

Quiz: Social Media

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1. What has been the effect of social media on traditional media companies?

- a. Social media has changed the way people consume news.
- b. Social media allows you to break news in real time.
- c. Social media allows a two-way conversation between readers and journalists.
- d. All of the above.

2. How can Journalists use social media?

- a. To find more Facebook friends
- b. As a reporting tool to find witnesses, sources and images
- c. To meet new people
- d. To keep up with what's going on at the office

3. Which social media service should you use?

- a. Facebook because it's the biggest
- b. Twitter because it does news best
- c. Instagram because it has the best photos
- d. The social media service that is used by your audience

4. Which of these Facebook features is NOT an advantage for journalists?

- a. Facebook is the largest English language social media company in the world.
- b. Facebook's personalized news feed tailors the stories users see.
- c. Facebook's design allows for longer stories.
- d. Facebook tools allow you to embed photos and video easily.

5. Why should journalists use Twitter?

- a. Because Twitter posts are so short they are like headlines.
- b. Because of Twitter's ease of use, it has become the place to share breaking news.
- c. Because Twitter is shorter, your tweets won't get lost.
- d. Because Twitter is free.

6. You can trust what you read on Twitter because so many journalists use it.

- a. True
- b. False

7. What are elements of good tweets?

- a. They are conversational.
- b. They use #hashtags to make them searchable.
- c. They use @mentions to cite sources.
- d. They often ask questions.
- e. All of the above.

8. What are Hootsuite and Tweetdeck?

- a. Social media services in Europe
- b. Twitter card games
- c. Twitter management tools
- d. None of the above.

9. What is Storify?

- a. The process of putting a story on the Internet.
- b. A social media tool like Twitter, but for stories.
- c. A tool for collecting and displaying social media posts and stories.
- d. All of the above.

10. Which of these practices is NOT necessary?

- a. Always identifying yourself as a journalist online.
- b. Verifying facts before you retweet them.
- c. Getting permission before using a photo you find on Twitter.
- d. Establishing an online code of ethics for reporters and editors.
- e. None of the above.