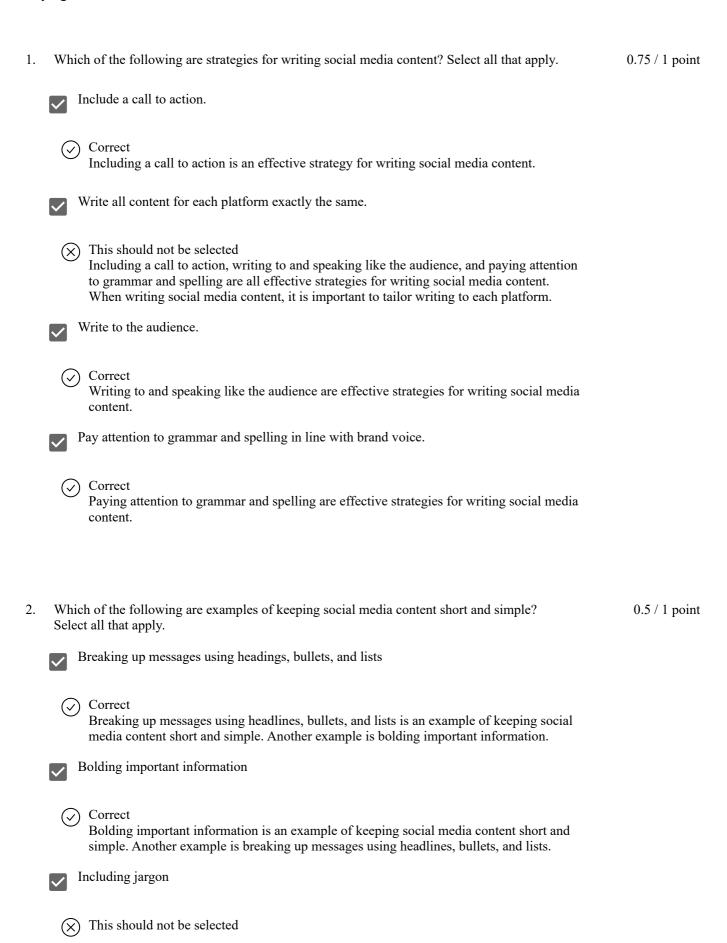
Try again once you are ready Grade received 78.57% To pass 80% or higher Try again



(x) This should not be selected Breaking up messages using headlines, bullets, lists, and bolding important information are all examples of keeping social media content short and simple. When writing social media content, it is important to avoid using acronyms so as to not confuse the audience. Fill in the blank: The personality a brand takes on in its communications, specifically the 1 / 1 point language used when writing content or interacting with an audience is called \_ brand mission brand voice brand values brand tone ( Correct Brand voice is the personality a brand takes on in its communications, specifically the language used when writing content or interacting with an audience. Which of the following are examples of content that would be found in a company's brand 0.75 / 1 point voice guidelines? Select all that apply. Product pricing information (x) This should not be selected Common vocabulary and phrases, tone in different situations or on different platforms, and a brand's mission and values are all examples of content that would be found in a company's brand voice guidelines. Product pricing information is not content likely found in a company's brand voice guidelines. Common vocabulary and phrases ( Correct Common vocabulary and phrases are examples of content that would be found in a company's brand voice guidelines. A brand's mission and values ( Correct A brand's mission and values are an example of content that would be found in a company's brand voice guidelines. Tone in different situations or on different platforms

Breaking up messages using headlines, bullets, lists, and bolding important information are examples of keeping social media content short and simple. When writing social media content, it is important to avoid using jargon so as not to confuse the audience.

Using mostly acronyms

	Correct Tone in different situations or on different platforms are an example of content that would be found in a company's brand voice guidelines.	
5.	Fill in the blank: Taking an amusing video clip or animation and turning it into a GIF is an example of 1 / 1 point	
	repurposing content	
	brand voice	
	speaking like the audience	
	a call to action	
	Correct Taking an amusing video clip or animation and turning it into a GIF is an example of repurposing content.	
6.	Which of the following are examples of ways to make social media posts accessible? Select all that apply.	
	Video and audio captioning	
	Correct Video captioning is a feature that can make social media more accessible. Captioning audio assists those without hearing or with some hearing loss and those whose native language isn't the one being used. Alternative text and color contrast are also features that can make social media more accessible.	
	Alternative text	
	Correct Alternative text is a feature that can make social media more accessible. Alternative text is a description added to an image so screen readers can present the description to users who are blind. Video and audio captioning and color contrast are also features that can make social media more accessible.	
	Auto-play advertisements	
	This should not be selected Alternative text, video and audio captioning, and color contrast are all features that can make social media accessible.	
	Color contrast	
	Correct Color contrast is a feature that can be used to make social media more accessible. Color contrast ratios measure the light emitted from the lighter color against the darker color. For images in social media, using a color contrast of at least 4.5:1 between text and background color can make text more readable. Video and audio captioning and alternative text are also features that can make social media more accessible.	

- Use text that is easy to read
  - Correct
    Using text that is easy to read is a way to create visually engaging content for social media. Text should be easy to read so it does not distract users from the full impact of visuals.
- Use simple graphics
  - Correct
    Using simple graphics is a way to create visually engaging content for social media. Graphics that have too many details aren't fully understood or appreciated in a few seconds. Keeping graphics simple and elegant helps a message remain clear.
- Use the same style
  - This should not be selected
    Using simple graphics, text that is easy to read, and principles of visual hierarchy
    are all ways to create visually engaging content for social media. Although
    certain styles clearly make a company or brand recognizable, using the same
    style for all social media content gets boring. It is helpful to use a variety of styles
    to engage users.
- Use principles of visual hierarchy
  - Correct
    Using visual hierarchy is a way to create visually engaging content for social media. Visual hierarchy enables users to observe overall meaning before they gather details from individual elements.