

Try again once you are ready
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Try again

1. A marketer helps a business build brand awareness and manages brand reputation. What type of goals are these? 1 / 1 point

- ☐ Virtual marketing goals
- ☐ Print marketing goals
- ☐ E-commerce marketing goals
- ☒ Social media marketing goals

☒ Correct

2. A marketer compiles information about current followers and assesses how people engage with a brand. What does this information enable them to do? 0 / 1 point

- ☐ Predict a customer's income
- ☒ Practice social listening
- ☐ Identify the target audience
- ☐ Determine a customer's location

☒ Incorrect
Please review [the video on a social media target audience](#).

3. Fill in the blank: To help a company choose the right social media platform, they need to start by understanding _____. 0 / 1 point

- ☐ how different platforms work
- ☒ the diversity of the users
- ☐ costs associated with each platform
- ☐ the variety of advertisements on each platform

☒ Incorrect
Please review [the video on how to choose social media platforms](#).

4. Which are common social media content buckets? Select all that apply. 1 / 1 point

☒ Inspirational

☒ Correct

☒ Educational

☒ Correct

☒ Promotional

☒ Correct

☐ Societal

5. A marketer posts FAQs, tips, and infographics on social media to show a brand's knowledge and wisdom. What type of content is this? 1 / 1 point

- ☒ Educational content
- ☐ Entertaining content
- ☐ Conversational content
- ☐ Promotional content

☒ Correct

6. What does promotional content enable marketers to do? 1 / 1 point

- ☐ Begin conversations with audiences by suggesting a topic or viewpoint, then inviting them to join
- ☐ Appeal to people who are on a platform to enjoy themselves by helping them relate to the content and company
- ☐ Build trust in a brand and position it as an industry leader with information and wisdom
- ☒ Highlight products and services with the intent of marketing them to current and new customers

☒ Correct

7. Which of the following are examples of content formats for social media? Select all that apply. 1 / 1 point

☒ Stories

☒ Correct

☒ Images

☒ Correct

☐ Free gifts

☒ Gifs

☒ Correct

8. Which of the following are true when determining the frequency and timing of your posts? Select all that apply.

0 / 1 point

☒ Posting in the afternoon around lunchtime is not as effective because people tend to be busy at that time.

☒ This should not be selected
Please review [the video on the timing and frequency of posts](#).

☐ Posting frequency should be informed by testing and analyzing your results and resources.

☐ Posting first thing in the morning is effective because people are generally active on their social media feeds.

☒ Posting frequency should occur regularly on some platforms but not all platforms.

☒ This should not be selected
Please review [the video on the timing and frequency of posts](#).

9. How can a social media calendar help a digital marketer avoid making major mistakes in their posts?

1 / 1 point

☐ It provides a digital marketer with the ability to collaborate with an editor to review grammar, punctuation, and syntax mistakes before publishing.

☒ It allows a digital marketer to check for spelling errors and typos, fact check, and ensures that all of their links and images are correct in advance.

☐ It enables a digital marketer to predict user reactions and comments ahead of time, and deletes any posts that might receive a negative response.

☐ It allows a digital marketer to remove any unfavorable posts at any point, and replaces them with ones that trend positively with users.

☒ Correct

10. Fill in the blank: Reviewing posts in a social media calendar ahead of time allows you to copy-edit, check for spelling errors and typos, fact-check, and ensure that all of the _____ are correct.

1 / 1 point

☐ headlines and descriptions

☒ links and images

☐ videos and hashtags

☐ names and places

☒ Correct

