

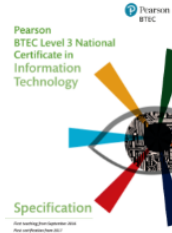


ICT Getting prepared

Specification

Read through the specification focussing on pages 1-7, this will provide you with an overview of the types of topics the programme will include.

[Link](#)



Summer work Activities

Complete the following on Microsoft Word or PowerPoint

Activity 1:

Kirk wants to increase his follows and shares on social media to increase cupcake sales for his business. Create 3 new social media posts for him. Think about his audience – who might see the adverts and who might buy his cakes? How will this affect your choice of social media?

Remember he is running a business so needs to make money and increase his recognition.

Be topical – Is the Wireless Festival happening soon? Is Pride coming up? Is it The Rothesay Classic Tennis Tournament? What about the Ashes this Summer?

What will catch people's eye?

Activity 2:

Research and present the following:

The key features, structure, and target audiences of 3 different social media sites (Facebook, Google+, Twitter, Instagram, YouTube, LinkedIn & Pinterest etc). Make sure you include:

- The names of a range of social media platforms with information about when, where, and why they were launched.
- Relevant facts (e.g. usage, members etc) about the social media site (use images to support your presentation)
- Explain how the different sites appeal to their different audiences (look to the different features of the website used to appeal to their target audience) and relate it to how different business can use social media.
- Benefits and limitations of social media use for business organisations.

If you are considering studying ICT next year, then these are activities that you should seriously consider completing over the next few months to prepare yourself.

The activities are divided into:

Essential - suggested as good preparation for the course.

Recommended - suggested to support the essential activities for the course

Optional - suggested to support wider learning around the subject; you are expected to do this independently.

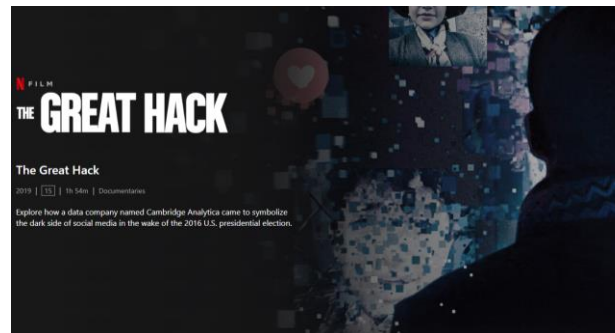
Recommendations to watch

The following shows are available free and on-demand. We would recommend that you sign up and watch them.

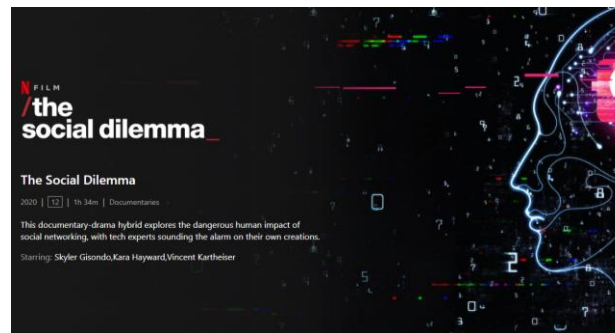
How to make a splash on social media



The Great Hack



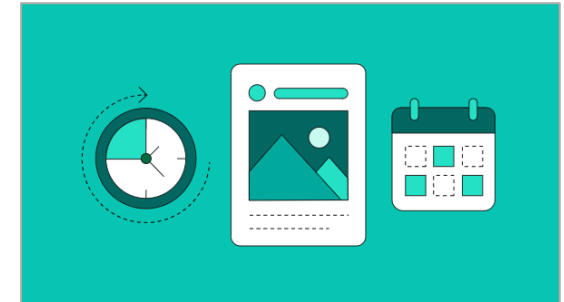
The Social Dilemma



Further reading and preparation

Click the images to read more

Best Times to Post on Social Media in 2023



Top 10 Social Media Disasters of all Time



Summer work Activities

Complete the following on Microsoft Word or PowerPoint

Activity 3:

"Find a recent story or two of public interest and using various social media platforms you must present:

- Social media platforms used
- Its purpose
- The impact on said business
- The way it is used by businesses
- Its popularity or usefulness for the business

Make sure that you include relevant images and links to the information in your presentation.