

EXPERT SESSION QUIZ ANSWERS

Title: **Instagram Master Class Part 2: Profile Optimization**

Name: **Anna Semyanova**

1. Based on the information given from Anna about Instagram Profile pictures, which of the following is not a characteristic of a good profile picture?
 - a. Easily recognizable
 - b. Easy to read
 - c. Visually consistent across all channels
 - d. Constantly changing

2. True or False: Using a headshot of yourself could help you build a stronger relationship with your followers.
 - a. True
 - b. False

3. True or False: When it comes to usernames, you should try to avoid using punctuation or numbers.
 - a. True
 - b. False

4. True or False: Username, Handle, and Profile Name are all synonymous.
 - a. True
 - b. False

5. True or False: By using keywords in your Instagram username you're able to attract more searches.
 - a. True
 - b. False

6. Your Instagram first bio line is similar to which form of branding?
 - a. Resume
 - b. Elevator pitch
 - c. Tagline
 - d. Value proposition

7. Your third Instagram bio line should contain _____ in it.
 - a. Phone number
 - b. Address
 - c. Call to action
 - d. Website link

8. Your Instagram bio URL link should send visitors to this kind of page.
 - a. Home
 - b. Sign-up
 - c. Contact
 - d. About

9. According to Anna, what tool is helpful if you want to add multiple links to your instagram bio URL?
 - a. Addme
 - b. Biolinks
 - c. Webpond
 - d. Linktree

10. True or False: Users know what you want from them, so therefore you don't need to be very specific with calls to action.
 - a. True
 - b. False