

EXPERT SESSION QUIZ

Title: **Instagram Master Class Part 7: Stories & IGTV**

Name: **Anna Semyanova**

1. What is the time limit for non certified IGTV accounts?
 - a. 10 minutes
 - b. 15 minutes
 - c. 60 minutes
 - d. 12 hours

2. True or False: IGTV videos disappear after 30 days.
 - a. True
 - b. False

3. Which of the following is NOT one of the benefits of using IGTV?
 - a. Deeper storytelling
 - b. Mobile first
 - c. Optimize click-through rates
 - d. Connect with an older generation

4. Fill in the blank: Anna says that it's important to remember that your brand is on Instagram to _____ not just to promote your business.
 - a. Build relationships with your audience
 - b. Keep up with trends
 - c. Keep an eye on your competitors
 - d. Look for ways to improve

5. True or false: It's not a good idea to repurpose videos used on other platforms and put them onto Instagram.
 - a. True
 - b. False

6. True or false: One caveat to creating and posting customer review videos is that you'll find it difficult to make them seem authentic.
 - a. True
 - b. False

7. True or False: Your IGTV video MUST comply with community guidelines in order to be posted.
 - a. True
 - b. False