

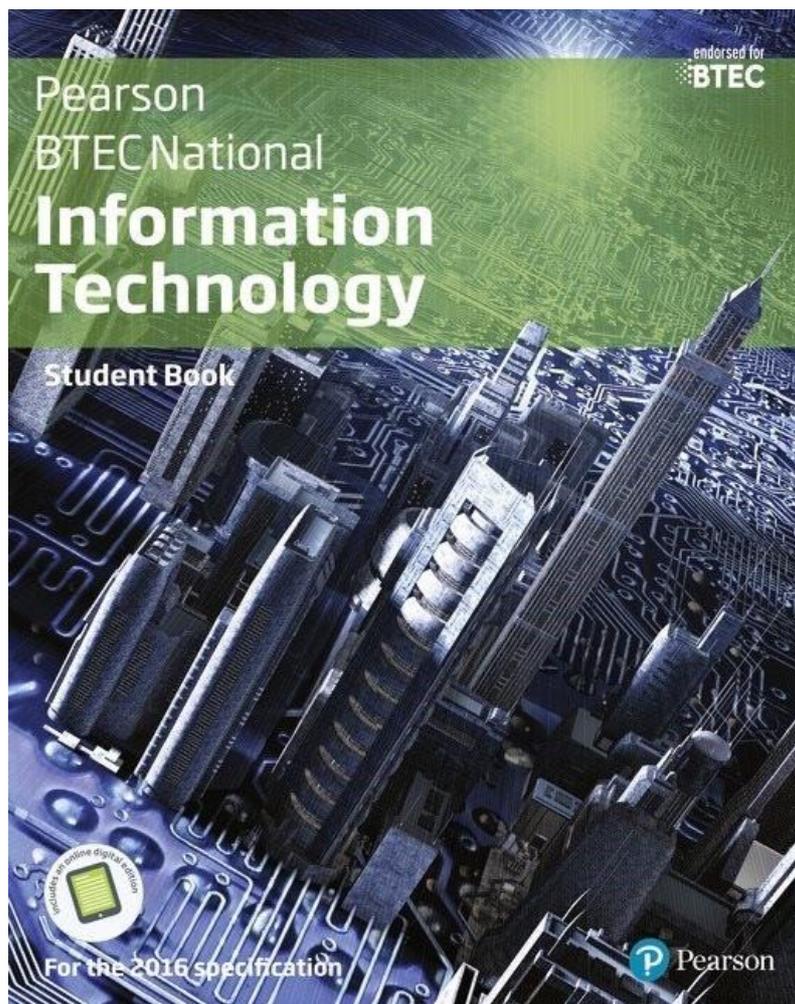
# Getting Ahead – Summer Work

#BrockFreshers

IT Level 3 Extended Certificate (one A level equivalent)

Books:

The core text is: BTEC National Information Technology Student Book.  
ISBN: ISBN: 9781292140308



Films:

- The Imitation Game (2014)
- Snowden (2016)
- The Social Network (2010)
- We Live in Public (2009)
- Blackhat (2015)
- Zero Days (2016)



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## Websites:

- W3 Schools Online Web Tutorials <https://webfoundation.org/>
- Udemy, free course on social media management:  
<https://www.udemy.com/course/social-media-for-business/>

## TV Shows:

Watch Click on BBC iPlayer for the latest weekly news from the world of computing and IT.

## Podcasts:

If you are interested in privacy and digital security, this is the podcast for you: The Security, Privacy and Osint Show:

[https://open.spotify.com/show/6QPWpZJ6bRTdbki7GgLHBM?si=Xs0B\\_26zQWyO3z8I0Jj2Ug](https://open.spotify.com/show/6QPWpZJ6bRTdbki7GgLHBM?si=Xs0B_26zQWyO3z8I0Jj2Ug)

Weekly tech news from The Wired Podcast:

<https://open.spotify.com/show/4IUqFpahx5eB6zuJLKlaJD?si=0tpJMHxUSiGkuSe7sjPrcQ>

The Guardian's digital culture podcast, Chips with Everything, contains an entertaining, eclectic mix of digital questions you will be glad to know the answers to!

<https://www.theguardian.com/technology/series/chips-with-everything>



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## Study tasks:

### Study task 1

Read the fascinating history of the web here <https://webfoundation.org/about/vision/history-of-the-web/> and answer the following questions:

1. Who invented the world wide web?
2. What problem was this person trying to solve?
3. What is the main language of the web?
4. What did the inventor of the web do that allowed the web to take off?

### Study task 2

Let's start thinking about social media

Social media can be defined as “websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone” (Cambridge Dictionary, 2020). Organisations use social media for the following reasons:

- creating an image or brand
- promoting products and/or services
- communicating with customers
- resolving queries and complaints

Your task is to research how organisations use social media. Do some research by visiting a range of web sites. Take a look at how they use social media. Find an example of a business using social media for each of the reasons, above. Take a screen shot.

There is an example, below, to get you started. In this screenshot (taken from <https://www.socialmediaexaminer.com/exceptional-customer-service-on-twitter/>) JetBlue use Twitter to respond to a customer complaint

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 **Ryan Michael Lazo** @RMLazo13 2h  
Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue  
[Details](#)

 **JetBlue Airways** @JetBlue 1h  
[@RMLazo13](#) Please send us your flight number and we'll try to get an update for you.  
[Details](#)

 **Ryan Michael Lazo** @RMLazo13 [Follow](#)

[@JetBlue](#) The flight No. Is 2201. I believe the plane is still in New York as we speak.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

9:09 AM - 1 Jul 13

Reply to [@RMLazo13](#) [@JetBlue](#)

 **JetBlue Airways** [Verified](#) @JetBlue 1h  
[@RMLazo13](#) Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.  
[Details](#)

## Study task 3

Organisations don't always get social media right and mistakes can be embarrassing and damaging for their reputation.

In 2013 Tesco hit the headlines for an inappropriate social media post on Twitter. Find out what happened, and summarise it in 100 words (hint, the search term: 'Tesco social media horse' will help you). Add a conclusion to your summary, describing how this may have damaged the Tesco image.

Bring your study task work to our first lesson in September.