

Cambridge TECHNICALS LEVEL 2

IT

Unit 16

Using social media channels for business

Model assignment

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Please note:

You can use this assignment to provide evidence for summative assessment, which is when the learner has completed their learning for this unit and is ready to be assessed against the grading criteria.

You can use this assignment as it is, or you can modify it or write your own; we give more information in this document under Guidance for tutors.

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Guidance for tutors on using this assignment

General

OCR Cambridge Technical model assignments are available to download from our website: www.ocr.org.uk.

The purpose of this assignment is to provide a scenario and model of tasks that are typical of how an IT practitioner could develop social media channels to meet the business needs of an organisation, to enable you to assess your learner against the requirements specified in the grading criteria. The scenario and its tasks are intended to give a work-relevant reason for applying the skills, knowledge and understanding needed to achieve the unit.

This assignment will not instruct learners how to meet the highest grade. Whether learners achieve a pass, merit or distinction will depend on what evidence they produce.

You can modify the scenario we provide in this assignment to make it more relevant to your local or regional needs. Please refer to the information under 'Modifying the model assignment' later in this section.

You don't have to use this assignment. You can use it as a guide to help you to design your own assignment, and we provide an assignment checking service. You'll find more information on these matters in section 8 of the qualification handbook.

In the tasks, we'll refer to the format of evidence. Learners are **not** required to follow that format **unless** we tell them otherwise.

It's essential that the work every learner produces is their own. Please make sure you read through the information we give on authenticity in section 8 of the qualification handbook and make sure that your learners and any staff involved in assessment understand how important authenticity is.

We provide this assignment to be used for summative assessment. You must not use it for practice or for formative assessment.

Before using this assignment to carry out assessment

Learners will need to take part in a planned learning programme that covers the knowledge, understanding and skills of the unit.

When your learners are ready to be assessed, they must be provided with a copy of the following sections of this assignment:

- General information for learners
- Assignment for learners
- Evidence Checklist

They may carry out preparation prior to undertaking the tasks and there is no time limit for this.

When completing the assignment

You should use this assignment in conjunction with the unit specification and qualification handbook.

This assignment should take between 6 and 10 hours to complete depending upon the level of complexity of the learners' social media channel designs.

Resources to complete the tasks

There are no specific resources that you need to make available to learners when they are taking this assignment.

Time

You should plan for learners to have 6–10 hours to complete this assignment.

Learners must be allowed sufficient time to complete all the tasks. The amount of time may vary depending on the nature of the tasks and the ability of individual learners. To help with your planning, against each of the tasks we've given an indication of how long it should take.

Learners can produce evidence in several sessions.

Format of evidence

Learners have to produce evidence that demonstrates how they have met the grading criteria. At the very least they must produce evidence that meets **all** of the pass criteria.

Please make sure your learners realise that missing just one pass criterion means they will not pass the unit, even if they have successfully met the merit and distinction criteria.

It's possible that certain formats for evidence can naturally cover several grading criteria and avoid the need for excessive amounts of evidence. For example, a report can be a good way to pull together evidence to meet several grading criteria.

For more guidance on generation and collection of evidence, please refer to the section 8 'Internal Assessment', in the qualification handbook.

Group work

This assignment hasn't been written to include group work.

After completing the assignment

Once the learner has submitted their work to you to be assessed, you must judge or 'mark' the work against the grading criteria for the unit and identify one grade for the unit. For further information about assessment, please refer to section 8 of the qualification handbook.

Your assessment decisions must be quality assured across the cohort of learners in your centre who are being entered for the same unit. This must be done through an internal standardisation process. We give information on internal assessment and standardisation in the qualification handbook.

Reworking the assignment

If you and the learner feel they've not performed at their best during the assessment, the learner can, at your discretion, improve their work and resubmit it to you for assessment. If a learner is working on improving their work before it is resubmitted, you and the learner must continue to make sure the work is the learner's own.

Any feedback you give to the learner must not direct them on how to improve their work. You can identify what area of the work could be improved but you cannot give the learner any details about how they could improve it. You must follow the guidelines given in section 8 of the qualification handbook under 'Authenticity of learner work'.

Modifying the model assignment

The tasks in this assignment allow learners access to the full range of grades detailed in the grading criteria of this unit.

If you modify this assignment you must **not** change the grading criteria provided in the tasks for the learner or in the evidence checklist. These grading criteria are taken from the unit.

You can modify the scenario to suit your local or regional needs and the tasks may be contextualised to match any changes you have made to the scenario. If you supply your own drawings to support a different scenario, these must be sufficiently detailed for learners to complete the tasks.

You can modify the type of evidence and the format it takes, unless we expressly state that evidence must take a specific format.

You must also make sure that you avoid discrimination, bias and stereotyping and support equality and diversity. For more information, please see the section 'Designing your own assignments for internally assessed units' in section 8 of the qualification handbook.

If modifications are made to the model assignment, whether to the scenario alone, or to both the scenario and individual tasks, it's your responsibility to make sure that all grading criteria can still be met and that learners can access the full range of grades.

