



Expert Session Quiz

Expert: Nathan Ellering

Title: How to Plan Social Media Messages

1. What is the optimal number of hashtags you should use in a Facebook post?
 - a. 2
 - b. 3-5
 - c. 0
 - d. 1

2. The _____ network made infographics the most shared content in the world.
 - a. Twitter
 - b. Pinterest
 - c. LinkedIn
 - d. Facebook
 - e. Instagram

3. 65% of the best performing post on Instagram _____?
 - a. Are inspirational
 - b. Focus on lifestyle
 - c. Feature products
 - d. Have hashtags

4. Which of the following is not an awesome headline?
 - a. How To
 - b. Question

- c. Hypothetical
 - d. List
 - e. Question Continued
5. About _____ of people share content on social media because it is entertaining.
- a. 50%
 - b. 83%
 - c. 35%
 - d. 60%
6. "Want to write a killer post?" is a closed ended question?
- a. True
 - b. False
7. _____ are the most engaging content you can share on any network that supports them.
- a. Infographics
 - b. Slide Decks
 - c. Quotes
 - d. Video
8. What is the recommended number of post should you share per day on Facebook?
- a. 2
 - b. 1
 - c. 4
 - d. 3
9. What is the recommended number of tweets should you tweet per day on Twitter?
- a. 8
 - b. 51
 - c. 22

d. 15

10. It is okay to share relevant quality material from other companies you respect to provide value to your customers?

a. True

b. False

11. What question would you ask the presenter?