



Expert Session Quiz

Expert: Tori McClellan

Title: Social Listening

1. Social listening is the process of monitoring digital media channels to devise a strategy that will better influence _____
 - a. Celebrities
 - b. Consumers
 - c. Co-workers
 - d. Everyone in the world
2. According to Tori, what does social listening allow you to do?
 - a. Generate new leads
 - b. Solve problems for your brand
 - c. Enter a conversation while also creating one
 - d. All of the above
3. A great way to enter a conversation on Twitter would be:
 - a. To push your products as much as possible to your community.
 - b. Monitor popular hashtags to see what your community is talking about.
 - c. Direct message as many people as possible.
 - d. None of the above.
4. According to Tori, what percentage of consumers rely on social media to inform their purchasing decisions?
 - a. 74%
 - b. 22%
 - c. 5%
 - d. 53%
5. Where does Tori go to identify influencers?
 - a. Social media platforms and search bios with targeted hashtags
 - b. Your family
 - c. The news
 - d. Ask a coworker who they think would make a great influencer