If you're using this model assignment and delivering the Certificate you have an opportunity to secure meaningful employer involvement by working with an employer to modify it.

General information for learners

Q *What do I need to do to pass this assignment?*

A You need to produce evidence to meet the requirements of **all** the pass criteria for the unit this assignment relates to. If you miss just one pass criterion, you will not achieve this unit and will receive an unclassified result.

Q *What do I need to do if I want to get a merit or distinction for this assignment?*

A For a merit, you need to produce evidence to meet the requirements of **all** the pass criteria for the unit this assignment relates to **and** you need to produce evidence to meet **all** the merit criteria.

For a distinction, in addition to the above, you also need to meet **all** the distinction criteria for this unit.

Q *What help will I get?*

A Your tutor will support you when completing this assignment and will make sure that you know what resources or facilities you need and are allowed to use. We've given your tutor information about how much support they can give you.

Q *What if I don't understand something?*

A It's your responsibility to read the assignment carefully and make sure you understand what you need to do and what you should hand in. If you are not sure, check with your tutor.

Q *I've been told I must not plagiarise. What does this mean?*

A Plagiarism is when you take someone else's work and pass this off as your own, or if you fail to acknowledge sources properly. This includes information taken from the internet.

It's not just about presenting a whole copied assignment as your own; you will also be plagiarising if you use the ideas or words of others without acknowledgement, and this is why it's important to reference your work correctly (see Q&A below for more information on referencing).

Plagiarism has serious consequences; you could lose the grade for this unit or you may not be allowed to achieve the whole qualification.

Always remember that the work you produce must be your own work. You will be asked to sign a declaration to say that it is.

Q *What is referencing and where can I find out more information about it?*

A Referencing is the process of acknowledging the work of others. If you use someone else's words and ideas in your assignment, you must acknowledge it, and this is done through referencing.

You should think about why you want to use and reference other people's work. If you need to show your own knowledge or understanding about an aspect of subject content in your assignment, then just quoting and referencing someone else's work will not show that **you** know or understand it. Make sure it's clear in your work how you are using the material you have referenced **to inform** your thoughts, ideas or conclusions.

You can find more information about how to reference in *The OCR Guide to Referencing* available on our website: <http://www.ocr.org.uk/Images/168840-the-ocr-guide-to-referencing>

Q **Can I work in a group?**

A This assignment hasn't been written to include group work.

Q **Does my work for each task need to be in a particular format?**

A You can present your work in a variety of ways – it can be handwritten, word-processed, on video or in digital media. What you choose should be appropriate to the task(s) and your tutor can advise you about this. There may be times when you need proof that you have completed the work yourself: for example, if you do something during work placement that you want to use as evidence, the tutor might ask the employer to provide a witness statement.

Make sure you check the wording in each task carefully. For each task, we'll tell you if your evidence has to be in a specific format:

- If we use the word '**must**', for example 'You must produce a report' or 'Your evidence/work must include a diagram', then you must produce the work in the stated format.
- If we use the word '**could**', for example 'You could include sketches of your ideas' or 'You could do this by annotating your diagram', this means that you are not required to follow the format we have given, but you must make sure that the work you do produce allows you to demonstrate the requirements of the grading criteria.

If you are unsure about what evidence you need, please ask your tutor.

Q **Can I ask my tutor for feedback on my work?**

A Yes, but they can't give you detailed feedback.

We have given your tutor instructions on what kind of feedback they can give you. For example, they are **not** allowed to tell you exactly what to do to make your work better, but they **can** remind you about what they've taught you and you can use this additional learning to try and improve your work independently. They can say what they've noticed might be wrong with your work, for example if your work is descriptive where an evaluation is required, but your tutor can't tell you specifically what you need to do to change it from a description to an evaluation – you will need to work out what you need to do and then do it for yourself.

Q **When I have finished, what do I need to do?**

A If you have included the personal details (such as name, address or date of birth) of someone other than yourself in your work, this must be blanked out (anonymised) – your tutor will tell you how to do this. You don't need to do this for information contained in references.

You can complete the evidence checklist to show your tutor where they can find the evidence for each grading criterion in your work.

You should make sure your work is labelled, titled and in the correct order for assessing.

Hand in the work that you've completed for each task to your tutor. They might ask to see your draft work, so please keep your draft work in a safe place.

Q **How will my work be assessed?**

A Your work will be marked by someone in your centre who has been authorised to do so. They will use the information in the grading criteria to decide which grade your work meets. The grading criteria are detailed in each unit and are also given in the tasks within this assignment. Please ask your tutor if you are unsure what the grading criteria are for this assignment.

Assignment for learners

Unit 16: Using social media channels for business

Scenario

Social media plays a large role in the way people communicate with each other. It has also become a powerful tool for businesses to communicate and interact with its customers.

Organisations need to use social media effectively in order to maximise their potential.

Progress Academy

The SMT at Progress Academy would like to develop its marketing campaign to include the use of social media channels.

Marketing campaigns are very important to Progress Academy because they are used to advertise the courses and curriculum that it offers and are fundamental to maintaining and increasing the number of students wishing to enrol.

