

BTEC National Level 3 in IT Summer Task 2019

One of the units of study in this course is about the use of social media for a business. For a business to know that this is effective, they will need to carry out some analysis of their posts and interactions with customers/clients.

Write a report of about 2000 words to explain to a business what tools are available to enable effectiveness of a social media campaign to be measured. You should include the names of the tools, the data they provide. A Google search of 'social media analysis' will bring up a wide range of sites to help you with this.

Please note that it is not appropriate for material to be copied directly from the internet. Any resources used must be referenced in your work and a bibliography produced at the end of the report. Please provide your word count at the end of the report and include your name in a header/footer of the document.

The following may be of use to you

- **Social Media Examiner** is one of many blog sites with lots of up-to-date articles about using social media for business purposes:
socialmediaexaminer.com
- **Social Media Today** also focuses on social media marketing for business:
socialmediatoday.com
- **Mashable** is blog site with a UK based version with lots of up-to-date articles on social media: com/social-media/
- Articles from the UK Guardian newspaper on a wide range of issues related to social media:
www.theguardian.com/media/social-media