

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

1. Which of the following are strategies for writing social media content? Select all that apply.

0.75 / 1 point

- ☒ Include a call to action.
- ☒ Correct
Including a call to action is an effective strategy for writing social media content.
- ☒ Write all content for each platform exactly the same.
- ☐ This should not be selected
Including a call to action, writing to and speaking like the audience, and paying attention to grammar and spelling are all effective strategies for writing social media content. When writing social media content, it is important to tailor writing to each platform.
- ☒ Write to the audience.
- ☒ Correct
Writing to and speaking like the audience are effective strategies for writing social media content.
- ☒ Pay attention to grammar and spelling in line with brand voice.
- ☒ Correct
Paying attention to grammar and spelling are effective strategies for writing social media content.

2. Which of the following are examples of keeping social media content short and simple? Select all that apply.

0.5 / 1 point

- ☒ Breaking up messages using headings, bullets, and lists
- ☒ Correct
Breaking up messages using headlines, bullets, and lists is an example of keeping social media content short and simple. Another example is bolding important information.
- ☒ Bolding important information
- ☒ Correct
Bolding important information is an example of keeping social media content short and simple. Another example is breaking up messages using headlines, bullets, and lists.
- ☒ Including jargon
- ☐ This should not be selected

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

☐ 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 not to confuse the audience.

3. Fill in the blank: The personality a brand takes on in its communications, specifically the language used when writing content or interacting with an audience is called ____.

1 / 1 point

- ☐ 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.

4. Which of the following are examples of content that would be found in a company's brand voice guidelines? Select all that apply.

0.75 / 1 point

☒ Product pricing information

☐ 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



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.

0.75 / 1 point



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.

7. Which of the following are ways to create visually engaging content for social media? Select all that apply.

0.75 / 1 point

☒ 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.