

## Chapter 1: Introduction to Social Media: An Art and Science

### Test Bank

#### Multiple Choice Questions

1. \_\_\_\_\_ is a wide range of online, word-of-mouth forums including blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, microblogs.

- A. Traditional media
- B. Social media
- C. Digital media
- D. Creative media

Ans: B

Learning Objective: 1-1: Define social media.

Difficulty Level: Moderate

2. \_\_\_\_\_ and \_\_\_\_\_ need to emerge for people to understand the importance of social media.

- A. Engagement; interactions
- B. Paid media; earned media
- C. Conversations; relationships
- D. Metrics; data

Ans: C

Learning Objective: 1-3: Explain the evolution of social media over time.

Difficulty Level: Moderate

3. \_\_\_\_\_ focuses on allowing users to share and create information, disseminate ideas in various forms, share content, and respond to these pieces of content to create a consistent image across the different platforms.

- A. Online persona
- B. Avatar
- C. Profile
- D. Personal brand

Ans: A

Learning Objective: 1-1: Define social media.

Difficulty Level: Easy

4. Chewbecca Mom became infamous when she filmed herself on Facebook Live wearing a Chewbecca mask from Kohl's is an example of \_\_\_\_\_.

- A. becoming famous
- B. becoming a viral sensation
- C. becoming a fan of Star Wars

D. becoming known for live video

Ans: B

Learning Objective: 1-5: Identify the key characteristics of the science and art of social media.

Difficulty Level: Moderate

5. User-generated content focuses on \_\_\_\_\_.

A. content that is branded and used by the corporation

B. content that is branded and used by the corporation and its audiences

C. content that is created by the user

D. content that is created by the brand

Ans: C

Learning Objective: 1-1: Define social media.

Difficulty Level: Moderate

6. Livestreaming apps are one popular form of social media, and examples that fall into this category includes all EXCEPT \_\_\_\_\_.

A. Facebook Live

B. Periscope

C. LinkedIn

D. Instagram

Ans: C

Learning Objective: 1-2: Differentiate between social media platforms.

Difficulty Level: Easy

7. The CEO of Snapchat is \_\_\_\_\_.

A. Mark Zuckerberg

B. Jack Dorsey

C. Susan Wojcicki

D. Evan Spiegel

Ans: D

Learning Objective: 1-3: Explain the evolution of social media over time.

Difficulty Level: Easy

8. Facebook developed their Timeline feature back in \_\_\_\_\_.

A. 2005

B. 2011

C. 2007

D. 2012

Ans: B

Learning Objective: 1-3: Explain the evolution of social media over time.

Difficulty Level: Moderate

9. What is considered to be thought leadership?

A. Creating social media profiles and stating to the world you are a leader in the business with titles such as change evangelist, gurus, and social media expert.

- B. Posting content that others have shared on your own account and for your audiences.
- C. Disseminating only certain types of content on certain platforms that get the most traction and viewership.
- D. Brands, individuals, and organizations can become experts in their area as they continue to produce, share, and create content where they become the go-to resource for innovative ideas, persuading people to take action in response for their created content.

Ans: D

Learning Objective: 1-4: Identify the main considerations for using social media strategically.

Difficulty Level: Difficult

10. The time and frequency of posts are one of the main categories to consider. This is classified as \_\_\_\_\_.

- A. voice
- B. analytics
- C. audience
- D. purpose

Ans: B

Learning Objective: 1-4: Identify the main considerations for using social media strategically.

Difficulty Level: Moderate

11. Ted Rubin coined the term RoR which stands for \_\_\_\_\_.

- A. Return on Relationships
- B. Return on Reruns
- C. Rejuvenating old Relationships
- D. Rejuvenating ongoing Reddits

Ans: A

Learning Objective: 1-4: Identify the main considerations for using social media strategically.

Difficulty Level: Easy

12. \_\_\_\_\_ focuses on taking insight into the account when evaluating data and analytics.

- A. Creative decision making
- B. Insight decision making
- C. Human interaction marketing
- D. Influencer marketing

Ans: B

Learning Objective: 1-4: Identify the main considerations for using social media strategically.

Difficulty Level: Moderate

13. Gary Vee, or otherwise known as Gary Vaynerchuk, has created his presence in the industry due to his active and branded form of storytelling with videos through his videographer, DRock. This is called \_\_\_\_\_.

- A. vlogging
- B. blogging
- C. content creation
- D. research

Ans: A

Learning Objective: 1-5: Identify the key characteristics of the science and art of social media.

Difficulty Level: Moderate

14. Visual content that is considered to be snackable seems to live on most platforms like \_\_\_\_\_.

- A. Facebook and Twitter
- B. Twitter and Instagram
- C. Instagram and Snapchat
- D. LinkedIn and YouTube

Ans: C

Learning Objective: 1-2: Differentiate between social media platforms.

