

EXPERT SESSION QUIZ

Title: **The Day-to-day Life of a Social Media Manager**

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1. The kind of social media management that you will be doing depends heavily on which of the following factors? Select all that apply.
 - a. Your skillset
 - b. The size of your team
 - c. The maturity of the program
 - d. The company's access to social media tools

2. Which of the following is considered outbound content? Select all that apply.
 - a. Writing a blog post
 - b. Putting up live Instagram stories
 - c. Taking videos and editing them
 - d. Reaching out to influencers
 - e. Responding to messages
 - f. Taking photographs

3. Over 50% of people want to see posts that _____.
 - a. Attempt to be "cool"
 - b. Educate, entertain, and provide value
 - c. Try to sell to them
 - d. Navel-gaze

4. Which of the following is considered an inbound service?
 - a. Posting photos of a recent event
 - b. Responding to messages and comments
 - c. Going live on a social platform
 - d. Planning out a content calendar

5. True or False: Press conferences are more often watched on television than they are on Facebook live streams.
 - a. True
 - b. False

6. What percent of people "comparison shop" for nearly every purchase?
 - a. 87%
 - b. 57%
 - c. 25%

7. What percent of people will shun a business after a bad digital-care experience?
 - a. 57%
 - b. 25%
 - c. 78%

8. What percent of market value is attributable to reputation?
 - a. 57%
 - b. 78%
 - c. 25%

9. What percent of social media managers self-identify as a woman?
 - a. 50-60%
 - b. 60-70%
 - c. 70-80%
 - d. 80-90%

10. Fill in the blank. "Social media is often a very high _____ and low _____ job."
 - a. Responsibility; authority
 - b. Risk; reward
 - c. Authority; paying
 - d. Stress; retention