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| http://www.cooperstc.com/index_htm_files/25897.png | **Coopers**  Cambridge TEC (Certificate/Diploma) in IT  **Unit 43 - Understanding Social Media For Business** | Student Name:­­­­ **Grade Awarded by:**  **Date Awarded: \_\_\_\_\_\_\_\_\_\_** Grade: PASS/MERIT/DISTINCTION |

##### Unit 43 - Assignment Checklist - DD-MM-2014

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| **TASKS & LEVEL** | **ACTIVITIES** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **STUDENT** | | | **STAFF** | |
| **LO1 - Understand the concept of Social media** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P1.1** | Using three quantified examples, define and explain what is meant by the term Social Media. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 2 – P1.2** | Using examples, define and explain the accessible hardware for Social Media interaction and define the advantages and disadvantages of each platform in terms of availability, security and ease of use. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 3 – P1.3** | Using examples, define and explain the business and social functions of **Facebook** and **LinkedIn** stating how businesses could use these social networks to promote themselves. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 4 – P1.4** | Using examples, define and explain the business and social functions of **Social Bookmarking** stating how businesses could use these social links to promote their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 5 – P1.5** | Using examples, define and explain the business and social functions of **Social News Sites** stating how businesses could use these social links to promote their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 6 – P1.6** | Using examples, define and explain the business and social functions of **Media Sharing Sites** stating how businesses could use these content sharing sites to promote their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 7 – P1.7** | Using examples, define and explain the business and social functions of **Microblogging** stating how businesses could use social linking to promote their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 8 – P1.8** | Using examples, define and explain the business and social functions of **Wikis and Blogs** stating how businesses could use these tools to promote and support their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 9 – P1.9** | Using examples, define and explain the business and social functions of **Gamification** stating how businesses could use this tool to promote and support their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 10– P1.10** | Using examples, define and explain the business and social functions of **Virtual Worlds** stating how businesses could use this tool to promote and support their business. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| **Task 11– M1.1** | Produce a report that identifies how these social media types have influences the way the customer does business, and specify what opportunities these offer and provide to individuals. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| Social Networking | | | | | | | Bookmarking | | | | | | | | Social news Sites | | | | | | | | | | | | | Media and Photo sharing | | | | | | | | | | |
| Microblogging | | | | | | | Blogs and Wikis | | | | | | | | Gamification | | | | | | | | | | | | | Virtual Worlds | | | | | | | | | | |
| **Task 12 – D1.1** | Produce a report that evaluates the risks to individuals when using social media in terms of Exposure to Criticism, managing Expectations and dealing with Apathy. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| Exposure to criticism through consumer forums | | | | | | | | | | Failure to manage expectations | | | | | | | | | | | | | | | | Apathy from customers through bombardment | | | | | | | | | | | | |
| **Task 13 – D1.2** | Produce a report that evaluates the risks to individuals when using social media in terms of Social Conventions, managing Misinformation and preparing an Organisational Policy. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| Global customs & social conventions | | | | | | | | | | | | | Misinformation | | | | | | | | | | | Lack of organisational policy | | | | | | | | | | | | | | |
| **Task 14 – D1.3** | Produce a report that evaluates the risks to individuals when using social media in terms of Legal Risks, Reputation and Lack of user Understanding. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  | | |
| Legal Risks | | | | | | | | | | Reputation | | | | | | | | | | | | | Lack of User Understanding | | | | | | | | | | | | | | | |
| **LO2 - Know the social media for business environment** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P2.1** | **P2.1 – Task 1 -** Define the terms Social Business and in terms of your school, define what a Social Business Model would mean to the contact time with their customer base. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 2 – P2.2** | **P2.2 – Task 2 -** Define the characteristics of Social Business and in terms of your school, define what a Social Business Model would mean in terms of training, etiquette and analysis. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Training** | | | | | | | | | | **Etiquette** | | | | | | | | | | | | | | | | **Analysis** | | | | | | | | | | | | |
