

## **New Y12 Summer Homework**

**Task:** Explore the impact of social media on the ways in which businesses promote their products and services.

You have been asked to create a presentation to the managing directors of a marketing firm,

**your presentation must cover all of the below points including real world examples:**

Developments in social media affect the way businesses promote products and services:

- social media websites are constantly evolving and new features are introduced regularly.
- features, structure and target audience of different social media websites, e.g. Facebook™, Twitter, LinkedIn®, Google™ + and YouTube™.

How businesses can use social media websites to support their business aims and needs, including:

- creating an image or brand
- promoting products and/or services
- communicating with customers
- customer service
- resolving queries and managing issues.

### **Resources you can look at:**

Teach-ict.net

Btec information and communication technology level 2 course book.

A level ICT books.