



PPAI Social Media Quiz

1. How many users are currently on LinkedIn?
 - a) 200 Million
 - b) 100 Million
 - c) 20 Million
 - d) 50 Million

2. Name two types of C-Level executives that would join LinkedIn.
 - a)
 - b)

3. True or false: LinkedIn is a network exclusively for nonprofessionals.

4. True or false: A company should create a standard company profile.

5. Name two types of groups you should create on LinkedIn
 - a)
 - b)

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





7. How many blogs are based in the U.S.?

- a) 200 billion
- b) 30 million
- c) 100 billion
- d) 200 million

8. True or false: Blogs are a great way to produce content to be shared across social platforms

9. Name the two sites to search for Wikis:

- a)
- b)

10. True or false: “Wiki” means fast in Hawaiian.





Resource Guide

Great Promotional Blogs to Check Out:

<http://blog.epromos.com/>

<http://www.promotionalitemsbuzz.com/>

Blogs Sites We Recommend:

<http://posterous.com/>

<http://wordpress.org/>

<http://www.tumblr.com/>

<https://www.blogger.com/>

Promotional Wikis:

http://en.wikipedia.org/wiki/Promotional_merchandise

http://www.promopedia.org/wiki/Main_Page

LinkedIn Custom Company Profile Link:

<http://talent.linkedin.com/profiles/>



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