

Chapter 2: Ethical and Legal Fundamentals in Social Media

Test Bank

Multiple Choice

1. _____ are the set of moral guidelines and principles that influence our behaviors and interactions

- A. Values
- B. Norms
- C. Ethics
- D. Personal brand

Ans: C

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Knowledge

Answer Location: What Is Ethics?

Difficulty Level: Easy

2. Jumping onto a trend, similar to creating a popular meme like Crying Michael Jordan or Running Man, is an example of what type of deadly social media sin?

- A. misappropriation
- B. manipulation
- C. narcissism
- D. uniformity

Ans: A

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Comprehension

Answer Location: What Is Ethics?

Difficulty Level: Medium

3. Being consistent across social media platforms, whether it is the look or even content, is important, but sharing exact same piece of content on all platforms is not appropriate. This is considered _____ of the deadly sins of social media.

- A. uniformity
- B. narcissism
- C. misappropriation
- D. abandonment

Ans: A

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Comprehension

Answer Location: What Is Ethics?

Difficulty Level: Medium

4. _____ are a popular trend in striking a heated discussion with someone else on social media.

- A. Bullying
- B. Buying fake followers
- C. Flame wars
- D. Automation

Ans: C

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Knowledge

Answer Location: Additional Ethical and Legal Consequences and Challenges

Difficulty Level: Easy

5. When accounts like AltNationalParkServices are created, they are not necessarily the real voice of the organization they represent and do not have permission to do so. What new trend is this referring to?

- A. They are starting a flame war.
- B. They are going rogue.
- C. They are being narcissistic.
- D. They are misinforming audiences of who they are.

Ans: B

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Application

Answer Location: Additional Ethical and Legal Consequences and Challenges

Difficulty Level: Medium

6. The agreement you sign up for creating a social media account is called a _____.

- A. parody account
- B. alternative account
- C. terms of services agreement
- D. access to platform agreement

Ans: C

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Knowledge

Answer Location: Legal Fundamentals

Difficulty Level: Easy

7. Facebook got into trouble when it conducted an experiment on its users that tested whether seeing positive or negative timeline events impacted the users' overall state. This was an issue of _____.

- A. not providing consent to participate in the study
- B. not providing an adoption to their terms of services agreement
- C. not acknowledging their role in the process
- D. not acknowledging how the data was going to be used

Ans: A

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Analysis

Answer Location: Legal Fundamentals

Difficulty Level: Hard

8. _____ occurs when fans stop giving support to a person who posts insensitive content online.

- A. Cancel culture
- B. A lawsuit
- C. Cyberbullying
- D. Influencing

Ans: A

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Knowledge

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Easy

9. The lessons for the cases of Chad Shanks and Justine Sacco should be all EXCEPT _____.

- A. it is okay to post anything you want because there are no consequences
- B. be aware of what you post on social media since it is public
- C. others may perceive posts differently than you, and may not consider it to be humorous
- D. you can get fired for posting on social media

Ans: A

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Application

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

10. A/An _____ must disclose if they are being paid by the brands they promote on their social media accounts.

- A. consumer
- B. celebrity
- C. poser
- D. influencer

Ans: D

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Comprehension

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

11. One best practice is to have _____ that outline the expectations for online engagement.

- A. a social media policy
- B. fine print
- C. contractual agreements
- D. a brand image

Ans: A

Learning Objective: 2-3: Explain key ethical and legal principles for establishing a social media policy.

Cognitive Domain: Comprehension

Answer Location: Ethical and Legal Best Practices in Social Media

Difficulty Level: Medium

12. Influencers, particularly DJ Khalid, have been a key focus of the _____ when it comes to endorsements.

- A. SEC
- B. FTC
- C. FCC
- D. FDA

Ans: B

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Comprehension

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

13. Which of the following is important when establishing a social media policy?

- A. The organization should be exclusive to certain groups.
- B. The organization should act one way on social media and another way offline.
- C. Have one person responsible when handling offensive comments directed at the organization.
- D. Employees should be educated on the social media policy as often as the policy needs to be updated.

Ans: D

Learning Objective: 2-3: Explain key ethical and legal principles for establishing a social media policy.

Cognitive Domain: Analysis

Answer Location: Ethical and Legal Best Practices in Social Media

Difficulty Level: Hard

14. How do employees disclose they work for a company on social media, according to what Humana has set up for their employees?

- A. They do not have to do anything and are not forced to post on social media.
- B. They are not allowed on social media.
- C. They have to use #humanaemployee to disclose they work for the company.
- D. They have to use #Employee only when mentioning the company, but not health-care-related items relevant for the brand.

Ans: C

Learning Objective: 2-4: Understand the ethical and legal best practices to work in social media.

Cognitive Domain: Application

Answer Location: Ethical and Legal Best Practices in Social Media

Difficulty Level: Medium

True/False

1. Bots are part of an ethical social media policy for most social media companies.

Ans: F

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Comprehension

Answer Location: What Is Ethics?

Difficulty Level: Medium

2. Abandonment is when brands and individuals build a community and leave it without proper notification or reasoning, which is considered to be one of the deadly sins of social media.

Ans: T

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Knowledge

Answer Location: What Is Ethics?

Difficulty Level: Easy

3. Buying followers is a common practice in social media but is not ethical unless you want to get noticed and famous.

Ans: F

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Knowledge

Answer Location: What Is Ethics?

Difficulty Level: Easy

4. Automating your content on social media, like sending automated DMs on Twitter, are common practices for ethical social media professionals.

Ans: F

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Comprehension

Answer Location: What Is Ethics?

