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| **What will we be learning?**  Implement the use of social media in a business | **Why this? Why now?**  After carefully planning our social media campaign the next stage is to implement it. You will be selecting and using appropriate social media website tools and techniques to implement your social media plan. | **Key Words:**  Company profile  Privacy settings  Assets  Hashtags, sharing tagging  Following  Automated content posting  Analytics  Audience profiles  Click throughs  Targets & timescales  Etiquette  Target evaluation  Jargon (avoidance)  Constructively responding |
| **What will we learn?**  Creating accounts and profiles  Carrying out research to produce engaging content  Content creation and improving visibility of published content  Encouraging audience interaction  Integrating information across social media and the company website  Implementation of an online community building strategy  Data gathering and analysis (views, likes & shares)  Evaluating outcomes to help inform high-quality justified recommendations and decisions  Evaluating targets to obtain insights into own performance | |
| **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. | |