

Below are all things which you can be doing to prepare yourself for the BTEC qualification in IT.

1 – Know your Social Media

The “Using social media in business” unit will be studied in year 12.

Research the various social media platforms and ensure you know the purpose, features and audience profiles of each.

- Facebook
- Instagram
- Twitter
- LinkedIn
- Other nice social media platforms

How can a business thrive on each of these platforms?

2 – Get a head start on these key theory topics...

- Digital devices in IT systems
 - Emerging technologies
 - VPNs
- Online systems and communities
- Protecting data and information
- Moral and legal issues surrounding technology

3 – Build a skillset

There are many free online courses/lectures out there. See sites such as:

edX

Khan Academy

Stanford Online

Databases in Microsoft Access/SQL and HTML/CSS for Web Design are key skills to be focusing on for BTEC IT. Below is a good course:

<https://www.khanacademy.org/computing/computer-programming/sql>

4 – Articles for further reading and Videos

- <https://blog.hootsuite.com/social-media-for-business/>
- <https://marketinginsidergroup.com/content-marketing/why-social-media-is-important-for-business-marketing/>
- <https://www.youtube.com/watch?v=msPKD999I7Q>
- <https://www.youtube.com/watch?v=ekPGf3QeBIE>
- https://www.youtube.com/watch?v=_QdPW8JrYzQ

6 – Brainstorm business ideas

A key piece of work in Year 12 is to create a social media campaign for a business. This can be any business of your choice providing it is small/medium sized and is local. Try and brainstorm some ideas.

Which social media platforms will you be present on?

Which type of posts will you be publishing? (Images/Polls/Video Adverts)

Who is your target market for the campaign?

Try and set up an imaginary social media campaign for a business!
Use your imagination and be creative!