

**Question 1** (1 point) ✓ *Saved*

Government agencies are legally prevented from using Facebook.

- ☐ True
- ☒ False

**Question 2** (1 point) ✓ *Saved*

YouTube is a useful tool for getting customer feedback on a product.

- ☒ True
- ☐ False

**Question 3** (1 point) ✓ *Saved*

Social networking sites are a useful means of advancing your career.

- ☒ True
- ☐ False

**Question 4** (1 point) ✓ *Saved*

Social networks have the potential for copyright and privacy violations.

- ☒ True
- ☐ False

**Question 5** (1 point) ✓ *Saved*

Some companies use Instagram to announce new products.

- ☒ True
- ☐ False

**Question 6** (1 point) ✓ *Saved*

Social media policies are set by the government, not individual companies.

- ☐ True
- ☒ False

**Question 7** (1 point) ✓ *Saved*

You should feel free to reach out to people you do not know using LinkedIn.

- ☒ True
- ☐ False

**Question 8** (1 point) ✓ *Saved*

Social media is supposed to be informal and does not require a professional tone.

- ☒ True
- ☐ False

**Question 9** (1 point) ✓ *Saved*

When audience members contribute information to customer review sites, fact-checking the information is not necessary.

- ☐ True
- ☒ False

**Question 10** (1 point) ✓ *Saved*

Social media marketing includes creating strategies to measure online customer behavior.

- ☒ True
- ☐ False

**Question 11** (1 point) ✓ *Saved*

Which is an effective strategy when creating instructional videos for social media?

- ☐ Include all aspects of a procedure.
- ☐ Create videos that are at least five minutes in length.
- ☒ Show only the object being manipulated.
- ☐ Show both the object and the person using it.

**Question 12** (1 point) ✓ *Saved*

What aspect of social media most contributes to perceptions of credibility, truth, and accuracy?

- ☐ Social media posts are typically shared by people we know.
- ☒ Social media posts are shared by strangers.
- ☐ Social media is text based.
- ☐ Images appeal to our intellect.

**Question 13** (1 point) ✓ *Saved*

Which social media app has the main purpose of allowing customers to review companies and a venue for companies to respond to those reviews?

- ☐ Twitter
- ☐ LinkedIn
- ☒ Yelp
- ☐ Instagram

**Question 8****0 / 1 point**

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