

## Questions answered incorrectly:

- 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.

## Questions answered correctly:

- Which of the following is NOT a benefit of having a social media strategy?
- Which network has the longest life for a piece of content?
- True or false? Social content is only used during the attract and delight stages of the inbound methodology.
- Why are hashtags helpful?
- 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.
- 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?
- 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?
- 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.
- What is the main benefit of using animated GIFs in social content?
- 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? 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?
- True or false? 12% of people generate 70% of the impact online.
- Which type of influencer might be primarily behind the scenes in your marketing campaign?
- Which of the below is NOT one of the three factors determining how an influencer can impact behavior?
- 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.
- Why is content moderation important for user-generated campaigns?
- Why should you talk directly with your social followers and prospects?
- True or false? One-to-one engagement doesn't result in customers spending more.
- 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?
- What is a Social Media Service Level Agreement (SLA)?
- 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?
- 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 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.
- 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?
- 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.
- True or False? To implement an effective social media strategy, you have to be aware of the legal challenges, not ethical ones.
- A(n) \_\_\_\_\_ outlines guidelines and best practices for employees to follow on social media.
- What's the first step organizations and brands need to take when establishing a social media policy?
- 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).