## 1.1

1. Please complete the following sentences:

Social networks facilitate social exchange using *computer-aided networks*.

## 1.2

1. What influence do social networks have on shopping behavior?

*After one's own friends, ratings portals represent the second most important influencing factor of a purchase decision.*

## 1.3

1. Please check the correct answers.

* *Social media marketing serves to reinforce customer loyalty.*
* Social media marketing is designed to improve search engine rankings.
* *Social media marketing supports employer branding.*

## 1.4

1. What is meant by the 90:9:1 principle?

*The 90:9:1 principle states that out of 100 users, only 1 is a truly active participant, nine participate occasionally, and 90 are just inactive viewers.*

## 2.1

1. What is the distinguishing feature of a scandal?

*A scandal develops on the Internet over a short amount of time due to an avalanche of negative comments.*

1. Please check the correct answers.

A presence on social media platforms offers companies many opportunities. Can you name some of them?

* *Direct communication with customers*
* It can act as a lightning rod where scandals play out.
* *Better market research*
* *Increased reach*

## 2.2

1. Please check the correct answers.

When creating a social media strategy, it is important to first ...

* ... determine the right platform in order to be able to develop the strategy based on it.
* *… analyze the target audience to know exactly who the company wants to reach.*
* ... create the editorial plan, because without selecting a sufficient amount of content, it is impossible to carry out a social media strategy.

## 2.3

1. How are social media platforms different from classic media for purposes of corporate communication?

*For the first time, social media platforms allow companies to enter into direct dialogue with their target audience.*

## 2.4

1. How can companies use social-media-based customer service to strengthen customer loyalty?

*Thanks to their quick reaction times and individual responses, companies can enter into a direct dialog with the target audience. By helping out with questions and problems, the company can strengthen its customer loyalty.*

## 2.5

1. Please check the correct answers.

According to the BVCM study, the three main goals of social media marketing include:

* Sales promotion
* *Engagement*
* Improving customer service
* *Improving brand awareness*

## 2.6

1. What is a KPI?

*KPI stands for "Key Performance Indicator." It is produced by linking a key figure to a goal. The key figure in turn is the product of the relationship between at least two measurable values.*

1. What is a measurable value?

*A measurable value can be read or determined using a monitoring tool. The number of followers, for example, is a measurable value.*

## 2.7

1. Why should other departments be involved in social media activities at an early stage?

*It is important to involve other departments at an early stage to determine whether they are already carrying out social media activities and to find out the expectations of the individual departments for the company's the social media presence.*

## 3.1

1. Please check the correct answers.

Which social media platform is a microblogging service?

* Facebook
* Instagram
* *Twitter*
* Pinterest

1. Please check the correct answers.

What are some of the common features of most social networks?

* *Ability to create your own profile*
* *Notification functions*
* Virtual 3D rooms
* *Ability to post your own content*

1. Please check the correct answers.

Which platforms are examples of community projects?

* *Holidaycheck*
* *Gutefrage.net*
* Snapchat
* *Wikipedia*

## 3.2

1. Please check the correct answers.

Which platforms are mainly used for professional networking?

* Instagram
* *Xing*
* Facebook
* *LinkedIn*

1. Please check the correct answers. Which social media platform is focused on networking with friends?

* TikTok
* *Facebook*
* Twitter
* Pinterest

1. Please check the correct answers. What is the difference between a company page and a private profile on Facebook?

* *All posts to a company page are publicly visible.*
* Company pages can post videos.
* *Company pages have a statistics section.*
* Company pages can make public posts.

## 3.3

1. Please check the correct answers.

Which social networks are mainly used by a younger target audience?

* *Instagram*
* Xing
* LinkedIn
* *TikTok*

## 4.1

1. Please check the correct answers.

What are some of the five Ps named by Mintzberg?

* People
* *Position*
* *Perspective*
* Play

## 4.2

1. What criteria does the SMART formula provide for achieving strategy goals?

*Goals should be specific, measurable, achievable, relevant, and terminable.*

## 4.3

1. Why conduct a trial phase of social media activity?

*A trial phase is important to check whether all structures and processes are working and to verify that all measures have been considered.*

## 4.4

1. What is meant by the term "scandal"?

*A scandal is a wave of outrage that plays out on the Internet. It is characterized by the posting of many negative comments within a very short time.*

## 4.5

1. What are social media guidelines?

*Social media guidelines regulate how employees use social media channels. They apply regardless of whether the employees work with the platforms as part of their job duties or not.*

## 5.1

1. Name the five phases of crowdsourcing.

*1. Phase: Determination of subtasks*

*2. Phase: Choice of crowdworkers*

*3. Phase: Assignment of crowd workers to subtasks*

*4. Phase: Review and summary of the results*

*5. Phase: Conclusion and payment of crowdworkers*

## 5.2

1. Please check the correct answers.

A community …

* … *is a group of like-minded people who exchange ideas with each other.*
* *… is referred to as a "branded community" when a brand is the focus of the social network.*
* … consists by definition exclusively of lead users.

