

## EXPERT SESSION QUIZ

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