

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

1. How often should a digital marketer post when using platforms with chronological feeds? 1 / 1 point

- ☒ Multiple times a day
- ☐ Once a day
- ☐ Every hour
- ☐ Three times a week

☒ Correct
For platforms with chronological feeds, posting multiple times a day gives a digital marketer the opportunity to reach their target audience in different time zones and at various points throughout their day.

2. Fill in the blank: For _____ platforms, it is better to publish quality content less frequently. Too many posts can result in a drop in engagement. 1 / 1 point

- ☒ algorithm-based
- ☐ user-driven
- ☐ chronological
- ☐ seasonal

☒ Correct
For algorithm-based platforms, it is better to publish quality content less frequently. Too many posts can result in a drop in engagement.

3. What are the benefits of using a social media calendar? Select all that apply. 0.75 / 1 point

☒ They are able to edit livestreaming videos

☒ This should not be selected
Using a social media calendar enables a digital marketer to schedule their posts in advance. This saves them time and enables them to maintain a consistent posting schedule. It allows a digital marketer to organize all of the content for their posts in one centralized location. And a digital marketer can share their social media calendar with stakeholders. A digital marketer cannot edit livestream videos with a social media calendar.

☒ They can have stakeholders review or approve posts

☒ Correct
Using a social media calendar enables a digital marketer to schedule their posts in advance. This saves them time and enables them to maintain a consistent posting schedule. It allows a digital marketer to organize all of the content for

their posts in one centralized location and makes it easier to share their social media calendar with stakeholders.

☒ They are able to schedule posts in advance

☒ Correct
Using a social media calendar enables a digital marketer to schedule their posts in advance. This saves them time and enables them to maintain a consistent posting schedule. It allows a digital marketer to organize all of the content for their posts in one centralized location and makes it easier to share their social media calendar with stakeholders for review.

☒ They can organize content in a centralized location

☒ Correct
Using a social media calendar enables a digital marketer to schedule their posts in advance. This saves them time and enables them to maintain a consistent posting schedule. It allows a digital marketer to organize all of the content for their posts in one centralized location and makes it easier to share their social media calendar with stakeholders.

4. What are the elements of a social media calendar? Select all that apply.

0.75 / 1 point

☒ The topic of the post

☒ Correct
Each entry in a social media calendar usually includes these elements: the date and time the post will go live, the topic of the post, and the links to any assets.

☒ The date and time the post will go live

☒ Correct
Each entry in a social media calendar usually includes these elements: the date and time the post will go live, the topic of the post, and the links to any assets.

☒ The cost of each post

☐ This should not be selected
Each entry in a social media calendar usually includes these elements: the date and time the post will go live, the topic of the post, and the links to any assets. The cost of each post is not an element included in a social media calendar.

☒ The links to any assets

☒ Correct
Each entry in a social media calendar usually includes these elements: the date and time the post will go live, the topic of the post, and the links to any assets.

5. What steps does a digital marketer need to take to develop their social media calendar? Select all that apply.

0.75 / 1 point

☒ Decide on data to track



Correct

To develop a social media calendar, a digital marketer needs to first identify the social media platforms they want to post on. Then, they need to review their current content. They should assess things like what types of posts get the most engagement. Next, they need to decide what data they want their social media content calendar to track.

☒ Create an influencer budget



This should not be selected

To develop a social media calendar, a digital marketer needs to first identify the social media platforms they want to post on. Then, they need to review their current content. They should assess things like what types of posts get the most engagement. Next, they need to decide what data they want their social media content calendar to track. Creating an influencer budget is not part of developing a social media calendar.

☒ Review current content



Correct

To develop a social media calendar, a digital marketer needs to first identify the social media platforms they want to post on. Then, they need to review their current content. They should assess things like what types of posts get the most engagement. Next, they need to decide what data they want their social media content calendar to track.

☒ Identify platforms



Correct

To develop a social media calendar, a digital marketer needs to first identify the social media platforms they want to post on. Then, they need to review their current content. They should assess things like what types of posts get the most engagement. Next, they need to decide what data they want their social media content calendar to track.