1. What is meant by the term "lead user"?

*A lead user describes a customer who anticipates a trend by being ahead of the curve of the mass market in their needs and requirements.*

1. What is the distinguishing feature of an "open innovation"?

*Under the open innovation approach, the innovation process is extended beyond the boundaries of the company, so that external people are also involved in the innovation process.*

## 5.3

1. Please check the correct answers.

The use of social media offers the following advantages in the field of market research:

* *Large amounts of data*
* User data that does not have to be analyzed
* *Data that is tailored to the needs of the target audience*
* Support for established standards
* *Information in real time*

## 6.1

1. Please check the correct answers.

Content marketing is conducted in various formats, including…

* … e*-books.*
* *… studies.*
* … native advertising.
* … *video posts.*

1. Please check the correct answers. An editorial plan consists of the following elements:

* *Publication date*
* *Publication time*
* Break periods for social media managers
* *Manager approval options*

## 6.2

1. What is the goal of viral marketing for spreading a message?

*Viral marketing seeks to attract as much positive attention as possible and as quickly as possible.*

## 6.3

1. Describe what the differences between a macro- and a micro-influencer are.

*A macro-influencer has already built up a very large audience and can request fees as high as several hundred thousand dollars. Micro-influencers have a rather manageable fan base that they are just beginning to build up.*

## 6.4

1. Please check the correct answers.

The following platforms are particularly suitable for reaching businesses in the B2B space:

* *Xing*
* Facebook
* Instagram
* *LinkedIn*

## 6.5

1. Please check the correct answers.

To maintain good community management, it is important to...

* … *communicate with customers on an equal footing.*
* *… build up trust.*
* … achieve a large reach.
* *… take the user seriously.*
* … exclude critics from the conversation.

## 6.6

1. Please check the correct answers.

Social media relations refer to …

* … collaborating with influential people through social media.
* … selling products on social media platforms.
* *… the public relations of organizations on social media platforms*
* … building relationships with users on social networks.

## 6.7

1. What is meant by employer branding in the context of social media?

*Employer branding refers to the posting of videos, images, and other content to strengthen the employer brand and to build a positive image for (potential) employees.*

## 6.8

1. Please check the correct answers.

The advantages of social advertising are …

* … high wastage.
* … *it is tailored to needs of the target audience.*
* *… the large reach.*
* *… the ability to rapidly customize ads*.

## 7.1

1. Please check the correct answers.

Copyright regulates...

* … the right to one's own image.
* *… the right of the person who created the image, video, music, or other content.*
* … the content of websites, stipulating in particular that it must be accessible in at least two clicks.
* … the terms and conditions of participation in sweepstakes.

## 7.2

1. Please check the correct answers.

The GDPR regulates …

* *... the handling of the personal data belonging to natural persons.*
* … the corporate social media presence.
* … *the obligation to delete user data.*
* *… the sending of advertising.*

## 7.3

1. Please check the correct answers.

User-generated content refers to...

* … *content created by users that is posted on a company's channels.*
* … content created by an organization to engage users.
* … content promoted by organizations to address the target audience.
* … content created in collaboration between the company and the user.

## 7.4

1. Please check the correct answers.

When using Facebook Pixel, make sure that...

* … the targeted users already have a Facebook account.
* *… users have a way to object to the use.*
* … that you only use it for a campaign with a minimum budget of €10,000
* *… users are informed about the use of Pixel.*

## 8.1

1. What is a cryptocurrency?

*A cryptocurrency is a digital currency based on a cryptographically secured payment system, such as the blockchain.*

## 8.2

1. What does the "buy one, get one" principle mean in the context of socially and environmentally conscious companies?

*For every product that customers purchase, another similar product will be donated to people in need.*

## 8.3

1. Describe the difference between social commerce and social selling.

*Social commerce focuses on the shared shopping experience that is conducted using social media platforms and recommendation communities.*

*Social selling describes the development of a personal brand via social media channels, whereby the company must personalize its communications with potential customers.*

## 8.4

1. Please check the correct answers.

What advantages do bots offer for customer communication?

* *The ability to answer standard queries*
* The ability to respond sensitively to others
* *Rapid response times*
* Flexible reactions

## 8.5

1. What does the term "post-factual" mean?

*The term "post-factual" describes the societal development where facts are becoming increasingly irrelevant in public discussions, since they are viewed as unimportant.*

1. What does the term "post-digital" mean?

*A post-digital perspective overcomes the blind belief that technology can act as a savior, and it considers digital applications more critically and realistically.*

## 8.6

1. Please check the correct answers.

Open leadership has the advantage of …

* … delegating decision-making to long-time employees, since they make the best decisions.
* … *allowing decisions to be made by the respective technical experts regardless of their seniority.*
* *… breaking down rigid hierarchies.*
* … clearly defining responsibilities through the strict separation of departments.