

# Social media manager

 Test duration: **45 minutes**  Difficulty level: **Moderate**



## 1. When planning a social media content calendar, what should be your primary focus?

- A) Ensuring posts are evenly distributed throughout the week
- B) Aligning content with overall strategy & key dates
- C) Maximizing daily post frequency
- D) Using identical content across all platforms

**Correct answer:** B) Aligning content with overall strategy and key dates

## 2. How would you effectively measure the success of a brand awareness campaign on social media?

- A) Tracking conversions from the campaign
- B) Monitoring growth in reach and engagement
- C) Counting the number of likes on posts
- D) Measuring ad click-through rates

**Correct answer:** B) Monitoring growth in reach and engagement

## 3. Which of the following best describes a 'lookalike audience' in social media advertising?

- A) Targeting users who've interacted with your content
- B) Expanding reach to users similar to your customers
- C) Targeting followers of your competitors
- D) Re-targeting website visitors

**Correct answer:** B) Expanding reach to users similar to your customers

## 4. During a social media crisis, what is the best approach?

- A) Delete negative comments immediately
- B) Acknowledge the issue and communicate clearly
- C) Wait for the crisis to pass
- D) Issue a general apology and resume posting

**Correct answer:** B) Acknowledge the issue and communicate clearly

## 5. What's critical when A/B testing social media content?

- A) Testing different content types
- B) Running tests simultaneously
- C) Focusing on visual elements
- D) Comparing comment counts

**Correct answer:** B) Running tests simultaneously

## 6. How do social listening tools benefit your strategy?

- A) Automating follower growth
- B) Gaining insights from customer sentiment
- C) Automating content creation
- D) Scheduling posts at optimal times

**Correct answer:** B) Gaining insights from customer sentiment

## 7. When creating platform-specific content, the best approach is to:

- A) Repurpose the same content for all platforms
- B) Tailor content to each platform's audience
- C) Focus on platforms with the most users
- D) Post identical content across platforms simultaneously

**Correct answer:** B) Tailor content to each platform's audience

## 8. Why is 'engagement rate' important in social media?

- A) It measures the number of likes
- B) It indicates how well your audience interacts with content
- C) It directly relates to sales
- D) It's a minor metric with little impact

**Correct answer:** B) It indicates how well your audience interacts with content

## 9. In an influencer campaign, the key objective should be to:

- A) Get as many posts as possible
- B) Use the influencer's reach to boost brand visibility
- C) Ensure every post mentions the product
- D) Work with the most popular influencer

**Correct answer:** B) Use the influencer's reach to boost brand visibility

## 10. How should you approach 'vanity metrics' in analysis?

- A) Ignore them as unimportant
- B) Contextualize them within broader business goals
- C) Prioritize them above other metrics
- D) Use them as the main measure of success

**Correct answer:** B) Contextualize them within broader business goals