

## 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?
  - a. Your skill set
  - b. Your desire
  - c. The maturity of the program
  - d. The company's access to social media tools
  
2. Which of the following is not considered outbound content?
  - a. Writing a blog post
  - b. Putting up live Instagram stories
  - c. Taking videos and editing them
  - d. Reaching out to influencers
  - e. 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