with customers and promote products or services to a target audience.

Completed Coursework | Private study Lesson – research different social media sites, make a list of their features and who their target audience | Lit

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Christmas – End of term