QUIZ • 10 MIN

✓ **Congratulations! You passed!**
TO PASS 80% or higher

Keep Learning

GRADE
80%

Social Media Platforms Overview Quiz

Review Key Concepts

Social Media Platforms Overview Quiz

LATEST SUBMISSION GRADE

80%

✓ **Submit your assignment**
DUE DATE Oct 5, 12:29 PM IST

✓ **Receive grade**
TO PASS 80% or higher

1. As a business owner, you'd like to set up a presence on a social media platform where you can network with others in your industry, post news and accomplishments and find potential team members to fill open roles. Which of the following would be an ideal platform?

Resume

1 / 1 point

○ Twitter

○ Pinterest

⦿ Linkedin

○ Facebook

Grade
80%

View Feedback
We keep your highest score

👍 👎 🚩

✓ **Correct**
Correct! LinkedIn would be a great option for a business looking to hire new employees or share company news for others interested in how the business is operating.

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2. True or false? Youtube is a platform designed for texting, calling, and sharing.

1 / 1 point

○ True

⦿ False

✓ **Correct**
Correct! Youtube is known for video content and does not provide alternative services such as calling and text communication privately between users. WhatsApp, on the other hand, is designed for texting, calling, and sharing content user to user.

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3. Which social media platform has a powerful tool called Ads Manager that allows companies to create a specific and targeted ad campaign?

1 / 1 point

facebook

✓ **Correct**
Correct! Facebook's Ad Manager has a step-by-step process for creating a specific and targeted ad campaign for the platform.

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4. True or False: Pinterest is a visually based social media platform that relies on real-time status updates just like Instagram.

1 / 1 point

○ True

⦿ False

✓ **Correct**
Correct! While Pinterest is centered around images like Instagram, it does not rely on real-time updates, which means that pins have a longer lifespan in a user's feed than most Instagram or Facebook posts.

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5. Which major social media platform has the same unified profile for individuals and brands alike?

0 / 1 point

instagram

❗ **Incorrect**
Not quite. Rewatch the video *Join the Conversation on Twitter* to review.