



**PPAI Social Media Quiz**

1. \_\_\_\_\_% of consumers trust peer recommendations.
  
2. With Social Media, the definition of \_\_\_\_\_ has changed drastically.
  
3. Name four ways how you can use social media.
  - a.
  - b.
  - c.
  - d.
  
4. True or false: Social media takes your brand beyond brand awareness to brand engagement.
  
5. Which is the most desired target market on social media networks?
  - a. College students
  - b. Women 55+
  - c. Tweens
  - d. Women 25-54
  - e. Men 25-54
  
6. How many users are currently on facebook?





7. Name five ways you can target your market on Facebook:

- a.
- b.
- c.
- d.
- e.

8. How many users are currently on Twitter?

9. True or False: LinkedIn is a microblogging site for professionals.

10. What does B.L.O.G. stand for?

11. List three ways to integrate your social media strategy.

- a.
- b.
- c.

12. List three best practices for incorporating social media into your overall marketing strategy:

- a.
- b.
- c.





### Key Words To Know

**Collective intelligence:** the capacity of a human community to evolve toward higher order complexity thought, problem-solving and integration through collaboration and innovation.

**Facebook:** is a social networking site that connects people with friends and others who work, study and live around them. Facebook currently has over 350 million users.

**Friends:** on social networking sites, are contacts whose profile you link to in your profile

**Microblogging:** the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters.

**RSS:** is short for Really Simple Syndication. This allows you to subscribe to content on blogs and other social media and have it delivered to you through a feed.

**Reputation management:** is the process of tracking an entity's actions and other entities' opinions about those actions; reporting on those actions and opinions; and reacting to that report creating a feedback loop.

**Tweet:** A post on Twitter, a real-time social messaging system.

**Twitter:** a microblogging site- which features 140-character answers to the question: "What are you doing now?" It currently has over 50 million users.



# the **K**buzz

General Marketing Goals	What are you doing to meet these goals?	How will you meet these goals using social media?



# the Kbuzz

What Social Media Site is right for you? Visit the following social networking sites to see which one best fits your company's goals and needs!

## COMMUNICATION

- **Blogs:** Blogger, WordPress,
- **Micro-blogging:** Twitter, Tumblr, Posterous, Yammer
- **Social networking:** Facebook, LinkedIn, Ning,
- **Events:** Upcoming, Eventful, Meetup

## COLLABORATION

- **Wikis:** Wikipedia, PBworks, WetPaint
- **Social bookmarking:** Delicious, StumbleUpon, Google Reader
- **Social news:** Digg
- **Opinion sites:** Yelp

## MULTIMEDIA

- **Photo sharing:** Flickr, Photobucket, TwitPic
- **Video sharing:** YouTube
- **Live casting:** Ustream.tv, Justin.tv, TwitCam, Skype



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