

Congratulations! You passed!  
Grade received 80.83%  
To pass 80% or higher  
Go to next item

1. What content does common social media buckets include? Select all that apply.

0.6 / 1 point

☒ Sensational

☐ This should not be selected  
Common social media content buckets include content that is entertaining, educational, inspirational, conversational, and promotional. It does not include a sensational content category.

☒ Inspirational

☒ Correct  
Common social media content buckets include content that is entertaining, educational, inspirational, conversational, and promotional.

☒ Rational

☐ This should not be selected  
Common social media content buckets include content that is entertaining, educational, inspirational, conversational, and promotional. It does not include a rational content category.

☒ Educational

☒ Correct  
Common social media content buckets include content that is entertaining, educational, inspirational, conversational, and promotional.

☒ Promotional

☒ Correct  
Common social media content buckets include content that is entertaining, educational, inspirational, conversational, and promotional.

2. Which of the following are examples of entertaining social media content? Select all that apply.

0.75 / 1 point

☒ Giveaways

☒ Correct  
Entertaining social media content includes: viral videos, jokes, comics, giveaways, and memes.

☒ Jokes

☒ Correct

Entertaining social media content includes: viral videos, jokes, comics, giveaways, and memes.

☒ Memes

☒ Correct  
Entertaining social media content includes: viral videos, jokes, comics, giveaways, and memes.

☒ Case studies

☒ This should not be selected  
Entertaining social media content includes: viral videos, jokes, comics, giveaways, and memes. Case studies are an example of educational social media content.

3. Why is educational social media content important for a company's brand?

1 / 1 point

- ☐ It can give audiences a chance to ask questions, comment, and react immediately to what they are experiencing.
- ☒ It can build trust in the company's brand and position it as an industry leader with information and wisdom to share.
- ☐ It can make a company's brand seem more authentic and reinforce their message, values, and vision.
- ☐ It can give social media users an immediate impression of a company's brand.

☒ Correct  
Educational social media content is important for a company's brand because this type of content can build trust in the brand and position it as an industry leader with information and wisdom to share.

4. How can a company create inspirational social media content?

1 / 1 point

- ☐ Offer coupons, discounts, or free gifts for sign-ups that can boost sales and encourage people to buy things they may not have purchased before.
- ☐ Begin conversations with the target audience by suggesting a topic or viewpoint, then inviting the audience to join the dialogue.
- ☒ Build case studies, find testimonials and quotes, share amazing facts and trivia, and tell personal stories.
- ☐ Provide video trainings, infographics, industry research, case studies, FAQs, and tips.

☒ Correct  
To create inspirational content, a company can build case studies, find testimonials and quotes, share amazing facts and trivia, and tell personal stories.

5. Which type of social media content encourages a company's audience to engage with them?

1 / 1 point

☒ Conversational

- ☐ Promotional
- ☐ Inspirational
- ☐ Educational

☒ Correct  
Conversational content encourages a company's audience to engage with them.

6. Which of the following are examples of promotional social media content? Select all that apply.

0.5 / 1 point

☒ Coupons

☒ Correct  
Promotional content includes coupons, discounts, or free gifts for sign-ups. These can boost sales and encourage people to buy things they may not have purchased before.

☒ Discounts

☒ Correct  
Promotional content includes coupons, discounts, or free gifts for sign-ups, which can boost sales and encourage people to buy things they may not have purchased before.

☒ Polls

☐ This should not be selected  
Promotional content includes coupons, discounts, or free gifts for sign-ups, which can boost sales and encourage people to buy things they may not have purchased before. Polls are an example of conversational content.

☒ Infographics

☐ This should not be selected  
Promotional content includes coupons, discounts, or free gifts for sign-ups, which can boost sales and encourage people to buy things they may not have purchased before. Infographics are an example of educational content.