

Congratulations! You passed!
Grade received 85%
To pass 80% or higher
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1. What does social media engagement measure?

1 / 1 point

- ☐ The amount of competitor pop-up ads that appear on a company's social media account
- ☒ How people are interacting with a company's social media accounts and content
- ☐ How many customers make a purchase on a company's website
- ☐ The number of influencers marketing a company's product

✓ Correct
Social media engagement measures how people are interacting with a company's social media accounts and content. Studying engagement can help a brand determine whether the content they create resonates with their audience.

2. How can a company increase their audience's engagement on social media? Select all that apply.

0.75 / 1 point

✓ By developing an authentic, personal voice

✓ Correct
A company can increase their audience's engagement on social media by responding to comments and mentions or to users talking about their brand. A company can also increase engagement by providing excellent customer service and developing an authentic, personal voice.

✓ By responding to customers

✓ Correct
A company can increase their audience's engagement on social media by responding to comments and mentions or to users talking about their brand. A company can also increase engagement by providing excellent customer service and developing an authentic, personal voice.

✓ By posting every hour on every social media platform

✗ This should not be selected
A company can increase their audience's engagement on social media by responding to comments and mentions or to users talking about their brand. A company can also increase engagement by providing excellent customer service and developing an authentic, personal voice.

✓ By providing excellent customer service

✓ Correct
A company can increase their audience's engagement on social media by responding to comments and mentions or to users talking about their brand. A company can also increase engagement by providing excellent customer service and developing an authentic, personal voice.

3. In addition to holding contests, how else can a company entice people to engage with their social media accounts? Select all that apply. 0.75 / 1 point

☒ Posting polls

☒ Correct
In addition to holding contests, a company can entice people to engage with their social media accounts by posting polls, developing quizzes, and spotlighting customers.

☒ Developing quizzes

☒ Correct
In addition to holding contests, a company can entice people to engage with their social media accounts by posting polls, developing quizzes, and spotlighting customers.

☒ Giving out jobs

☐ This should not be selected
In addition to holding contests, a company can entice people to engage with their social media accounts by posting polls, developing quizzes, and spotlighting customers. Giving out coupons or discounts are great ways to improve engagement, but giving out jobs is not a best practice.

☒ Spotlighting customers

☒ Correct
In addition to holding contests, a company can entice people to engage with their social media accounts by posting polls, developing quizzes, and spotlighting customers.

4. Fill in the blank: In order to gain followers, a company can demonstrate _____ by liking, tagging, retweeting, and replying to other people's Tweets. 1 / 1 point

- ☒ engagement
☐ digital proficiency
☐ mobility
☐ user favoritism

☒ Correct
Liking, tagging, retweeting, and replying to other people's Tweets are all ways a company can demonstrate engagement.

5. How can a company increase followers on Twitter? Select all that apply. 0.75 / 1 point

☒ Include visuals

☒ Correct

A company can increase its followers on Twitter by Tweeting frequently, using hashtags, and including visuals. Increasing followers is important because a company can reach its followers with organic content every time they post.

☒ Select bold fonts

☐ This should not be selected

A company can increase its followers on Twitter by Tweeting frequently, using hashtags, and including visuals. To increase followers, a company does not need to use bold font styles.

☒ Use hashtags

☒ Correct

A company can increase its followers on Twitter by Tweeting frequently, using hashtags, and including visuals. Increasing followers is important because a company can reach its followers with organic content every time they post.

☒ Tweet frequently

☒ Correct

A company can increase its followers on Twitter by Tweeting frequently, using hashtags, and including visuals. Increasing followers is important because a company can reach its followers with organic content every time they post.