



SIXTH FORM SUMMER PROJECTS 2026

BTEC Information Technology

INFORMATION TECHNOLOGY

Find and identify a business that has used Social Media advertising, this could be via Facebook, Instagram, X, Snapchat or YouTube and answer the following:

- What company was the campaign for?
- What was the campaign advertising?
- What social media platforms were used?
- What features did the campaign have? (Examples could be viral video or a hash tag on X)
- Comment on whether, in your opinion, the campaign was successful.
- Describe at least one improvement you would make to the campaign.

Present your findings using any format you prefer, for example, you could write an essay, design a poster or create a leaflet discussing the campaign that you have researched.



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