SOCIAL MEDIA STRATEGIES – KEY TERMS

Bölüm 1: Temel Sosyal Medya Stratejisi (1–20)

	İngilizce Terim	*Türkçe Karşılığı*	*Örnek Cümle*
1	Social media strategy	Sosyal medya stratejisi	A clear social media strategy helps brands achieve their marketing goals.
2	Benchmarking	Kıyaslama	Benchmarking helps compare your performance with competitors.
3	Bio	Profil biyografisi	Keep your Instagram bio short and informative.
4	Brand voice	Marka dili / sesi	Maintain a consistent brand voice across all channels.
5	Cross-platform strategy	Platformlar arası strateji	A cross-platform strategy ensures consistent messaging.
6	Content calendar	İçerik takvimi	Their team uses a content calendar to plan weekly posts.
7	Content plan	İçerik planı	Our content plan outlines what we post and when.
8	Competitor analysis	Rakip analizi	Competitor analysis reveals what others are doing right.
9	Engagement bait	Etkileşim tuzağı	Avoid using engagement bait, as platforms penalize it.
10	Evergreen content	Sürekli geçerli içerik	Evergreen content remains relevant over time.
11	Handle	Kullanıcı adı (sosyal medya)	Our Twitter handle is easy to remember.
12	Mention	Bahsetme	The brand was mentioned in several influencer posts.
13	Paid reach	Ücretli erişim	We boosted the post to increase paid reach.
14	Profile optimization	Profil optimizasyonu	Profile optimization improves search visibility.
15	Repost	Yeniden paylaşım	Always credit the creator when you repost their work.
16	Sentiment analysis	Duygu analizi	Sentiment analysis revealed positive reactions to the campaign.
17	Social media audit	Sosyal medya denetimi	Conducting a social media audit helps identify gaps.
18	Reel	Reels (Instagram kısa video formatı)	Posting reels regularly boosts visibility.
19	Visual branding	Görsel markalama	Visual branding ensures consistent design elements.
20	Social media post	Sosyal medya gönderisi	Every social media post should serve a purpose.

Bölüm 2: İçerik Üretimi ve Planlama (21–61)

	İngilizce Terim	*Türkçe Karşılığı*	*Örnek Cümle*
21	Visual content	Görsel içerik	Visual content drives higher engagement on social media.
22	Video marketing	Video pazarlaması	Video marketing helps brands tell their stories effectively.
23	Content approval	İçerik onayı	Posts must go through content approval before publishing.
24	Short-form video	Kısa video formatı	Short-form videos perform well on TikTok and Reels.
25	Long-form content	Uzun biçimli içerik	Blogs and YouTube tutorials are examples of long-form content.
26	Carousel post	Kaydırmalı gönderi	A carousel post can showcase multiple products at once.

İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
27 Carousel ad	Kaydırmalı reklam	Carousel ads allow multiple visuals in one campaign.
28 Interactive content	Etkileşimli içerik	Quizzes and polls are examples of interactive content.
29 Meme marketing	Mizah (meme) pazarlaması	Meme marketing can make your brand feel more relatable.
30 Behind-the-scenes content	Kamera arkası içerik	Sharing behind-the-scenes content builds transparency.
31 Tutorial video	Öğretici video	Tutorial videos are great for explaining how a product works.
32 Story highlight	Hikâye öne çıkarma	Add important stories to your highlights for easy access.
33 Copywriting	Metin yazarlığı	Effective copywriting turns viewers into customers.
34 Caption writing	Açıklama yazımı	Caption writing requires creativity and brevity.
35 Post frequency	Paylaşım sıklığı	Maintaining a consistent post frequency improves engagement.
36 Posting schedule	Paylaşım takvimi	Our posting schedule ensures daily updates.
37 Time zone targeting	Zaman dilimine göre hedefleme	Schedule posts based on your audience's time zone.
38 Peak hours	Yoğun saatler	Posting during peak hours increases visibility.
39 Content theme	İçerik teması	Each month, we choose a new content theme.
40 Branded content	Markalı içerik	Branded content must align with your brand identity.
41 AI-generated content	Yapay zekâ tarafından oluşturulan içerik	AI-generated content is becoming more common in marketing.
42 Product placement	Ürün yerleştirme	Product placement feels more natural in storytelling.
43 Call-to-action button	Eylem çağrısı butonu	Add a call-to-action button like "Shop Now."
44 Boosted post	Öne çıkarılmış gönderi	A boosted post increases reach and engagement.
45 Social caption	Sosyal medya açıklaması	The social caption should include a call to action.
46 Authentic content	Gerçek / samimi içerik	Authentic content helps build audience trust.
47 Branded hashtag	Markalı etiket	We created a branded hashtag for the campaign.
48 Evergreen post	Sürekli geçerli gönderi	Evergreen posts can be re-shared throughout the year.
49 Content pillar	İçerik ana teması	Content pillars keep your message consistent.
50 Campaign theme	Kampanya teması	Our campaign theme is centered around sustainability.
51 Visual hierarchy	Görsel hiyerarşi	Visual hierarchy helps guide the viewer's eye.
52 Typography	Yazı karakteri kullanımı	Typography affects how users perceive your brand.
53 Brand consistency	Marka tutarlılığı	Brand consistency builds trust across all channels.

