

Modified Enlarged 18 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**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
birth**

D	D	M	M	Y	Y	Y	Y
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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]

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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