

Modified Enlarged 24 pt

**OXFORD CAMBRIDGE AND RSA
EXAMINATIONS**

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 plus your
additional time allowance**

No extra materials are needed.

Please write clearly in black ink.

Centre
number

--	--	--	--	--

Candidate
number

--	--	--	--

First name(s) _____

Last name _____

Date of
birth

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

READ INSTRUCTIONS OVERLEAF

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 (*).

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.

[3]

2 (a) Explain the term **PROLIFERATION OF SOCIAL MEDIA.**

[3]

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

1

2

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

1

2

[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.

1

2

[4]

BLANK PAGE

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]

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.

Lined area for writing answers, consisting of 18 horizontal lines.



Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.

© OCR 2023

Version 2