



**HAMPSTEAD SCHOOL**

Learning together Achieving together

**Y11 – Y12**

# **Summer Bridging Tasks**

**2023**

## **BTEC Information Technology**

Name: \_\_\_\_\_

- You should spend some time during the summer holidays working on the activities in this booklet.
- You will be required to hand in this booklet in your first lesson at the start of Year 12 and the content will be used to form the basis of your first assessments.
- You should try your best and show commitment to your studies.
- We are really looking forward to you coming to Hampstead School Sixth Form and studying BTEC Information Technology

## Social Media

Social Media is a huge part of many people's lives on a day-to-day basis; it is used for a huge variety of different things depending on the need of the user.

Businesses use social media for a variety of different reasons and I want you to look into how a company can use social media to help further their business.

Your task is to choose a company, research the following things, and bring this data with you to the taster session:

- What social media does this company use?
- What sort of posts did this company post?
- How many followers do they have on each platform?
- How often did this company post?
- What data can this company get from using social media?
  - How do they gauge how successful their posts are?
- Would this be the same measure for every social media?
- What changes would you make to their social media presence to improve it?
  - How would you measure these improvements?
  - Can you find their social media policy? Summarise this.

With this information, I would like you to write a 2 page report that summarises the answers of each of these questions.

The report should:

- Include subheadings for different topic.
- Be no bigger than size 12 font.
- Can include images
- Should be two pages long.

## Web Development

You will be coding your own website in Year 12, so to get a head start, complete the below courses, and show evidence of what you have produced at the end of each course. You will need to sign up to codecademy, but only the free version.

- Learn HTML - <https://www.codecademy.com/learn/learn-html>
- Learn CSS - <https://www.codecademy.com/learn/learn-css>
- Learn JavaScript - <https://www.codecademy.com/learn/introduction-to-javascript>