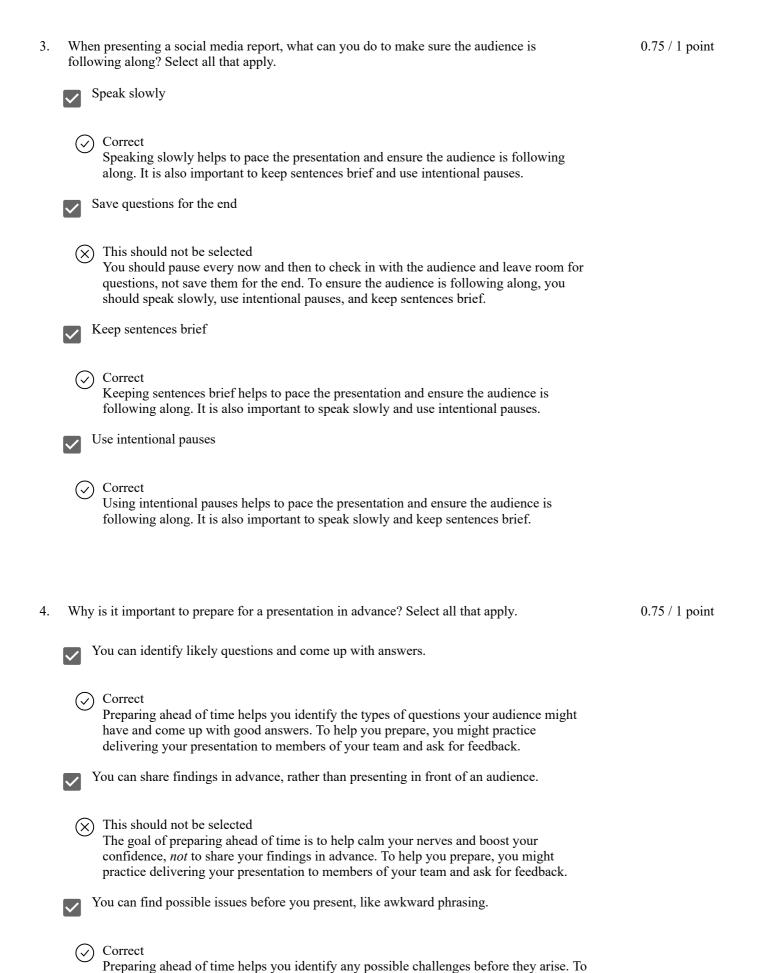
Congratulations! You passed! Grade received 85% To pass 80% or higher Go to next item

1.	What is a social media report?	1 / 1 point
	A measurement used to gauge how successful your organization has been at reaching a business or marketing goal.  A document that presents and tracks relevant data about your business's social media activities.  A graphic representation of projected engagement with your brand's social media content.  A metric that helps predict future customer engagement by asking if customers would recommend your product to a friend.	
	Correct Social media reports allow marketers to present their social media data in an easy-to- understand way. These reports can help marketers justify their data-driven strategy and decisions to colleagues and clients.	
2.	What do marketers need to consider when crafting a social media report? Select all that apply.	0.75 / 1 point
	How to design one generic report that is general enough to work for different audiences	
	This should not be selected A social media report needs to be tailored to a specific audience. One report may not fit the needs of different groups. For example, marketing team members, stakeholders, and clients may have different needs and want to review different information.  What data to include that is most relevant to the audience	
	What data to include that is most relevant to the addictice	
	Correct The report needs to include the data most relevant to the audience, including the company's social media key performance indicators.	
	How frequently to deliver the report	
	Correct Reporting frequency may vary and can be customized depending on what data is reported and how the insights are used. For example, social media reports could be produced weekly, monthly, or quarterly.	
	How to tailor the report for the audience	
	Correct Social media reports need to be tailored to their audience. For example, marketing team members, stakeholders, and clients may have different needs and want to review different information.	



help you prepare, you might practice delivering your presentation to members of your

team and ask for feedback.

You can feel calm and more confident when you present.

Correct Preparing ahead of time may help calm your nerves and boost your confidence. To help you prepare, you might practice delivering your presentation to members of your team and ask for feedback.	
Consider the following scenario:	1 / 1 point
A marketer delivers a social media report presentation to company leadership. An audience member asks an important but not directly related question about how the findings relate to another department's work. The marketer addresses their key points and pivots the discussion to accommodate the audience.  What presentation best practice does this example describe?	
Connect with your audience	
Be flexible	
Check in	
Pace yourself	

5.

The marketer pivots the discussion, adapts to the audience, and manages to cover key points. This demonstrates that unexpected things may happen, and it is important to be flexible.