| **Task 3 – P2.3** | **P2.3 – Task 3 -** Define the Social Business functions of **Investor Relations** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 4 – P2.4** | **P2.4 – Task 4 -** Define the Social Business functions of **Marketing,** the risks in terms of communications and the Social Media Solutions companies adapt to alleviate these risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 5 – P2.5** | **P2.5 – Task 5 -** Define the Social Business functions of **Customer Support,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 6 – P2.6** | **P2.6 – Task 6 -** Define the Social Business functions of **Recruiting,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 7 – P2.7** | **P2.7 – Task 7 -** Define the Social Business functions of **Funding and Crowdsourcing,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 8 – P2.8** | **P2.8 – Task 8 -** Define the Social Business functions of **Employee Collaboration,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 9 – P2.9** | **P2.9 – Task 9 -** Define the Social Business functions of **Sales,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 9 – P2.10** | **P2.10 – Task 10 -** Define the Social Business functions of **Product Development,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 9 – P2.11** | **P2.11 – Task 11 -** Define the Social Business functions of **Supply Chain Operations,** the risks in terms of communications and the Social Media Solutions companies use to alleviate risks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 9 – M2.1** | **M2.1 – Task 12 –** Create a report of 3 business Social Business policies and their effective transfer of these policies into real life Social Media programmes. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 9 – D2.1** | **D2.1 – Task 13 –** Create a report of 3 business Social Business policies and compare their strategies and successes with emphasis on their key focus and concepts. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Customer Support** | | | | **Communication** | | | | | | **Supply Chain** | | | | | | | | | **Public Perception** | | | | | | | **Media Content** | | | | | | | | | **Managing Negative Press** | | | |
| **B1** | **B2** | **B3** | **B1** | | **B2** | | | **B3** | | | **B1** | | | **B2** | | **B3** | | | | **B1** | | **B2** | | | **B3** | | **B1** | | | **B2** | | | **B3** | | | **B1** | **B2** | **B3** | |  | | |  | |
| **LO3 - Know benefits of social media for business to an organisation** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P3.1** | Describe the potential Market benefits to a company without a presence, and state how each would improve business functions. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Improves Sales** | | | | | | | | | | **Improved feedback** | | | | | | | | | | | | | | | | **Wider market place** | | | | | | | | | | | | |
| **Better customer and product awareness** | | | | | | | | | | | | | | | | | | **Better and more accurate information** | | | | | | | | | | | | | | | | | | | | |
| **Task 2 – P3.2** | Describe the potential Functional Staffing benefits to a company without a presence, and state how each would improve business effectiveness. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Right staff attracted** | | | | | | | **Motivation for staff and job engagement** | | | | | | | | | | | | | | | | | | | | | | **Addressing issues** | | | | | | | | | |
| **Task 3 – P3.3** | Describe the potential Marketing benefits to a company without a presence, and state how Social Media Marketing Tools would improve business visibility and awareness. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Ability to target customers** | | | | | | | **Receive feedback to new concepts** | | | | | | | | | | | **Improve customer retention/loyalty** | | | | | | | | | | | | | **Improved Brand awareness/loyalty** | | | | | | | |
| **Task 4 – P3.4** | Describe the potential Sales benefits to a company without a presence, and state how Social Media Sales tools would improve business relations with customers. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Better market/customer awareness** | | | | | | | | | | | | **Customer engagement through social data** | | | | | | | | | | | | | | | | **Customer communities and support** | | | | | | | | | | |
| **Task 5 – P3.5** | Describe the potential Customer Service benefits to a company without a current presence, and state how Social Media Service tools would improve business relations with customers. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Ease of access to customer data/history** | | | | | | | | | **Speed of response** | | | | | | | | | | | | **Improved customer service** | | | | | | | | | | | | | **Customer care value** | | | | |
| **Task 6 – P3.6** | Describe the potential Product Innovation benefits to a company without a current presence, and state how Social Media Service sharing would improve business relations with customers. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Wider resources for development** | | | | | | | | | **Faster Time to market** | | | | | | | | | | | | **Wider marketplace (global** | | | | | | | | | | | | | **Sharing wider data** | | | | |
| **Task 7 – M3.1** | Create a Social Media Guideline Document that outlines the companies Social media plans, its hope of successes and how it will deal with Sales and Marketing online. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Purpose and Aim** | | | | | | **Twitter Guidelines** | | | | | | | | | | | **LinkedIn Guidelines** | | | | | | | | | | | | | | | **Media Sharing Guidelines** | | | | | | |
| **Facebook Guidelines** | | | | | | **Blogs Guidelines** | | | | | | | | | | | **Wiki Guidelines** | | | | | | | | | | | | | | | **Business Functions Guidelines** | | | | | | |
| **Marketing Guidelines** | | | | | | **Sales Guidelines** | | | | | | | | | | | **Customer Service Guidelines** | | | | | | | | | | | | | | | **Product Innovation Guidelines** | | | | | | |
| **Task 8 – D3.1** | Create a Social Media Guideline Document that outlines the Timeline and Milestone Social media plans that takes into consideration all the development stages. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |
| **Task 8 – D3.2** | Create a Social Media Guideline Document that outlines the Success Criterion and Benefits that come with them. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | |  | |