

Questions answered incorrectly:

- What's the difference between social listening and social monitoring?

Questions answered correctly:

- Which of the following is NOT a benefit of having a social media strategy?
- 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?
- True or false? Social listening can help you find leads.
- True or false? Social 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 _____.
- Why are hashtags helpful?
- What is a social media audit?
- Which of these KPIs demonstrate engagement? Choose all that apply.
- 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? Simon Sinek says that people want to buy what you have. They don't care about what you believe.
- 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?
- How can social media listening increase customer advocacy?
- When it comes to social listening, how do you know which social networks to start with?
- Why should you be careful about monitoring competitors?
- Why do you need to develop a business case for a new social monitoring technology?
- 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.
- Visual images are usually things like _____. Choose all that apply.
- What is the main benefit of using animated GIFs in social content?
- "Real-time marketing" refers to:
- 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.
- When developing your brand's tone, _____ is key.
- True or false? Jumping onto an unrelated hashtag to promote your material is spammy.
- 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:
- What do we mean when we say you should post an "80/20 mix" on social media?

- 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?
- True or false? 12% of people generate 70% of the impact online.
- True or false? Commissions for celebrity influencers are generally 5% of the sale.
- Which type of influencer might be primarily behind the scenes in your marketing campaign?
- 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 is content moderation important for user-generated campaigns?
- 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 NOT a way that a brand can see financial gain from doing social customer service?
- True or false? When you use language in your social responses that is too casual, you lose the respect of your audience.
- True or false? It's not a good policy to delete all negative comments.
- True or false? Canned messages are a quick and easy way to reach a wide audience in social media to find the right prospects.
- How much of the buyer's journey is digital?
- 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 Ads targets based on your audience's _____.
- Which of the following would not contribute to ad fatigue?
- An ad for your upcoming webinar on network security should lead people directly to _____.
- What is one of the major benefits of Facebook Lead Ads?
- The number of leads you generate that actually become paying customers is known as your _____.
- Which one of the below choices is NOT a reason you should be measuring your social media ROI?
- 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.
- 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.
- Why do you need to use leading indicators of revenue success when calculating ROI on your social media strategy?
- A(n) _____ outlines guidelines and best practices for employees to follow on social media.
- The _____ stage focuses on creating message maps and listening protocols on social media.
- 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: 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).