

EXPERT SESSION QUIZ

Title: **Instagram Master Class Part 4: Improve Engagement**

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1. Why is engagement the most important metric on Instagram?
 - a. It shows how much influence you have
 - b. It tells you how strongly your audience cares about the content
 - c. It shows that you know how to write well
 - d. It shows that your audience isn't full of fake accounts

2. What is the first step to driving traffic and creating monetary value on Instagram?
 - a. Posting as much as possible
 - b. Continually asking your audience to comment on and share your posts
 - c. Direct messaging bigger accounts and asking them for a shoutout
 - d. Creating content that generates real engagement

3. Fill in the blank: Traffic = People that are interested in buying your product = _____ = Monetary Value
 - a. Leads
 - b. Clicks
 - c. Sales
 - d. Follows

4. In order to calculate engagement rate, you need to take the average of which posts?
 - a. 4–10
 - b. 5–11
 - c. 6–12
 - d. 7–13

5. Anna recommends that you only hire influencers with AT LEAST what percentage engagement rate?
 - a. 12 percent
 - b. 10 percent
 - c. 8 percent
 - d. 20 percent

6. True or False: Stickers in stories don't usually create a lot of engagement on Instagram.
 - a. True
 - b. False

7. Fill in the blank: A high level of _____ can go a long way in building a stronger connection to your audience.

- a. Authenticity
- b. Awareness
- c. Commitment
- d. Work

8. True or False: The metric, "Time Spent on Post" does not affect how your Instagram post performs.

- a. True
- b. False

9. True or False: Posting videos on your feed is a good way to get engagement and improve performance of posts.

- a. True
- b. False

10. True or False: It is good practice to post pictures, videos, and stories at the same time throughout the day.

- a. True
- b. False