



COURSE UNIT CODE: PRC 301

COURSE TITLE: DIGITAL MEDIA AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATION DEC 2022

COURSE LECTURER – Ms. ELIZABETH THIGA

DEPARTMENT OF COMMUNICATION AND LANGUAGES

Section A – Compulsory

Question 1

- a) The Afya Hospital will conduct a health awareness day at their main branch in Kiambu. You are required to send out a Social Media Release (SMR) to inform the press and the public to attend. Describe **five elements** you would incorporate in your SMR in order to cater for different audiences, as well as enrich it. **(5marks)**
- b) As the Digital Communication expert, which **five** platforms would you use to communicate with the different target audiences, and what content would be on those platforms? **(5 marks)**

Section B – Choose Any three questions

Question 2

- a) Define the term blog. **(1mk)**
- b) You are a content creator for Telecomms Inc. digital platforms, you do not have pre-installed Software to create video content. List **three** internet programs that you can use for this. **(3 marks)**
- c) Discuss **three** ethical principles that apply to communication on digital platforms. **(6 marks)**

Question 3

As a Digital Communication Strategist for *Siasa Sasa* a non-profit organization, discuss **five** strategies you would use in order to promote your brand and extend the reach of your organization. **(10 marks)**

Question 4

Recently, Kenyatta National Hospital faced a crisis that went viral on social media platforms due to patient neglect. In response, the hospital did issue a statement on the same but the public uproar was still overwhelming. As a digital communications expert, what **five** actions could have been taken to mitigate the crisis instead? **(10 marks)**

Question 5

In the digital age, it may not be necessary to use focus groups, surveys and other traditional methods to evaluate the success of communication strategies. Using the see, say and do metrics discuss five methods that one can use to measure the success or the activities on digital platforms. **(10 marks)**