Questions answered incorrectly:

- What do senior leaders care about when it comes to your social media plan? Choose all that apply.
- Why is user-generated content (UGC) so important? Choose all that apply.
- Which of the following would not contribute to ad fatigue?
- Which of the following is NOT an example of active language you should use on a call-to-action?
- What should you do if your competitor has a big public blunder?
- What is the biggest challenge that most social media practitioners have?
- What should you do to secure executive buy-in if you're starting a social media project and don't have a past campaign to use as a benchmark?
- You're starting a project and don't have a past campaign to use as a benchmark. How can you secure executive buy-in?

Questions answered correctly:

- Which KPI is most likely to be a vanity metric?
- On which social network should you share content most frequently?
- There are certain actions that need to be taken into consideration for a social media crisis. What's an action you should avoid?
- True or False? The Holistic model is the most common social team structure used by organizations today.
- Do brands have legal ownership over content that users generate about their brand?
- True or false? Jumping onto an unrelated hashtag to promote your material is spammy.
- How can social media monitoring inform your sales and product teams?
- 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.
- What is NOT a way that a brand can see financial gain from doing social customer service?
- What is the main benefit of using animated GIFs in social content?
- True or false? Selling to prospects by messaging them on Facebook could be seen as invading their private space.
- What did fashion brand Burberry do to revolutionize how marketers use social media?
- Why are UTM parameters so valuable to your social listening and monitoring program?
- Which of the following is NOT a benefit of having a social media strategy?
- Visual images are usually things like _____. Choose all that apply.
- What is social selling the inbound way?
- When developing your brand's tone, _____ is key.
- 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?
- True or false? Canned messages are a quick and easy way to reach a wide audience in social media to find the right prospects.
- True or False? To implement an effective social media strategy, you have to be aware of the legal challenges, not ethical ones.
- 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.
- True or false? "Earned" media is exposure your brand has paid for, e.g., advertising or promotions.
- Why should you talk directly with your social followers and prospects?
- Why do you need to develop a business case for a new social monitoring technology?

- **Which one of the following is NOT a way that UGC can help marketers?**
- **True or false? A buyer persona is as important as business objectives when developing a social media strategy.**
- **"Real-time marketing" refers to:**
- **Which one of the below choices is NOT a reason you should be measuring your social media ROI?**
- **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.**
- **True or false? Asking for reviews is something you should never do in social media.**
- **True or False? You should revisit your KPIs every 18 months.**
- **Why do stakeholders matter as you begin to develop your team structure?**
- **Why are hashtags helpful?**
- **True or false? Social listening can help you find leads.**
- **True or false? It's not a good policy to delete all negative comments.**
- **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.**
- **Fill in the blank: "Facebook Ads is great for targeting based on _____, while Google Ads 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.**
- **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.**
- **Why do you need to use leading indicators of revenue success when calculating ROI on your social media strategy?**
- **When should a salesperson put forth the sales pitch in social media?**
- **Why is content moderation important for user-generated campaigns?**
- **The number of leads you generate that actually become paying customers is known as your _____.**
- **How can social media listening increase customer advocacy?**
- **The _____ stage focuses on creating message maps and listening protocols on social media.**
- **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.**
- **Which of the following is NOT a type of influencer?**
- **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.**
- **Which of the below is not one of the five types of social media models?**
- **True or false: Ephemeral stories are quick bits of content, both video and photo, often with fun filters and "stickers" that disappear after a short period of time (1-24 hours).**
- **An ad for your upcoming webinar on network security should lead people directly to _____.**
- **True or false? The longer your social posts, the more likely that content will be seen and re-shared.**
- **What is a Social Media Service Level Agreement (SLA)?**
- **What is NOT an example of a social media crisis?**
- **Why should you trust the influencer and give them creative license?**
- **What is one of the major benefits of Facebook Lead Ads?**
- **Which type of influencer might be primarily behind the scenes in your marketing campaign?**
- **When it comes to social listening, how do you know which social networks to start with?**
- **Which of the following social media expense do you want to track so you can calculate ROI on your marketing campaigns?**
- **True or false? Your campaign should also help the influencer build authority and further their own content or reach.**

- Voice refers to:

- What is a social media audit?