

**Quiz: Audience Engagement**  
**Faculty member: Annie Hammock**

- 1. Photos and videos taken by audience members and shared with journalists are called:**
  - a. Collaborative content
  - b. Syndicated content
  - c. User-generated content
  - d. Stringer content
  
- 2. When is the best time for a journalist to engage the audience?**
  - a. Before they decide what to report on
  - b. While gathering sources and information
  - c. After the story is published
  - d. All of the above
  
- 3. True or False: It is important to be on as many social networks as possible.**
  - a. True
  - b. False
  
- 4. Which of the following is *not* a type of audience engagement?**
  - a. When a newspaper publishes a letter to the editor
  - b. When a radio station puts a caller on the air
  - c. When a magazine publishes a list of its reporters without contact information
  - d. When a website does a poll
  
- 5. True or False: You should always start a tweet by mentioning the person or organization you are talking about.**
  
- 6. How can you use the ghost barcode to effectively promote a Snapchat account?**
  - a. Printing it in the student yearbook
  - b. Putting signs at the ticket gate of the football game
  - c. Tweeting a screenshot
  - d. All of the above
  
- 7. Which of the following is *not* an effective way to increase engagement on Facebook?**
  - a. Ask a question about an issue that is affecting the school
  - b. Tell readers to like or share a story
  - c. Post a link to a story about a music festival and tell readers it includes a map
  - d. Ask students to share their own photos in a comment thread

- 8. Facebook uses which term to tell you how many unique people have seen your post:**
- a. Impression
  - b. Reach
  - c. Metric
  - d. Likes
- 9. Using keywords in headlines and tags to make your content easier to find is called:**
- a. Search engine optimization
  - b. Maximized story output
  - c. Search engine performance
  - d. Maximized story metrics
- 10. When speaking as a news organization, it can be helpful to decide on a “common voice” and connect with the audience as “the helpful friend.” Which of the following is a way to do that?**
- a. Let the audience know what pieces of information are important to them.
  - b. Ask audience members if they will help you tell a story by sharing photos.
  - c. Answer in the comments if someone asks for more information on a story.
  - d. All of the above.