

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**