

Colton Hills Community School medium term planning – ICT/Computer Science

Topic title: Using Social Media in Business	Year: KS5 Year 12/13 Term: Autumn 1	Why we teach this: Learners explore how businesses use social media to promote their products and services. Learners also implement social media activities in a business to meet requirements.	Why we teach this here: To teach students how social media has affected the day to day running of businesses. To help them choose which pathway they will take for further studies.
Big questions: <ol style="list-style-type: none">1. How social media is used in businesses?2. Explain why businesses use social media?3. Explain the different features and strategies used.4. Explain the different risks and issues associated with social media5. Understand business requirements to plan a social media6. Understand keywords strategies7. How an online community can be developed.8. Gather feedback to refine plan9. Create online posts10. How to optimise post	Builds on previous topics: <ul style="list-style-type: none">- How IT is used in different organisations- BTEC Level 2 learning	Links to future topics: <ul style="list-style-type: none">- Further education	Key knowledge continued: <ul style="list-style-type: none">- Implement the use of social media in a business- To look at:<ul style="list-style-type: none">⇒ Creating accounts and profiles⇒ Content creation and publication⇒ Implementation of online community building⇒ Data gathering and analysis⇒ Skills, knowledge and behaviours
Skills developed: <ul style="list-style-type: none">- Basic skills on how to use the school computer systems in an effective manner.- To be able to use office 365 and the OneDrive to carry out work in school and out of school.- Make use of Cloud storage to save work.	Key knowledge: <ul style="list-style-type: none">- Explore the impact of social media on the ways in which businesses promote their products and services- To look at:<ul style="list-style-type: none">⇒ Social media websites⇒ Business uses of social media⇒ Risks and issues- Develop a plan to use social media in a business to meet requirements- To look at:<ul style="list-style-type: none">⇒ Social media planning processes⇒ Business requirements⇒ Content planning and publishing⇒ Developing an online community⇒ Developing a social media policy⇒ Reviewing and refining plans		
Mini/Interim assessments: <ul style="list-style-type: none">- Coursework	Independent study tasks/resources: 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.	Key vocabulary 1: Office 365 OneDrive Social media Image brand Direct and indirect advertising.	Key vocabulary 2: SEO

	<p>A.D1 Evaluate the business use of social media to interact with customers and promote products or services to a target audience</p> <p>B.P3 Produce a plan to use social media in a business to meet its business requirements. B.P4 Review the plan with others in order to identify and inform improvements</p> <p>B.M2 Justify planning decisions made, showing how the plan will fulfil its purpose and business requirements.</p> <p>C.P5 Produce business-related content using appropriate features of social media which meet the requirements of the plan. C.P6 Review data obtained on social media usage and interaction.</p> <p>C.M3 Optimise the content, format and features of social media which meet the requirements of the plan.</p> <p>BC.D2Evaluate the plan and use of social media in a business against business requirements.</p> <p>BC.D3Demonstrate individual responsibility, creativity, and effective selfmanagement in the planning and use of social media in a business context.</p>	<p>Keywords</p> <p>commercial information Unforeseen consequences Optimise</p>	
<p>Cultural capital opportunities:</p> <ul style="list-style-type: none"> - Use of cloud collaboration - Use of social media 	<p>Whole school Curricular Concept links:</p> <p>Civic Responsibility Cultural Diversity Artistic Creativity</p>		