

The Social Media Survival Guide

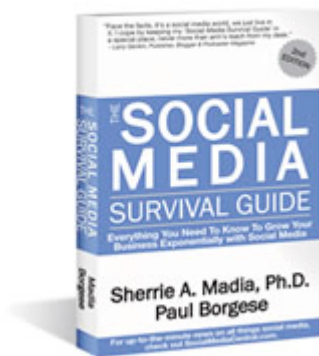


Test Your Social Media IQ

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Start the conversation

With the Social Media Survival Guide's *Social Media IQ Test* to find out how you score.



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(Circle the letter that best represents your response)

1. *Microblogging is:*
 - a. *Occasional blogging done by those who are just “testing the waters”*
 - b. *A type of blogging that is specific to small businesses and entrepreneurs*
 - c. *A form of blogging that allows users to send brief updates in text or multimedia such as photos or video*
 - d. *None of the above*

2. *In 2009, Facebook grew by what percentage among 35-54 year olds?*
 - a. *26 percent*
 - b. *276 percent*
 - c. *Zero—Usage declined among this population*
 - d. *This demographic group is generally not using Facebook*

3. *One of the top social networking sites in Latin America is:*
 - a. *Mojo*
 - b. *Vivo*
 - c. *hi5*
 - d. *MySpace español*

4. *The first step in engaging target audiences through social media is:*
 - a. *Request they turn off their user-generated site and join your brand’s official site—this is the best way to corral the consumer and promote your company’s vision*
 - b. *Join their conversation—consumers are always flattered to have an official brand talk with them*
 - c. *Conduct face-to-face focus groups*
 - d. *Find out where your audiences are engaged, and start listening*

5. *Generally speaking, the relationship between bloggers and journalists can best be described as:*
 - a. *Contentious—The two groups rarely intersect*
 - b. *Complimentary—Each group can assist the other*
 - c. *Utterly distinct—What happens in the blogosphere stays in the blogosphere, and likewise with professional journalism and the mainstream media*
 - d. *Relationship???*

6. *One of the top C-Suite bloggers in corporate America is:*
 - a. *Richard Branson*
 - b. *Rupert Murdoch*
 - c. *Bill Marriott*
 - d. *Steve Jobs*

7. *The best time to create your company’s social media policy is:*
 - a. *Social media is still too new for policy—tactics and applications are still being formed*
 - b. *Only high-profile companies need to worry about a social media policy*
 - c. *The moment you begin to consider your social media strategy*
 - d. *Only after you’ve had a chance to explore social media by starting a blog or launching a Facebook account*

8. *The guideline for metrics in social media is:*
- Consider your metrics at the outset—everything is measurable and you'll want to take advantage of this*
 - Social media is a qualitative environment so the need to quantify no longer exists*
 - Use metrics only if you plan to data mine*
 - Consider your metrics only after you've figured out who is out there; this could take some time—and you may never know—so be patient*
9. *Photosharing sites such as Flickr are great tools for corporations because:*
- They provide a rich source of images that corporations can use in their marketing*
 - They are a means of driving consumers to a social space around a common interest in your brand*
 - They offer a great way to share not only corporate images, but your personal images as well (family photos, etc.) thus adding a human element to your brand*
 - They offer a place to store all of your companies' archival photos—free of charge with unlimited bandwidth!*
10. *With regard to public relations and mainstream media*
- Public relations no longer needs the mainstream media—they now have direct access to YouTube, bloggers, and consumers*
 - Mainstream media remains a viable and important element of any public relations campaign*
 - If a CEO wants to hold a press conference, he no longer needs the mainstream media—He can simply host his event on his company's own YouTube channel with equal results*
 - Public relations officials are no longer worrying about press releases; all they need to do is tweet their ideas to the journalists with whom they need to connect*
11. *Brandstreaming is:*
- Creating a consistent online brand identity, and aggregating content in a centralized place*
 - Giving up control of your brand so that consumers can interact with your company in a more fluid and natural way*
 - Automating social media applications so that your brand will automatically appear in the top social networks of your target groups*
 - When a brand has no social media presence, this is known as being “up the stream without a paddle” aka “brandstreaming”*
12. *YouTube's greatest value(s):*
- A company's ability to post any video at any time on its own channel*
 - The potential for instant access to millions of consumers who may be interested in your topic or industry*
 - Search*
 - All of the above*
13. *Twitter is best positioned for:*
- Failure—It's an application that ultimately will not last*
 - Younger demographics (18-24)*
 - Crisis communications—Consumers don't want to hear from brands via Twitter unless there is some emergency*
 - Creating ongoing engagement between consumers and your brand*

14. A social media press release is:

- a. The same as any traditional release—it just has a new name to reflect the times
- b. An interactive, value-added press release designed to offer journalists more immediate access to background on an individual or event, access to photos, one-click requests for interviews, and more
- c. Nonexistent—The press release has basically become obsolete
- d. Sent only to the bloggers; traditional journalists prefer the more traditional release

15. Web 2.0 is:

- a. The basic programming language, similar to html, used by most bloggers today
- b. A myth; this is just marketing hype
- c. The web paradigm that encompasses a do-if-yourself publishing, interactive, shareable, time-shifted, user-generated content experience
- d. A means of capturing audiences' attention through broader, more mass-mediated techniques

Answer Key: 1c; 2b; 3c; 4d; 5b; 6c; 7c; 8a; 9b; 10b; 11a; 12d; 13d; 14b; 15c

Your Social Media IQ Score

If you scored:

■ 1-5: **Borderline social media deficiency**

*So you've heard about Facebook, signed up for an account, then never went back. You find yourself bowing out of conversations when the topic of tweeting comes up. You don't know and don't care about blogging or profiles—after all, your company needs growth in revenue, not a bunch of mindless tweets about aspects of your product or service that aren't really relevant. If this is anywhere close to your mindset, you aren't alone. And yet, you are definitely at risk—if you are charged with growing your company's bottom line in any capacity—as part of the sales and marketing team, or as part of senior management—you'll need to school up fast. The good news about social media is that boosting your IQ doesn't take long. **The Social Media Survival Guide** will guide you through the value of corporate social media applications—and will make you a genius in no time.*

■ 6-12: **Normal or average social media intelligence**

*You know the basics, so you're off to a good start. But some gaps in your knowledge of social media may exist that are holding you back from being fully on board. While you may understand the principles of social media, you may not be seeing just how to harness these tools on behalf of your brand. To connect the dots on how social media can jumpstart your brand and your sales, read **The Social Media Survival Guide** to boost your knowledge—and your sales.*

■ 13-15: **Superior social media intelligence**

*Bravo! But are you optimizing this knowledge? Are you seeing a direct ROI from your social media efforts? Are you savvy about social media, but unable to convince your boss that this is the direction to take? Are you wondering why your competitors have topped your sales each quarter for the past year? Then put your superior knowledge of social media to work. Not sure where to begin? **The Social Media Survival Guide** can get you started. **DON'T LET YOUR INTELLIGENCE GO TO WASTE!***