Year 12 Topics

In Year 12 BTEC National Information Technology we teach two units over the course of the year. This topic table details the knowledge required for Unit 3 Using Social Media to manage information. Each topic draws on prior learning from previous years and builds on understanding from the KS4 programme of study. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS5 and onward into undergraduate courses.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
What is social media?	Ways in which social media can be used by a business to interact with customers	Understand what social media is	Business, customers, social media, promote, services	Independence Homework research– creativity literacy numeracy oracy Internet research
		Name 5 social media sites used by businesses	Twitter, Facebook, LinkedIn, Instagram, Pinterest	
		Ways to promote products and services through social media	Encourage, engage, value, video, post	
Features, structure and target audience	How do social media sites differ?	Research features of social media sites	Audience, structure, features, similarities, differences	Independence Homework research– creativity literacy numeracy oracy Internet research
		Identify the structure of different sites	Interaction, individual, social, network, strategy	
		Identify the target audience for each social media site.	Demographic, platform, audience, age, gender, location, education, income	
Social media to support business aims and needs	How businesses use features of social media sites to support their aims and needs	Use of social media to advertise	Businesses, features, social media, integration, audience, profiles, aims, objectives	Real life business research and questioning Independence Homework research– creativity literacy numeracy oracy Internet research
		Web and mobile device integration	Profit, loss, customer service	
		Audience profiling	Age, gender, location, education, income	
		Business aims and objectives	Engagement, strategies, increased brand loyalty, increase customer satisfaction, positive brand perception.	

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Engaging with target audience	How businesses use social media to engage with their target audience	Basis of potential social media posts for the business	Businesses, features, social media, integration, audience, profiles	Real life business research and questioning Independence Homework research– creativity literacy numeracy oracy Internet research
		Advertisements	Aims, objectives, engagement, profit, sales	
		Reviews and questionnaire feedback	Advertisements, positive/negative comments, analysis, evaluate	
Developing contacts	Research into how businesses use their media link	Selecting appropriate media	Media, contacts, audience, advertise	Questionnaires- one to one Independence Homework research– creativity literacy numeracy oracy Internet research
		Identify how well businesses can use their media link		
Risks and issues	Real life examples of business disasters	Identify real life disasters that have happened for business who use social media	Disaster, fraud, breach, risks	Independence Homework research– creativity literacy numeracy oracy Internet research
		Why these problems have occurred		
		How these problems could have been avoided		
Business requirements	Content planning and publishing	How small businesses can promote itself	Promotion, audience, content planning	Independence Homework research– creativity literacy numeracy oracy Internet research
		Why social media does not suit all businesses		
		The main purpose why businesses use social media- target audience		
		Which social media websites are most suitable for a small business		

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Developing an online community	Social media policy	What information should be posted on social media?	Survey, questionnaire, social media stream, confidentiality, security, legal implications, ethical implications	Independence Homework research– creativity literacy numeracy oracy Internet research
		Surveys/questioning/ respond to comments		
		Ways on monitoring social media streams		
		Ensure links to companies website		
		Guidelines for content/confidentiality/security		
		Separating company and personal content		
		Legal/ethical implications		