



## Quiz

### Social Media for Law Firms

1. **What is a result of brand awareness and brand value?**
  - a. **Leads**
  - b. **Sales**
  - c. **Conversions**
  - d. **All of the above**
  
2. **Which is the best platform to reach out to people on?**
  - a. **Direct messaging**
  - b. **Video**
  - c. **Podcasting**
  - d. **Newsletter**
  
3. **Which of the following is true?**
  - a. **Social media is about getting as much content online as possible in order to be the most visible**
  - b. **The more you post on social media, the more you will appear in people's feeds**
  - c. **Social media is about getting the right content in front of the right people at the right times**
  - d. **All of the above**

4. Can advertising on social media be targeted?
- a. No, therefore advertising should be designed to appeal to the widest audience
  - b. Yes, using your personal contacts database
  - c. Yes, using the data that is received on social media
  - d. You cannot advertise on social media
5. What does CPM stand for?
- a. Customer Profile Monitor
  - b. Clicks per 1000 posts
  - c. Carefully Promoted Messages
  - d. Cost per 1000 posts

**Answers:**

**1. d 2. b 3. c 4. c 5. d**