Bölüm 3: Analiz, Ölçümleme ve Performans (54–88)

İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
54 Analytics dashboard	Analitik gösterge paneli	The analytics dashboard provides an overview of all key metrics.
55 Performance metrics	Performans ölçütleri	Performance metrics help evaluate campaign success.
56 Growth analytics	Büyüme analizi	Growth analytics show long-term trends in audience numbers.
57 Audience insights	Kitle içgörüleri	Audience insights help tailor your content strategy.
58 Reach analytics	Erişim analizi	Reach analytics indicate how many users saw your content.
59 Engagement analytics	Etkileşim analizi	Engagement analytics reveal how audiences respond.
60 Conversion tracking	Dönüşüm takibi	Conversion tracking helps measure ad effectiveness.

	İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
61	Click tracking	Tıklama takibi	Click tracking shows which links attract the most attention.
62	Reporting period	Raporlama dönemi	Define a clear reporting period for consistent evaluation.
63	Retention rate	Tutma oranı	The retention rate indicates long-term user interest.
64	Growth rate	Büyüme oranı	Our follower growth rate doubled in September.
65	Traffic source	Trafik kaynağı	Identify which traffic source drives the most conversions.
66	Virality rate	Viral olma oranı	The virality rate increased after the video campaign.
67	Audience segmentation	Kitle segmentasyonu	Audience segmentation allows for targeted messaging.
68	Engagement analysis	Etkileşim analizi	Engagement analysis helps refine your strategy.
69	Engagement-to-reach ratio	Erişim başına etkileşim oranı	This ratio measures how engaging your content is.
70	Engagement trend	Etkileşim eğilimi	Engagement trends help predict future results.
71	Engagement insight	Etkileşim içgörüsü	Engagement insights help refine your posting strategy.
72	Engagement growth	Etkileşim artışı	We observed a steady engagement growth this quarter.
73	Engagement benchmark	Etkileşim kıyas değeri	We should compare your results with the engagement benchmark.
74	Daily active users (DAU)	Günlük aktif kullanıcılar	DAU is a critical metric for app engagement.
75	Monthly active users (MAU)	Aylık aktif kullanıcılar	Comparing DAU and MAU reveals user consistency.
76	Performance review	Performans değerlendirmesi	We hold a performance review at the end of each campaign.
77	Follower growth	Takipçi artışı	Steady follower growth indicates brand health.
78	Post performance	Gönderi performansı	Analyze post performance to identify what works best.
79	Key Performance Indicator (KPI)	Temel performans göstergesi	Setting clear **social media KPIs** is essential for progress tracking.
80	Social analytics tools	Sosyal analiz araçları	Google Analytics and Sprout Social are popular social analytics tools.
81	Post reach	Gönderi erişimi	Post reach increased after adjusting posting time.
82	Click map	Tıklama haritası	A click map shows which areas users click most.
83	Cost per click (CPC)	Tıklama başı maliyet	CPC helps measure ad budget efficiency.
84	Cost per engagement (CPE)	Etkileşim başı maliyet	CPE evaluates the cost of audience interaction.
85	Cost per impression (CPM)	Gösterim başı maliyet	CPM is commonly used in digital ad pricing.
86	Conversion rate optimization (CRO)	Dönüşüm oranı optimizasyonu	CRO aims to improve user actions on your site.
87	ROI (Return on Investment) analysis	Yatırım getirisi analizi	ROI analysis determines whether campaigns are profitable.
88	Data-driven strategy	Veri odaklı strateji	Data-driven strategy ensures more informed decisions.

Bölüm 4: Kampanya Planlama, Reklam ve Performans Yönetimi (89–119)

	İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
89	Ad targeting	Reklam hedefleme	Ad targeting options include age, gender, and location.
90	Ad campaign	Reklam kampanyası	Our new ad campaign targets eco-conscious consumers.
91	Ad format	Reklam formatı	Choose the ad format that suits your goal—video, image, or carousel.
92	Ad budget	Reklam bütçesi	The ad budget was increased for the holiday season.

	İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
93	Ad placement	Reklam yerleşimi	Ad placement affects visibility and cost.
94	Ad creative	Yaratıcı reklam içeriği	The ad creative should reflect your brand tone.
95	Ad copy	Reklam metni	Strong ad copy encourages clicks and conversions.
96	Ad spend	Reklam harcaması	Monthly ad has spent increased by 20%.
97	Ad performance report	Reklam performans raporu	The ad performance report summarizes key metrics.
98	Ad engagement	Reklam etkileşimi	Ad engagement shows how users react to your content.
99	Ad reach	Reklam erişimi	Ad reach shows how many people saw your ad.
100	Ad frequency	Reklam sıklığı	High ad frequency can cause audience fatigue.
101	Ad recall	Reklam hatırlanma oranı	Ad recall measures how memorable your ad is.
102	Budget optimization	Bütçe optimizasyonu	Budget optimization helps reduce unnecessary spending.
103	Budget allocation	Bütçe dağılımı	Smart budget allocation maximizes ROI.
104	Digital wellbeing	Dijital iyi olma hali	Promoting digital wellbeing encourages balanced social media use.
105	Campaign objective	Kampanya hedefi	Define your campaign objectives before launching any ad.
106	Campaign performance	Kampanya performansı	We analyze campaign performance weekly.
107	Campaign optimization	Kampanya optimizasyonu	Campaign optimization led to better results.
108	Call-to-action (CTA)	Eylem çağrısı	Every ad should include a strong CTA.
109	Custom audience	Özel hedef kitle	Custom audiences are built from your existing customer base.
110	Campaign duration	Kampanya süresi	The campaign duration was extended to two weeks.
111	Campaign scheduling	Kampanya zamanlaması	Proper campaign scheduling ensures posts go live at peak hours.
112	Engagement campaign	Etkileşim kampanyası	Engagement campaigns aim to boost likes and comments.
113	Conversion goal	Dönüşüm hedefi	Each campaign should have a clear conversion goal.
114	Conversion campaign	Dönüşüm kampanyası	A conversion campaign encourages purchases or sign-ups.
115	Cost efficiency	Maliyet verimliliği	Cost efficiency improves with better targeting.
116	Cost per lead (CPL)	Potansiyel müşteri başı maliyet	The CPL decreased after optimizing the landing page.
117	Split testing	Bölünmüş test (A/B testi)	Split testing compares two versions of an ad.
118	Lookalike audience	Benzer kitle	A lookalike audience helps reach new potential customers.
119	Media buying	Medya satın alma	Media buying secures ad space across platforms.

Bölüm 5: Topluluk Yönetimi, Kriz Yönetimi, Etik ve Yeni Trendler (120-150)

	İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
120	Misinformation	Yanlış bilgi	Misinformation often spreads faster than verified news.
121	Disinformation	Yanıltıcı bilgi	Disinformation campaigns harm media credibility.
122	Media literacy	Medya okuryazarlığı	Media literacy helps audiences identify reliable sources.
123	Online community	Çevrimiçi topluluk	Our online community shares user-generated stories.
124	Apology statement	Özür açıklaması	The brand issued an apology statement to calm the situation.
125	Comment moderation	Yorum denetimi	Comment moderation ensures a respectful conversation space.

İngilizce Terim	Türkçe Karşılığı	Örnek Cümle
126 Crisis communication	Kriz iletişimi	Crisis communication requires quick and transparent action.
127 Online community	Çevrimiçi topluluk	Our online community shares user-generated stories.
128 Negative publicity	Olumsuz tanıtım / kötü basın	Negative publicity spreads quickly on social media.
129 Public statement	Kamuoyu açıklaması	The company released a public statement after the issue.
130 Damage control	Hasar kontrolü	Quick damage control minimized the negative impact.
131 Brand crisis	Marka krizi	The influencer's comment caused a brand crisis.
132 Crisis plan	Kriz planı	Having a crisis plan prevents panic during emergencies.
133 Brand advocate	Marka savunucusu	Loyal customers often become brand advocates.
134 Influencer partnership	Influencer iş birliği	The influencer partnership boosted our reach.
135 Customer relationship management (CRM)	Müşteri ilişkileri yönetimi	CRM tools help manage customer interactions efficiently.
136 Comment section	Yorum alanı	The comment section became a hub for discussion.
137 Direct message (DM)	Özel mesaj	Many customers prefer asking questions via DM.
138 User feedback loop	Kullanıcı geri bildirim döngüsü	A feedback loop helps brands improve continuously.
139 Response time	Yanıt süresi	Fast response time improves customer satisfaction.
140 Social media policy	Sosyal medya politikası	A clear social media policy guides employee behavior online.
141 Privacy policy	Gizlilik politikası	Always include a privacy policy on your website.
142 Data protection	Veri koruma	Data protection laws safeguard user information.
143 Cyberbullying	Siber zorbalık	Platforms implement rules to prevent cyberbullying.
144 Social justice campaign	Sosyal adalet kampanyası	The social justice campaign gained international support.
145 Diversity and inclusion	Çeşitlilik ve kapsayıcılık	Diversity and inclusion should be reflected in all campaigns.
146 Online activism	Çevrimiçi aktivizm	Online activism raises awareness on social issues.
147 Hashtag activism	Etiket aktivizmi	Hashtag activism can spark global movements.
148 Cancel culture	İptal kültürü	Cancel culture can impact a brand's online image.
149 Sustainability marketing	Sürdürülebilirlik pazarlaması	Sustainability marketing aligns with eco-friendly values.
150 Greenwashing	Sahte çevrecilik (çevreciymiş gibi yapma)	Greenwashing damages brand credibility.

