

OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

Output 2: Business and Computing Employer PBL Brief
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Business and Computing Employer Brief

“Over the past 12 months Facebook and other social media sites have changed the way they work with regards to advertisements. Algorithms have been re-written and we no longer have the breadth of audience that we once had. We are struggling to get information out to our followers and potential new clients through social media and we are looking for solutions to help with this problem. Can you think of any way we could counter this and find new customers? Any help would be greatly appreciated.