**Personalised Learning Checklist**

Subject: IT Unit 3 Learning Aims B&C

Year group: 12

Dear Student,

During the academy closure you have been set a number of tasks. The list below is the learning you should have completed. Your teacher will use the list to check your progress during this time. It may be used for short quizzes, mini assessments or homework. Where there are gaps your lessons will focus on improving your knowledge and understanding.

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| --- | --- | --- | --- | --- |
| Objective | My personal RAG rating (Red- do not understand, Amber- some understanding, Green- I am confident | | | Teacher RAG rating |
| **B1 Social media planning processes**  Processes to consider when planning the potential use of social media in a business, including:  • the specific business requirements  • content planning and publishing  • developing online communities  • enforcing social media policies. | RED | AMBER | GREEN |  |
| **B2 Business requirements**  Working with a client to set requirements for the use of social media and the potential  benefits for the business when compared to traditional promotion methods.  • Establishing timescales and responsibilities for the use of social media within a business.  • Identifying criteria for measuring success of the use of social media within a business.  • Selection of social media websites to use by matching site profiles to requirements in  terms of a business use of social media.  • Identifying targets for the use of social media, number of followers, ‘likes’ and shares. | RED | AMBER | GREEN |  |
| **B3 Content planning and publishing**  Planning posts and other content to be published on social media websites, including:  • identifying a target audience (e.g. age, gender, interests, income)  • linking type of content to target audience to ensure it is engaging  • researching keywords (e.g. Google AdwordsTM) and creating keyword strategies to  help users identify content  • researching the best time to publish content and creating a publishing schedule  (type of content, frequency, day and time). | RED | AMBER | GREEN |  |
| **B4 Developing an online community**  Working with a client to develop a strategy to encourage online community building, including:  • use of promotional techniques, e.g. requesting feedback, surveys, special offers and  creating links between social media websites and company e-commerce site  • monitoring social media website streams and responding to queries, requests  and complaints. | RED | AMBER | GREEN |  |
| **B5 Developing a social media policy**  Working with a client to create a social media policy applicable to businesses, including:  • company philosophy (identifying and reflecting this in posted content)  • promotion of honesty and respect in posted content  • ways to ensure confidentiality of information  • methods of dealing with security issues  • separation of company and personal content  • legal and ethical considerations. | RED | AMBER | GREEN |  |
| **B6 Reviewing and refining plans**  Working with a client and other relevant stakeholders to improve the quality, effectiveness and  appropriateness of the plans, including:  • gathering feedback from a client and potential users  • communicating with a client, e.g. email, verbal communication  • scheduling and documenting meetings  • agreeing and adjusting timescales  • refining ideas and solutions. | RED | AMBER | GREEN |  |
| **C1 Creating accounts and profiles**  • Sign-up, creation and administration of social media website business accounts.  • Creation and set-up of a company profile.  • Customisation and configuration of the company profile, including privacy settings,  colour schemes, images, text and other assets that follow branding guidelines. | RED | AMBER | GREEN |  |
| **C2 Content creation and publication**  • Carry out research in order to produce engaging content for the intended target audience.  • Produce, publish and manage content.  • Improve visibility of published content.  • Methods to encourage audience interaction, e.g. use of images, phrasing of text content,  timing of posts to coincide with times when followers are online.  • Integration of information across company e-commerce website and social media websites.  • Adapting and testing content on different device platforms, e.g. mobile phones, tablets  and notebooks. | RED | AMBER | GREEN |  |
| **C3 Implementation of online community building**  • Implementation of an online community building strategy, including:  o use of hashtags, sharing and tagging  o finding and joining groups and contributing information  o following people and businesses.  • Monitoring and responding to comments; importance of prompt responses.  • Using tools and techniques to automate content posting. | RED | AMBER | GREEN |  |
| **C4 Data gathering and analysis**  Gathering and interpreting data on social media websites using dedicated tools,  e.g. Facebook Insights, Twitter Analytics, Google Analytics and TweetReachTM.  • Identifying interaction relating to individual posts.  • Identifying audience profiles, e.g. age, location.  • Monitoring number of ‘likes’ and ‘shares’.  • Comparison of intended target audience versus actual audience.  • Identification of posts and types of content which create the highest levels of interaction.  • Identifying the number of visitors who ‘click through’ to company e-commerce website. | RED | AMBER | GREEN |  |
| **C5 Skills, knowledge and behaviours**  • Planning and recording, including the setting of relevant targets with timescales, how  and when feedback from others, such as customers and social media followers, will  be gathered.  • Reviewing and responding to outcomes, including the use of feedback from others,  e.g. customers and social media followers who can provide feedback on the quality and  suitability of the features against the business requirements.  • Demonstrating own behaviours and their impact on outcomes, to include professionalism,  etiquette, supportive of others, timely and appropriate leadership, accountability and  individual responsibility.  • Evaluating outcomes to help inform high-quality justified recommendations and decisions.  • Evaluating targets to obtain insights into own performance. | RED | AMBER | GREEN |  |