Description Attached is the assignment brief along with some sources that might be useful. The assignment is to research thoroughly the adoption of social media within the secondary education in the UK (examples worldwide can be included in the literature review) in order to determine how it has transformed the way organizations within secondary education interact with their stakeholders, that is, their employees, partners, customers/clients, suppliers and other parties.  I have some of the links of the papers I have found. INTRODUCTION - MAIN BODY Social media & tools relevant to sector; their purpose and activities Adoption issues; business drivers, benefits, opportunities, obstacles Innovation issues Impact analysis