**BTEC Extended Certificate - ICT**

In general, each social media website has its own unique features and structure that make it different from others. You are required to carry out research and complete the table below. The first social media tool has been completed for you as an exemplar.

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| **Social media Website** | **Key features and structures** | **Target audience** |
| **Facebook**  Related image | Connect to 'friends' - both real-world friends and acquaintances, and people you only know virtually through social media (often friends of friends). Friends post status updates, photos/videos or links and interact with others by 'liking', commenting on posts or by sharing posts.  Dashboard view showing newsfeed, links to messages, events, friends, groups, pages, apps and adverts.  Groups - both public and private social groups for friends with a common interest, different communities.  Pages - clubs and societies as well as businesses may have a page which users can join to see their posts.  Newsfeed - a scrolling panel in the centre of the FacebookTM main display shows posts from you, your friends, groups and pages that you have liked. Events - both public and private events can be organised with a dedicated page.  Targeted advertising and trending articles appear in a sidebar on the right of the page. | Individuals who want to know what is happening in the lives of their friends and family.  People who want to follow particular interests using groups.  Businesses who want to promote their  Products and services. |
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