

# 2023 Year 12 Pre-Joining Transition Tasks: BTEC ICT



## Read:

How Instagram changed the world - how has social media changed businesses, positives, negatives and how businesses can be promoted through social media sites.

<https://www.theguardian.com/technology/2020/may/03/howinstagram-changed-our-world>



## Listen:

Podcast Selection Follow the link about, choose a technology podcast of your choice

<https://www.bbc.co.uk/programmes/w3cszhnm>



## Watch:

[What is Deep Tech](#)

What is deep tech? A look at how it could shape the future, how will promoting social media and ICT be affected.

## Write:

You need to create a booklet which explains to an adult audience how social media can be used by businesses.

You should cover how social media can be used to interact with customers and promote business products and/or services. You should also cover ways in which social media can be used to target specific audience and audience profiles of different social media sites. You should also include a section which covers the risks and issues associated with social media. You will need to hand this task in during your first week of year 12.

If you are unable to print the booklet you may email it to Mrs J Kaur [jkaur2@holly-lodge.org](mailto:jkaur2@holly-lodge.org)

