

Questions answered incorrectly:

- True or false? 12% of people generate 70% of the impact online.
- True or false? One-to-one engagement doesn't result in customers spending more.
- Which of the following would not contribute to ad fatigue?
- True or false? When measuring your social media ROI, you calculate the effectiveness of an action by dividing the net income by the cost of this action and multiplying it by 100.

Questions answered correctly:

- There are many benefits to having a social media strategy. Which answer is NOT one of them?
- True or false? A buyer persona is as important as business objectives when developing a social media strategy.
- Which network has the longest life for a piece of content?
- On which social network should you share content most frequently?
- True or false? Content is only used during the attract and delight stages of the inbound methodology.
- Fill in the blank: Instagram stories are a great way to _____.
- What is a social media audit?
- Which of these KPIs demonstrate engagement? Choose all that apply.
- Which KPI is most likely to be a vanity metric?
- True or False? In social media, a service level agreement (SLA) refers to how much time passes between when a customer reaches out and when the company responds.
- True or False? You should revisit your KPIs every 18 months.
- What is the biggest challenge that most social media practitioners have?
- True or False? The Holistic model is the most common social team structure used by organizations today.
- Which of the below is not one of the five types of social media models?
- Why do stakeholders matter as you begin to develop your team structure?
- Why would you want a service to help you manage and discover influence?
- True or false? The best way to choose the right social media tool is to think about your business goals, then narrow down your choices based on that goal criteria.
- What do senior leaders care about when it comes to your social media plan? Choose all that apply.
- What's the difference between social listening and social monitoring?
- When it comes to social listening, how do you know which social networks to start with?
- Why should you be careful about monitoring competitors?
- How can social media monitoring inform your sales and product teams?
- Why do you need to develop a business case for a new social monitoring technology?
- What should you do if your competitor has a big public blunder?
- Why are UTM parameters so valuable to your social listening and monitoring program?
- True or false? Social media helps people feel INFORMED by helping them learn new things, stay up to date on topics that matter to them, and discover new ideas and trends.
- "Real-time marketing" refers to:
- Let's say you conduct a content audit on your competitors and see that they're having success with live video, but you haven't really tried live video yet. What might you do?
- If you don't have your _____ in mind as you're developing content and social campaigns, then you probably aren't using social as effectively as you could be.
- True or false? You should make sure experimentation is ingrained in your strategic plan.

- True or false? Humanizing your brand gives you a competitive edge because people like making connections, and they like to invest their time and money in people they can relate to.
- Voice refers to:
- When developing your brand's tone, _____ is key.
- True or false? The longer your social posts, the more likely that content will be seen and re-shared.
- Which of the following is NOT an example of active language you should use on a call-to-action?
- True or false? Curating content means publishing someone else's content as if it were your own.
- Posting curated content on social shows your audience you're committed to:
- True or false? If you're posting the same content across different channels, make sure you post them simultaneously-on the same days and at the same times.
- What did fashion brand Burberry do to revolutionize how marketers use social media?
- Which one of the following is NOT a way that UGC can help marketers?
- Which of the following is NOT a type of influencer?
- Which of the below is NOT one of the three factors determining how an influencer can impact behavior?
- True or false? A channel takeover, such as letting an influencer run your Instagram or Twitter handle for a day, is a good idea for brands.
- Why should you trust the influencer and give them creative license?
- True or false? Your campaign should also help the influencer build authority and further their own content or reach.
- Why is user-generated content (UGC) so important? Choose all that apply.
- True or false? "Earned" media is exposure your brand has paid for, e.g., advertising or promotions.
- Do brands have legal ownership over content that users generate about their brand?
- Why should you talk directly with your social followers and prospects?
- True or false? Asking for reviews is something you should never do in social media.
- What is social selling the inbound way?
- How much of the buyer's journey is digital?
- When should a salesperson put forth the sales pitch in social media?
- True or false? Selling to prospects by messaging them on Facebook could be seen as invading their private space.
- True or false? The world has changed and so has how we think about inbound, which is why advertising should be considered part of your marketing playbook.
- Fill in the blank: "Facebook Ads is great for targeting based on _____, while Google AdWords targets based on your audience's _____.
- True or false? It's always better to target your ads towards as broad a group of people as possible.
- An ad for your upcoming webinar on network security should lead people directly to _____.
- The number of leads you generate that actually become paying customers is known as your _____.
- You're starting a project and don't have a past campaign to use as a benchmark. How can you secure executive buy-in?
- Which of the following social media expenses do you want to track so you can calculate ROI on your marketing campaigns? Choose all that apply.
- Why do you need to use leading indicators of revenue success when calculating ROI on your social media strategy?
- What's the first step organizations and brands need to take when establishing a social media policy?
- What is NOT an example of a social media crisis?
- True or false? Evaluating the team dynamics and how each member did in the crisis along with analyzing the reactions, KPIs, and overall response to the crisis happens during the response stage.

- There are certain actions that need to be taken into consideration for a social media crisis. What's an action you should avoid?