The number of enrolled students has a direct link to the financial security of the Academy and is a primary objective of the business.

Social media channel specification

- Must positively promote the excellent reputation of the Academy.
- Increase the number of students wishing to enrol.
- Advertise and promote the courses available.
- Celebrate the achievements of the Academy.
- Must have student and parent involvement
- Should include video and multimedia.
- Must provide opportunity for feedback and reviews.
- Promote the Academy as a centre of excellence for education.
- Attract students from other countries.

Task 1: Know the social media channels used in business

(This task should take between 1 and 2 hours.)

Learning Outcome 1: Know the social media channels used in business

Your task is to: outline the purpose of different social media channels used in business and explain any potential issues.

The SMT at Progress Academy would like to use social media to promote its curriculum and increase the number of students wishing to enrol.

The use of social media is new to the SMT and so you have been asked to research social media channels that are currently being used by organisations and outline the purpose and benefits that the use of social media is providing.

The SMT would also like to know about the possible negative impacts or problems that may be encountered by Progress Academy when using social media channels.

You will present your research to the SMT.

Pass	Merit	Distinction
P1: Outline the purpose of different social media channels used in business	M1: Explain the potential issues for businesses when using social media	
Evidence		
<p>A written report, information guide, presentation with speaker notes or information poster.</p> <p>This must include:</p> <ul style="list-style-type: none"> • a variety of social media channels; • a number of social media types e.g. forums, e-commerce or publishing; • benefits e.g. brand awareness, new customers or sharing views; • explanation of a range of issues e.g. hackers, legislation or negative customer reaction. 		

Task 2: Select social media channels to meet the business need(s)

(This task should take between 2 and 3 hours.)

Learning Outcome 2: Be able to select social media channels to meet a business need

Your task is to: select social media channels that would be appropriate for Progress Academy and justify how the effectiveness of the channels could be measured.

The Progress Academy SMT is very pleased with the research you have completed and it now wishes to incorporate the use of social media channels as part of its marketing campaign. Due to budget restrictions the SMT only wishes to develop the use of social media channels that will best support its social media specification.

You have been asked to select appropriate social media channels that could be used by Progress Academy that best meet the requirements of its specification, giving reasons for your selection.

The SMT has also asked how it can be sure that the social media channels will be productive and how the effectiveness of the channels can be reliably measured.

Pass	Merit	Distinction
P2: Select social media channels to meet an identified business need giving reasons for your selection		D1: Justify how the effectiveness of the selected social media channels will be measured
Evidence		
<p>A written report or detailed presentation with speaker notes.</p> <p>This must include:</p> <ul style="list-style-type: none"> • identification of the business needs, purpose and audience; • reasons for social media channel selection plus any rejected channels; • possible social media channels tools that may be used; • justification of how the effectiveness will be measured using appropriate criteria. 		

Task 3: Create content for social media channels to meet the business need(s)

(This task should take between 3 and 5 hours.)

Learning Outcome 3: Be able to create content for social media channels to meet business needs

Your task is to: develop the content of the selected social media channels to meet the needs of Progress Academy. Your design content should be compared with similar organisations content.

The SMT at Progress Academy has now approved your choice of social media channels and would like to progress to the next stage.

You have been asked to develop appropriate content for social media channels. The SMT has reemphasised that the content must support the primary business function of the Academy and satisfy the needs of the social media specification.

The Board of Governors at Progress Academy would also like assurance that your proposed content is similar to the content used by other academies and so it has asked you to compare your social media designs with other, already established, social media channels used by educational organisations.

You will present your comparison research to the Board of Governors.

Pass	Merit	Distinction
P3: Develop content for the selected social media channel to meet the specified business need	M2: Compare and contrast your social media content with content created for a similar business need	
Evidence		
Annotated plans (hand drawn or digital), report or a table and a presentation (with speaker notes).		
This must include:		
<ul style="list-style-type: none">• designs e.g. storyboards, visualisation diagrams or mood boards;• a range of software tools to be used;• legislation restrictions;• clear comparison of social media channels used by educational organisations (which will include both.		

Evidence Checklist

OCR Level 2 Cambridge Technicals in IT Unit 16: Using social media channels for business

LEARNER NAME:

For Pass have you: (as a minimum you have to show you can meet every pass criterion to complete the unit)	Where can your tutor find the evidence? Give page no(s)/digital timings, etc.
P1: Outlined the purpose of different social media channels used in business?	
P2: Selected social media channels to meet an identified business need giving reasons for your selection?	
P3: Developed content for the selected social media channel to meet the specified business need?	

For Merit have you:	Where can your tutor find the evidence? Give page no(s)/digital timings, etc.
M1: Explained the potential issues for businesses when using social media?	
M2: Compared and contrasted your social media content with content created for a similar business need?	

For Distinction have you:	Where can your tutor find the evidence? Give page no(s)/digital timings, etc.
D1: Justified how the effectiveness of the selected social media channels will be measured?	

To find out more

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or call our Customer Contact Centre on **02476 851509**

Alternatively, you can email us on **vocational.qualifications@ocr.org.uk**



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