

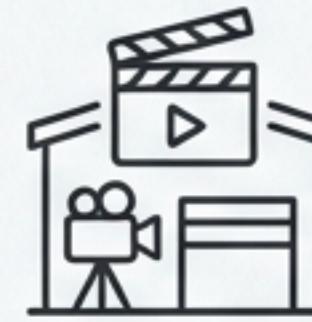
R093 Social Media: The Guided Mastery Deck

From Core Concepts to Exam Success



Defining the Digital Dialogue

Social media refers to platforms and apps where users can create, share and interact with content.



Producer



Audience



iMedia: For media products and campaigns, social media allows two-way communication between producers and audiences, used to share trailers, teasers, behind-the-scenes clips, competitions, polls and links.

Your Foundational Checklist



Create, Share, Comment: Social media allows users to create, share and comment on content.



Part of a Bigger Campaign: It is often used alongside traditional media.



Highly Targeted: Content can be targeted using hashtags, promoted posts and user data.



Trackable Engagement: Likes, shares, and comments can be tracked and analysed with analytics tools.



Laws and Regulations Apply: Organisations must follow laws, regulations and platform guidelines.

The Campaign Toolkit: How Organisations Deploy Social Media

Content Types



Share trailers, teasers and behind-the-scenes clips.



Post still images, posters, memes and short updates.



Use stories, reels and shorts for quick, visual content.

Campaign Activities



Run competitions, polls and Q&A sessions to boost engagement.



Collaborate with influencers and partners to reach new audiences.



Link out to websites, streaming services or online shops.

The Strategic Balance Sheet

Advantages



Interactive two-way communication with audiences.

Highly targeted adverts using interests and behaviour.

Fast, low-cost distribution with viral potential.

Risks



Negative comments, trolling and reputational damage.

Misinformation, misuse of hashtags or posts being shared out of context.

Privacy concerns and over-reliance on platform algorithms.

From Knowledge to Marks

The next section moves from **theory** into the exam arena. We will deconstruct the exact types of questions you will face, focusing on technique and application. Remember, success is not just about *what* you know, but **how you structure** your answers to meet the  marking criteria.

Blueprint for Precision: Short-Answer Questions (1-2 Marks)

1-Mark Question

Q1. State **one way** a company can use social media to promote a new product. (1 mark)

Action Plan

Provide one clear, specific example. e.g., "Post teaser images," "Share a short video," or "Run a competition."

2-Mark Question

Q2. Explain **one advantage** of using social media instead of posters to reach teenagers. (2 marks)

Action Plan

Step 1: Make a Point: State where teenagers spend their time (e.g., "Teenagers are highly active on platforms like TikTok and Instagram.")

Step 2: Explain the Impact: Connect the point to the campaign's success (e.g., "This leads to greater reach and higher engagement than static posters.")

Building a Developed Answer: Mid-Tier Questions (3-4 Marks)

Q3. Describe one way a hashtag campaign can increase audience engagement. (3 marks)

Step 1: Define the Mechanism

Explain how the hashtag functions to group content.

Step 2: Explain the Result

Describe how this encourages sharing, conversation, or user-generated content.



Q4. Explain two risks that an organisation should consider when using social media for a campaign. (4 marks)

Risk 1

State the first risk (e.g., negative comments).

Then Explain: Detail the possible impact on the organisation (e.g., reputational damage).

Risk 2

State the second risk (e.g., privacy issues).

Then Explain: Detail the possible impact on the audience (e.g., loss of trust).

The 9-Mark Essay: The Structure of Success

The key to a top-level answer is a clear, balanced structure that covers all aspects of the question.

Para 1: The Upside (Part 1)

Focus on key advantages like targeting specific audiences and viral sharing potential.

Para 2: The Upside (Part 2)

Discuss interactivity, user-generated content, and using analytics to track success.

Para 3: The Downside

Discuss key disadvantages like trolling, misinformation, and over-reliance on platform algorithms.

Para 4: The Broader Context

Briefly compare the social media campaign with traditional media support (e.g., TV, posters).

Conclusion: The Final Judgement

Your justified conclusion that weighs the evidence and makes a recommendation.

The 9-Mark Essay: A Winning Conclusion

Your conclusion isn't a summary; it's a final, justified judgement. You must make a recommendation and explain **why** it's the best course of action.

Para 1: The Upside (Part 1)

Focus on key advantages like targeting specific audiences and viral sharing.



Make a Choice:

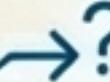
Recommend the best mix of platforms or strategies for the campaign.

Para 2: The Upside (Part 2)

Discuss interactivity, user-generated content, and using analytics to track performance.

Para 3: The Downside

Discuss key disadvantages like trolling, misinformation, and over-reliance on algorithms.



Justify with 'Because...':

Explain *why* your recommendation is the strongest.

Para 4: The Broader Context

Briefly compare the social media campaign with traditional media support.



Weigh Both Sides:

Briefly acknowledge the risks but explain why the advantages outweigh them in this specific scenario.

Conclusion: The Final Judgement

Your justified conclusion that weighs the evidence and makes a recommendation.

Your Mastery Checklist

Can you now confidently...



Give at least three examples of how social media can be used in a campaign.



Explain one advantage and one risk of using social media.



Suggest suitable social platforms for different target audiences and products.