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| **What will we be learning?**  Develop a plan to use social media in a business to meet requirements | **Why this? Why now?**  This topic introduces you to the concept of having a carefully managed social media campaign by way of first forming a plan | **Key Words:**  Online community  Social media policy  Timescales  Measuring success  Likes & Shares  Keyword strategy  Publishing schedule  Community building  Promotional techniques  Monitoring streams  Social media policy  Confidentiality  Legal and ethical considerations  Stakeholders |
| **What will we learn?**  Processes to consider when planning the potential use of social media in a business  Establishing timescales and responsibilities for the use of social media within a business  Identifying criteria for measuring success of the use of social media within a business  Planning posts and other content to be published on social media websites  Including identifying your target audience, researching keywords, researching the best time to publish content  Developing a strategy to encourage online community building  The promotion of honesty and respect in posted content  Legal and ethical considerations  Separation of company and personal content  Reviewing and refining plans with others | |
| **What opportunities are there for wider study?**  Students review and discuss current news articles which relate to current topics and they can consider the practical application of Social Media concepts by reviewing and discussing a range of news and video articles. The wider study provides the opportunity for students to explore theories and concepts in real settings | |
| **How will I be assessed?**  This unit will be assessed by a series of internally assessed tasks set by your tutor. Throughout this unit you will be given a series of activities that will prepare you for the live assessments.  You will be given an assignment in the form of an assignment brief with a defined start date, a completion date and clear requirements for the evidence that you need to provide. | |