

I am delighted that you are choosing to study Level 3 ICT next year at The Bishops' High School. This a practical and creative course where you will also develop your theoretical understanding of technology and the use of ICT to underpin so many systems and industries.

To hit the ground running in September I suggest you use to complete the activities found inside this booklet in order to start your engagement around some of the course content.

Social media

You will spend part of the year running a social media platform for a small to medium sized enterprise. Before you are let loose with this though you should know the ins and outs of this social media and some of the pitfalls to avoid.

Task 1

Keep a journal of 10 businesses that you follow on social media and document the type of posts/tweets that they share over a two-week period. Some may be promotional, informational, customer service based for instance. Are there any trends or patterns that emerge?

Task 2:

Wider reading (well watching...) around the topic.

The Social Network (on Netflix).

<https://www.youtube.com/watch?v=4HeOYUkA980&safe=true>

https://www.ted.com/talks/alexis_ohanian_how_to_make_a_splash_in_social_media?language=en

https://www.youtube.com/watch?v=haVA0ijJ_ZY

<https://www.youtube.com/watch?v=SDfMEuSCizw>

<https://www.youtube.com/watch?v=5GAlitPnXxU>

<https://www.youtube.com/watch?v=dwa7Y4T28bU&safe=true>

Task 3:

Produce a presentation which outlines the 5 most popular social media platforms in the UK. What is the history of each? What are the features of each? Who are the users? What is it about each platform that makes it so successful? What are the future developments planned for 2019?

Enjoy your summer and see you in September!

Mrs Caroe

Head of ICT