

EXPERT SESSION QUIZ ANSWERS

TITLE: **LINKEDIN & TWITTER OPTIMIZATION**

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Answer key provided below.

1. Leveraging your professional brand to fill your pipeline with the right people, insights and relationship is _____.
 - A. Optimizing
 - B. Social selling
 - C. Engaging
 - D. Researching
2. Which of the following is NOT one of the four steps in the social media and selling process?
 - A. Optimizing
 - B. Research
 - C. Engage
 - D. Social Selling
 - E. Commit
3. In what ways can you optimize your personal LinkedIn profile?
 - A. Have your name consistent on all social media sites
 - B. Include keywords
 - C. Fill out all contact information
 - D. Include current industry/location
 - E. All of these can optimize your personal LinkedIn profile
4. What should be included on a company's LinkedIn profile?
 - A. Keywords and links
 - B. Paragraphs explaining the company
 - C. Only company content
 - D. Keywords and links AND paragraphs explaining the company
5. What percentage of posts for a company's LinkedIn should be industry related verses about the company?
 - A. 25% industry, 75% company
 - B. 75% industry, 25% company
 - C. 20% industry, 80% company
 - D. 80% industry, 20% company
6. Which of the following is NOT a way to optimize your Twitter?
 - A. Tweet daily

- B. Use 4 or more hashtags in your bio
 - C. Tag a company you work for
 - D. Link your LinkedIn profile
7. Which should be consistent on social media platforms?
- A. Legal name
 - B. Profile picture
 - C. Contact information
 - D. All of these should be consistent on social media platforms
8. How often should you post on LinkedIn and Twitter according to Gabe?
- A. Daily
 - B. Every other day
 - C. Twice a week
 - D. Once a week

ANSWER KEY

1. B.
2. D.
3. E.
4. D.
5. D.
6. B.
7. D.
8. A.