

## EXPERT SESSION QUIZ ANSWERS

Title: **Instagram Master Class Part 3: Target Audience & Content Strategy**

Name: **Anna Semyanova**

*Answer Key provided below*

1. To experience Instagram greatness at its fullest, you need to \_\_\_\_\_.
  - a. Know how to take pictures and videos
  - b. Follow what your followers like seeing in their feeds and stories
  - c. Know a lot about your audience first
  - d. Follow trends and know what's popular
  
2. Using Combin, what can you create searches for?
  - a. Users and posts
  - b. Links and videos
  - c. Videos and posts
  - d. Posts and links
  
3. True or False: Using Combin, you can mass like, comment, and follow other accounts.
  - a. True
  - b. False
  
4. What is the goal of creating a visual identity board?
  - a. To spark inspiration
  - b. To use as a reference when you're creating your content plan
  - c. To let others know what your feed will look like
  - d. To eventually use as a post on your feed
  
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 visual content style should reflect your \_\_\_\_\_.
  - a. inspiration
  - b. products
  - c. personality
  - d. brand
  
7. Which of the following is not a content creation category that Anna talks about?
  - a. Useful posts
  - b. Timely posts

- c. Product posts
- d. Controversial posts

8. What is a promotional post?

- a. Features another Instagram profile
- b. Highlights your products or services
- c. Gives away something desirable
- d. Does a review of a product

9. Which of the following is not one of the 10 types of captions Anna covers?

- a. Long-form caption
- b. Call to action caption
- c. Educational caption
- d. Inspirational caption

10. To help enhance your Instagram content creation strategy, Anna recommends doing which of the following?

- a. Taking pictures or videos everyday
- b. Planning your content strategy
- c. Always write your own captions
- d. Take others content and use it for yourself