



Oxford Cambridge and RSA

Tuesday 6 June 2023 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 6: Social media and globalisation

Time allowed: 1 hour 30 minutes

C364/2306



No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

Candidate number

First name(s) _____

Last name _____

Date of birth

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INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

SECTION A

1 (a) Identify **four** social media channels that media professionals might use to collect audience feedback on their media products.

- 1
- 2
- 3
- 4

[4]

(b) Identify and explain **one** way that using social media channels can lead to innovation for media professionals.

Use examples to support your answer.

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[3]

2 (a) Explain the term **proliferation of social media**.

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[3]

(b) Identify **two** media regulators and explain how each might impact on the type of content that can be shared across social media.

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[6]

3 Identify **two** issues that audiences need to be aware of when reading social media posts.

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[2]

4 Identify **two** online tools that can be used to help increase the chances of a social media marketing campaign being successful.

Explain why each would be suitable for this purpose.

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[4]

SECTION B

MontyBella Rescue UK are a new animal rescue and rehoming charity. MontyBella need a social media marketing campaign to promote their work. International pet food company 'Freddie and Fido' are their major sponsor, and they are supporting all MontyBella's charitable events. MontyBella want to make sure that their main message, 'Caring for the Animals', appeals to all age ranges and socio-economic groups. Their first major national initiative is 'Care not Cold' to encourage people to adopt an animal in the winter months. MontyBella have six months to promote this initiative across social media.

6* Develop a social media marketing campaign that will promote MontyBella Rescue UK's work and their national initiative 'Care not Cold'.

In your campaign, you must include the following aspects:

- Key milestones and deadlines of campaign marketing content.
- Social media channels that can be used to reach a variety of audiences.
- Methods to measure the success of social media content.

You should justify your choices and decisions made.

[30]

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s), for example, 1(b) or 5.

A large vertical rectangular area containing 25 horizontal dotted lines, intended for writing answers.

A vertical solid line runs down the left side of the page. To its right, there are 25 horizontal dotted lines spaced evenly down the page, providing a guide for handwriting practice.

A series of horizontal dotted lines for writing, spanning the width of the page.



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