

## EXPERT SESSION QUIZ ANSWERS

Title: **Instagram Master Class Part 1: Account Goals and Types**

Name: **Anna Semyanova**

1. What are the two reasons people have an instagram account? (Select all that apply)
  - a. Personal Use
  - b. Get News
  - c. Business Use
  - d. Play Games
  
2. True or False: More likes and followers does not mean more sales.
  - a. True
  - b. False
  
3. Fill in the blank: To be successful with Instagram, all you have to do is spread the right \_\_\_\_\_ to the right \_\_\_\_\_ at the right \_\_\_\_\_.
  - a. Message; People; Time
  - b. Message; Influencers; Frequency
  - c. Content; People; Frequency
  - d. Content; Influencers; Time
  
4. True or False: There are three and a half different types of instagram accounts you can create, according to Anna.
  - a. True
  - b. False
  
5. A personality account usually posts what kind of content?
  - a. Interests, hobbies, and preferences of the person
  - b. Products sold by the person
  - c. Memes and reposts
  - d. A singular topic that doesn't stray from that subject
  
6. True or False: A business account should care more about likes and follows than conversions, sales, and new customers.
  - a. True
  - b. False
  
7. Before choosing an Instagram account type, you must decide what the \_\_\_\_\_ of your account is.
  - a. Goal
  - b. Message

- c. Value
- d. Potential

8. The value of your Instagram account is correlated with the amount of \_\_\_\_\_ you can \_\_\_\_\_.

- a. Follows; Gain
- b. Money; Make
- c. Engagement; Receive
- d. companies; work with

9. Which of the following is NOT one of the three factors that help determine how much money you can make on Instagram?

- a. Audience
- b. Reach
- c. Engagement rate
- d. Direct message requests

10. Which account type does Anna think is the best?

- a. Personality
- b. Themed
- c. Brand
- d. Hybrid