



Congratulations! You passed!

QUIZ • 10 MIN

TO PASS 80% or higher

Keep Learning

GRADE  
100%

# Choose Your Social Media Channels Quiz

Review Key Concepts

## Choose Your Social Media Channels Quiz

LATEST SUBMISSION GRADE

100%



Submit your assignment

DUE DATE

Oct 26, 12:29 PM IST

1. You're looking to do mainly B2B (business to business) marketing and to post job applications. Your go-to social media platform should be:

Try again

1 / 1 point



Receive grade

TO PASS

80% or higher

☐ Instagram

☐ TikTok

☐ Facebook

☒ LinkedIn

Grade

100%

View Feedback

We keep your highest score



Correct

Correct! LinkedIn is the number one platform for B2B marketing and job listing.

2. You're looking to do visuals-first advertising online. Your go-to social media platform should be:

1 / 1 point

☐ LinkedIn

☐ Facebook

☐ TikTok

☒ Instagram



Correct

Correct! Instagram is a visuals-first platform.

3. You're looking to reach the largest possible audience with the most precise targeted advertising tools. Your go-to social media platform should be:

1 / 1 point

☐ LinkedIn

☐ TikTok

☒ Facebook

☐ Instagram



Correct

Correct! Facebook is the largest social media platform in the world, and has the most precise targeted advertising tools of any major group.

4. You're looking to advertise specifically to teens. Your go-to social media platform should be:

1 / 1 point

☐ Instagram

☐ Facebook

☒ TikTok

☐ LinkedIn



Correct

Correct! TikTok is the best platform through which to reach teen audiences.