

*Module 19, Lesson 1 Quiz:*

**Choosing the Best Social Platforms for Your Business**

1. Some of the biggest mistakes people make when trying to grow their social media following include all but:
  - a. They try to be someone they aren't
  - b. They try to do too much
  - c. **They post consistently**
  - d. They don't spell check
2. If you're looking to grow your social media audience quickly, it makes sense to buy fake followers.
  - a. True
  - b. **False**
3. Social media I.D stands for:
  - a. Identify, Deny
  - b. Impactful, Deliberate
  - c. **Identify, Decide**
  - d. Impactful, Decide
4. The following is true about Pinterest:
  - a. It's both a social media platform and a robust search engine
  - b. SEO is very important part of successful pinning
  - c. It's important to be consistent with pinning and repinning regularly
  - d. **All of the above**