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| **1.3c Social networking practices and ownership** |
| * Learners should understand:   + how contemporary social networking platforms work   + the benefits and drawbacks of social media   + how social networking affects the concept of ownership of media. |

Specification points:

Skills audit:

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| **Criteria** |  |  |  |
| I can identify the difference between different social media platforms e.g. Facebook, Twitter and Snapchat; who uses them, what hey are used for and why. |  |  |  |
| I understand that each platform has its own benefits and drawbacks and that social media as a whole does too. |  |  |  |
| I can explain the implications of sharing media on social media sites and the implications for copyright and libel. |  |  |  |

Teacher feedback:

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Student response:

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**Exam-style questions**

1. Jennie is a photographer. Her manager tells her to join a social network for photographers.
2. List **two** features of social networks that Joe could use for work.

1……………………………………………………………………………………………………………………………………………………………………………………………………………………………….

2……………………………………………………………………………………………………………………………………………………………………………………………………………………………….

**[2]**

1. Jennie has heard that people have been bullied on their social networking pages.

List **two** other potential risks of communicating on social networks.

1……………………………………………………………………………………………………………………………………………………………………………………………………………………………….

2……………………………………………………………………………………………………………………………………………………………………………………………………………………………….

**[2]**

1. Give **two** advantages to Jennie of using social networks, rather than email, to stay in touch with friends.

1……………………………………………………………………………………………………………………………………………………………………………………………………………………………….

2……………………………………………………………………………………………………………………………………………………………………………………………………………………………….

**[2]**

1. Explain why features on Jennie’s photography social network be different from those he uses with friends and family.

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**[3]**