



# Level 3 Information Technology

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Y12 PREPARATORY TASKS

# What is Social Media?

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1. Name as many Social Media systems as you can (Can you get 10? - collate all the logos)
2. What are their characteristics/ features - e.g. - what can you 'do on them'? (Show pictures of as many features/ tools on, for example, FB and Insta.)
3. Why are they so popular? (5 reasons)
4. Why do new features get added regularly?
5. How can Social Media sites be used to promote and advertise products and services?
6. What risks are there in using Social Media to both companies and individuals?