Applied IT Transition Activity

In your first year of Applied A-Level in IT you’ll learn about running a social media campaign for a business, as well as the use of database management systems, like Microsoft Access.

Complete the tasks below to help you start to investigate the area of Social Media for Business.

1. Identify three social media campaigns that were highly successfully in raising awareness of a company’s brand. This could be from any social media platform (e.g. Facebook, Twitter, Instagram).

An example would be the Spotify #2019Wrapped campaign.

Campaign #1 ………………………………………………………………………………………………………………………………………

Campaign #2 ………………………………………………………………………………………………………………………………………

Campaign #3 ………………………………………………………………………………………………………………………………………

2. What do you think made each of these campaigns extremely successful?

Campaign #1 ………………………………………………………………………………………………………………………………………

Campaign #2 ………………………………………………………………………………………………………………………………………

Campaign #3 ………………………………………………………………………………………………………………………………………

3. Some business make serious errors in judgement with their social media posts which can bring negative publicity to the business. Identify three businesses that made a social media post that had negative consequences, and what mistake did they made?

Post #1 ……………………………………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………………………………………………….

Post #2 ……………………………………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………………………………………………….

Post #3 ……………………………………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………………………………………………….

4. Imagine you’ve been hired by a sportwear brand to run a summer social media campaign for them to raise brand awareness and advertising their clothing.

Use <https://spark.adobe.com/> to create a graphic & <https://admocks.adparlor.com/> to mock up a social media post for this campaign.

Paste your final social media post mockup into this document.