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| School In A Box Logo | **My School**  Cambridge TEC (Certificate/Diploma) in Business  **Unit 03 – Use Social Media for Business Purposes** | Student Name:­­­­ **Grade Awarded by:**  **Date Awarded: \_\_\_\_\_\_\_\_\_\_** Grade: PASS/MERIT/DISTINCTION |

##### Unit 03 - Assignment Checklist - DD-MM-20YY

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| **TASKS & LEVEL** | **ACTIVITIES** | **Student**  **Staff** |
| **LO1 - Be able to interpret social media policy for business purposes** | | |
| **P1.1 - Task 01** | Describe Social Media platforms and how and why they are used by businesses. |  |
| **P1.2 – Task 03** | Create a Social Media Policy document for your company that outlines what and why staff are expected to behave online. |  |
| **P2.2 – Task 05** | Using examples, review social media posts for the selected business against their social media policy and explain how the business’s posts meet, or do not meet, their social media policy. |  |
| **P2.1 – Task 04** | Define the need and business benefit of reviewing the appropriateness of social media posts for business purposes and the target audience. |  |
| **LO2 - Be able to monitor and report on social media activity for a specified business** | | |
| **P3.1 – Task 01** | Over 5 days, monitor and review a company different social media forms and analyse the activity. |  |
| **P4.1 – Task 02** | Produce a report on the monitoring the social media activity of a company, prioritise comments made and flag up comments that need urgently dealing with. |  |
| **M1.1 – Task 03** | Create a table and report of actionable and category comments from a company, prioritise any activity that requires action and give reasons for choosing the activity assigned the highest and lowest priority. |  |
| **D1.1 – Task 04** | Analyse and Recommend an online tool for use by the selected business/ organisation giving the reasons for your choice. |  |
| **LO3 - Be able to use social media to communicate for business purposes** | | |
| **P5.1 – Task 01** | Describe in relation to your company, why using social media is an effective communication tool. |  |
| **P5.2 – Task 02** | Create and follow up on a Social media entry related to any selected business including purpose of the entry and responses to the entry. |  |
| **M2.1 – Task 03** | Explain why your post would be a useful form of communication for the selected business/ organisation. |  |
| **P6.1 – Task 04** | Review your post to ensure that it is fit for business purposes. |  |