



## PPAI Social Media Quiz

1. How many users are currently on Facebook?
  - a) 200 Million
  - b) 350 Million
  - c) 400 Million
  - d) 450 Million
  
2. The Facebook philosophy is to:
  - a) Build
  - b) Grow
  - c) Engage
  - d) All of the above
  
3. True or False: Fan pages are completely private. You have to be a member of Facebook in order to view the page.
  
4. True or False: Individual profiles are for businesses.
  
5. True or False: A Facebook page can be as highly functional as a website.
  
6. What are the three tips for building a FANTASTIC Fan Page?
  - a)
  - b)
  - c)





7. Name four tips for engaging with fans.

a)

b)

c)

d)

8. True or False: “Likes” are a fast easy way to respond to a post and push it to the news feed.

9. What are the three tips for “organic growth”?

a)

b)

c)

10. True or False: Every interaction on your Facebook Page encourages instant virality.





## Facebook Resource Guide

### Great Blogs to Check Out:

<http://allfacebook.com>

<http://mashable.com>

<http://insidefacebook.com>

<http://buzzmarketingdaily.com> (Carrie's company)

### Professional Organizations to Build You A Facebook Page:

<http://socialbees.com>

<http://customfanpagedesigns.com>

<http://theKbuzz.com> (Carrie's company)



theKbuzz

71-19 80<sup>th</sup> Street Suite 8-214, Glendale, NY 11385—718-416-2899—www.theKbuzz.com



## Homework

**Create a Facebook Fan Page!**

**Post an engaging status update.**

**Create a sample Facebook Ad.**



theKbuzz

71-19 80<sup>th</sup> Street Suite 8-214, Glendale, NY 11385—718-416-2899—[www.thekbuzz.com](http://www.thekbuzz.com)