Difficulty Level: Medium

5. A social media policy is good to have to set the guidelines and standards for a brand and all employees on social media.

Ans: T

Learning Objective: 2-3: Explain key ethical and legal principles for establishing a social media policy.

Cognitive Domain: Comprehension

Answer Location: Ethical and Legal Best Practices in Social Media

Difficulty Level: Medium

6. Domino's did not have a Twitter account before two employees went rogue in 2009, which then prompted them to create a social media policy.

Ans: T

Learning Objective: 2-3: Explain key ethical and legal principles for establishing a social media policy.

Cognitive Domain: Knowledge

Answer Location: Ethical and Legal Best Practices in Social Media

Difficulty Level: Easy

Short Answer

1. Identify two main issues we are seeing in the legal and ethical landscape.

Ans: We are seeing the law trying to catch up to the legal challenges and new crisis situations facing social media professionals today, but we are also battling some behaviors that are not professionally appropriate for audiences to adapt into their practices.

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Analysis

Answer Location: Additional Ethical and Legal Consequences and Challenges

Difficulty Level: Hard

2. There are several new deadly sins of social media. Identify two that are most prevalent for today's social media landscape.

Ans: The issue of cyberbullying and privacy are two big issues that need to be addressed in today's society. Engaging in negative behavior and aggressively going

after others online is not appropriate, and it is important to disclose how much information is going to be collected by your interactions online.

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Analysis

Answer Location: Legal Fundamentals

Difficulty Level: Medium

3. What are the risks associated with “rogue” social media accounts?

Ans: They are not representing the official account and may not have permission to share, create, or engage in conversation. They are misleading others to feel they are acting on official capacity when they are not.

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Analysis

Answer Location: Additional Ethical and Legal Consequences and Challenges

Difficulty Level: Medium

4. What is automation and how does this tie to ethical practices on social media?

Ans: Automation focuses on scheduling content to go out at certain times without having to worry about it. This raises an ethical issue when you are just automating everything, including conversations, which is not authentic. This causes issues related to the level of credibility and trustworthiness people assign to others.

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Analysis

Answer Location: What Is Ethics?

Difficulty Level: Medium

5. What are two legal implications for influencers NOT disclosing their sponsorship on social media?

Ans: They could get fined by the FTC and lose trust among their audiences for not being true to their brand as an influencer.

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Application

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

Essay

1. Outline the key deadly sins Parker mentioned in the chapter. What are some of the main takeaways here?

Ans: (1) Misappropriation, (2) abandonment, (3) manipulation, (4) ignorance, (5) monotony, (6) narcissism, and (7) uniformity. Main takeaways: There are certain behaviors still being practiced on social media, but what is important to consider and be aware of is that some of these are not ethical or appropriate. While it may be tempting to buy followers, it's not of quality and misleads audiences. It's also important to recognize not to just promote yourself or call in the content and share this on all social media sites. To practice ethically on social media, you have to make these decisions and stick to them.

Learning Objective: 2-1: Define ethics and construct your own ethical standards for social media.

Cognitive Domain: Analysis

Answer Location: What Is Ethics?

Difficulty Level: Hard

2. You are working for a brand and want to share a piece of content that is out there (e.g., Meme, Gif.), but you do not have rights to it. Your boss says that this is a great way to get traffic and impressions on your site, so they want you to share this. How would you respond to this?

Ans: It would not be appropriate to share this content without permission and attribution to the original source. This has gotten several brands into the news for copyright infringement. It is necessary to get the content and permission from the original creator before sharing and incorporating it into our own social media content. The legal and ethical risks associated with this could be costly for all parties involved (see the Disney/Baby Yoda example for an illustration).

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Application

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

3 You have been asked by your boss to create an influencer sponsored guide package of a client but have been told not to include any mentions that the content will be sponsored. What points do you want to raise to make sure you practice ethically in this case?

Ans: Influencer marketing has been a rising trend within social media, but also has caught the attention of the FTC, which has published their set guidelines on what brands and others have to do to make sure they disclose to their audiences their content has been sponsored or paid for. Otherwise, this will look like it was not paid, which would mislead the audiences. Cases like Kim Kardashian West, DJ Khaled, and even PewDiePie have shown the consequences of not doing this, which can be both costly to the reputation of the influencer, but also financially with the set fees set into place.

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Application

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

4. Justine Sacco has been the poster child for what not to do on social media, but has paid the price with public shaming around the world. What are two other takeaways from this case?

Ans: Justine Sacco come into the social media space as a clear example of understanding what you share on social media can be seen around the world. Her tweet from her flight from London to Cape Town showed the world that there are consequences to what you say on social media. However, there needs to be an understanding of how we can all learn from these mistakes and move forward. Yet with the age of social media and Google, this is somewhat more difficult to achieve.

Learning Objective: 2-2: Recognize the consequences and challenges social media raises for legal and ethical purposes.

Cognitive Domain: Analysis

Answer Location: Employees and Personal Branding Mishaps

Difficulty Level: Medium

5. You have been asked to create a social media policy for yourself. Write down three core principles you will make sure to address in your own policy based on the readings.

Ans: (1) Educating others on the overall purpose of the social media policy. (2) Employee conduct and where employee advocacy comes into play. How to identify yourself as an employee while also not misleading others. (3) Establishing the overall tone of voice to have on social media to be respectful as well as being aware of what you say online represents not only yourself, but others as well.

Learning Objective: 2-3: Explain key ethical and legal principles for establishing a social media policy.

Cognitive Domain: Analysis

Answer Location: Ethical and Legal Best Practices in Social Media

Difficulty Level: Medium