Difficulty Level: Easy

### **True/False**

1. According to the textbook, Social media is not just a fad that can be addressed in a moment's notice.

Ans: T

Learning Objective: 1-1: Define social media.

Difficulty Level: Moderate

2. All social media platforms are the same. They do not have any defining or unique features to them.

Ans: F

Learning Objective: 1-1: Define social media.

Difficulty Level: Easy

3. Branded content is more trustworthy than user-generated content.

Ans: F

Learning Objective: 1-1: Define social media.

Difficulty Level: Easy

4. Based on what was discussed in the textbook, social media is a science, not an art.

Ans: F

Learning Objective: 1-5: Identify the key characteristics of the science and art of social media.

Difficulty Level: Easy

5. Social media is owned by the community, not by one person or platform.

Ans: T

Learning Objective: 1-3: Explain the evolution of social media over time.

Difficulty Level: Easy

### **Short Answer**

1. How would you define social media based on the textbook reading? What are three attributes that are considered to be part of social media?

Ans: Social media can be defined by being online, word-of-mouth forums that focuses on creating content, and discussions and relationships with communities. Social media is not owned by one platform or another, but rather by a community which is constantly in flux and changing.

2. What are the two things to note about storytelling for social media?

Ans: To make sure to have your own point of view and you have to create the content that is most aligned with your own brand on social media.

3. Discuss the differences between user-generated content and branded content.

Ans: User-generated content is created by the user, and branded content is created by the organization.

4. Outline the main areas that are highlighted for social media professionals need to be aware of for social media.

Ans: Audiences (who are these individuals and where are they having the conversations), Purpose (platforms will continue to compete with each other to grab the attention and number of users from other platform), Relationships (who you are connected with on social media), Personality (attributes associated with who you are online), content (pieces of work you share and create on social media), analytics (data), and actions (behaviors that are taking)

### **Essay**

1. Explain the current landscape of social media. What are the defining elements that need to be taken into consideration by social media professionals today?

Ans: The current landscape in social media is rapidly changing. More emphasis is being placed on being more integrated, tying in research and proactive together in a seamless and consistent manner. Posting content for the sake of posting content may not work anymore. Understanding the importance of tying in strong content that sparks emotion and ties toward the brand, while investing in the analytics to determine whether or not content is resonating or working for audiences is also crucial.

2. Is social media a science or an art? Discuss your rationale for each and tie in current case studies discussed in the textbook.

Ans: Social media is both an art and science, integrating both principles together. Without research, social media strategists will not be able to understand the insights gathered to help them determine what is working and why it may not be working. Data and understanding the insights are the first part of what sparks creativity, which is the heart of the social media campaign. Creativity, when done with research, can provide more substantial results and ideas. In addition, without insights to have for a campaign, ideas may fall flat, and time and resources may be wasted.

3. Chewbacca Mom became one of the most successful Facebook Live videos ever. Discuss what made this video so successful, and what are two lessons to note for future social media campaigns.

Ans: This video showed the power of being on the right platform at the right time. This video captured a moment that was focused on being transparent and real, and presenting to the world a new way of experiencing a moment online. This was a powerful message for brands to be proactive in listening (which Kohl's did) and taking action based on what an audience member created and shared.

4. You are entering the workplace and have been asked to discuss your thought leadership activities. Highlight three things you are doing to create your own thought leadership.

Ans: Thought leadership is all about establishing your areas of expertise. This can come from any different types of areas of social media, but the content that is created needs to be authentic, real, and connected back to the brand. Three ways in which to create thought leadership could be in the form of vlogging (similar to what GaryVee does), writing blogs (like Hootsuite professionals do) or hosting webinars online. Ultimately, thought leadership is built over time and the content provides value to others.

5. In 2017, Royal Caribbean created an "Intern-Ship" contest to find the perfect Instagram explorer to be part of the cruise experience and share content on behalf of the cruise line to drive travel destination sales and buzz. Discuss how Royal Caribbean could integrate both science and art in this campaign.

Ans: This campaign combined both research and practice in different ways. The research components for this campaign include the listening capabilities of understanding what people are talking about on social media. Sharing articles, updates with friends, and talking about what they should be doing for vacation are all pieces of content that could be collected, analyzed, and used to brainstorm ideas for campaigns. The art side comes from brainstorming ideas from what was gathered in the research. Figuring out what has not yet been done and what opportunities could arise from targeting certain audience groups (e.g., Millennials) on certain platforms (e.g., Instagram) like this could be a great and unique opportunity to generate excitement and buzz. Tying in the metrics to determine how successful this campaign was (e.g., How many applications were submitted, the metrics for the intern on this campaign, buzz for media coverage, social media shares, etc.) would need to be evaluated.