

# Information Technology Course Structure

**Yr 13**

Unit 1  
**Information  
technology  
systems**  
Exam



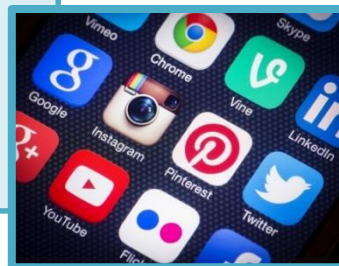
Unit 2  
**Creating systems**  
Controlled  
assessment



**Yr12**

Unit 3  
**Using social media  
in business**  
Coursework

**Yr12**



**Web development**  
Coursework  
**Yr13**



# Social Media in Business

Social media is a **huge, exciting & dynamic** part of our lives!  
But, rather than focusing on personal use, in IT you will be looking at  
how **businesses use social media** to create **campaigns**.



# Social Media campaigns

Every day, brands try to connect with consumers on their level, running campaigns on **Twitter, Instagram, Facebook, and Snapchat...**

In year 12, you will be **designing a social media campaign** for a **business.**

**Examples...**

# The Last Selfie WWF

WWF used the idea that selfies disappear off Snapchat after 10 seconds to illustrate the disappearance of endangered species around the world.

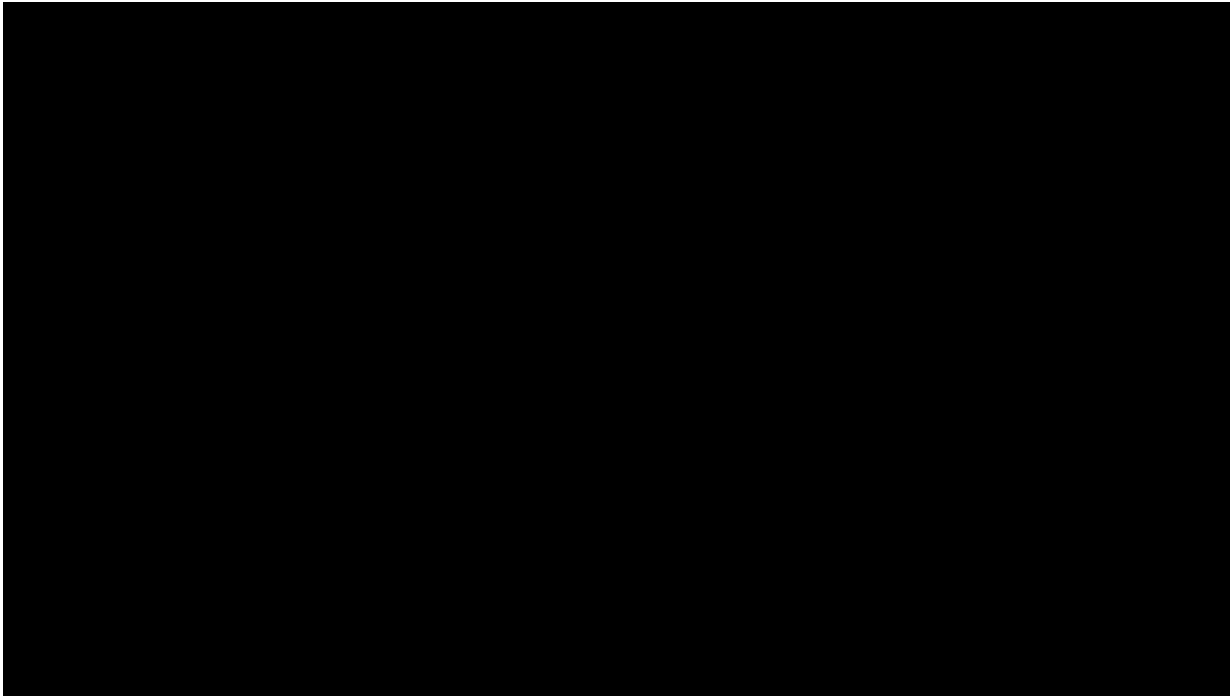
They all send the same message, "Don't let this be my #lastselfie"



# This Girl Can Sport England

The initiative aims to **inspire women** of all ages to **participate in physical activity and exercise**.

This Girl Can films have been viewed 37 million times YouTube & Facebook.



540,000 women and girls have joined the **This Girl Can** social media community. There has been **660,000 tweets** using [#ThisGirlCan](#)



# Without Shoes

# TOMS

Shoe company TOMS launched an **Instagram campaign** calling for people to **take pictures** of their **bare feet** using **#withoutshoes** & **donated a pair of shoes for every snap taken.**



The campaign lasted for *two weeks* and resulted in the company handing over a grand total of **296,293 pairs!**

# Summer Task

1. Research **social media campaigns** design 3 slides about 3 other successful social media campaigns.
2. What did the campaigns involves & why it is used.