EXERCISES

MATCHING EXERCISES (EŞLEŞTIRME ALIŞTIRMASI)

Set 1 –

1. Social media strategy
2. Benchmarking
3. Bio
4. Brand voice
5. Content calendar
6. Competitor analysis
7. Engagement bait
8. Evergreen content
9. Paid reach
10. Profile optimization

___ A. Profil optimizasyonu
___ B. Ücretli erişim
___ C. Etkileşim tuzağı
___ D. Sürekli geçerli içerik
___ E. Sosyal medya stratejisi
___ F. Kıyaslama
___ G. Marka dili / sesi
___ H. İçerik takvimi
___ I. Rakip analizi
___ J. Profil biyografisi

Set 2

11. Reel
12. Visual branding
13. Video marketing
14. Carousel post
15. Story highlight
16. Copywriting
17. Caption writing
18. Post frequency
19. Posting schedule
20. Content theme

___ A. Kaydırmalı gönderi
___ B. Instagram kısa video formatı
___ C. İçerik teması
___ D. Görsel markalama
___ E. Açıklama yazımı
___ F. Hikâye öne çıkarma
___ G. Video pazarlaması
___ H. Paylaşım takvimi
___ I. Metin yazarlığı
___ J. Paylaşım sıklığı

Set 3

21. Ad targeting
22. Data-driven strategy
23. ROI (Return on Investment) analysis
24. Crisis communication
25. Social media policy
26. Influencer partnership
27. Customer relationship management (CRM)
28. Call-to-action (CTA)
29. Hashtag activism
30. Greenwashing
31. Cancel culture

___ A. Etiket aktivizmi
___ B. Veri odaklı strateji
___ C. Sosyal medya politikası
___ D. Yatırım getirisi analizi
___ E. Eylem çağrısı
___ F. Influencer iş birliği
___ G. İptal kültürü
___ H. Kriz iletişimi
___ I. Müşteri ilişkileri yönetimi
___ J. Sahte çevrecilik
___ K. Reklam hedefleme

TRUE – FALSE EXERCISES: Write True (T) or False (F) for each statement.

Set 1

1. Social media strategy means a plan for managing social media channels. ____
2. Benchmarking refers to creating content calendars. ____
3. Bio is the profile biography on a social media account. ____
4. Brand voice is the same as the profile picture. ____
5. Cross-platform strategy involves posting only on one platform. ____
6. Engagement bait is content designed to get interactions. ____

7. Evergreen content is content that stays relevant over time. _____
8. Paid reach refers to unpaid organic impressions. _____
9. Profile optimization improves how a profile appears to users. _____
10. Competitor analysis has nothing to do with social media strategy. _____

Set 2

1. Reel is an Instagram short video format. _____
2. Visual branding refers to the written content of posts. _____
3. Video marketing uses videos to promote a product or service. _____
4. Carousel post is a single image post. _____
5. Story highlight allows important stories to be saved at the top of a profile. _____
6. Copywriting is the process of creating engaging captions. _____
7. Caption writing is writing text for social media posts. _____
8. Post frequency measures how often posts are shared. _____
9. Posting schedule helps plan content posting times. _____
10. Content theme refers to analytics metrics. _____

Set 3

1. Ad targeting helps show ads to the right audience. _____
2. Conversion rate optimization (CRO) is about increasing conversions. _____
3. ROI (Return on Investment) analysis measures the success of campaigns financially. _____
4. Crisis communication is irrelevant for brands. _____
5. Social media policy guides how employees should use social media. _____
6. Influencer partnership is working with influencers to promote a brand. _____
7. Customer relationship management (CRM) is about managing customer relations. _____
8. Direct message (DM) is a public post on social media. _____
9. Hashtag activism refers to using hashtags to support social causes. _____
10. Greenwashing is a genuine sustainability marketing practice. _____

FILL-IN-THE-BLANKS (Boşluk Doldurma) EXERCISES (With 2 extra words in each set)

Set 1: Brand voice, Social media strategy, Content calendar, Sentiment analysis, Benchmarking, Bio, Engagement bait,

1. A good _____ helps a brand plan its goals and actions on social media.
2. _____ involves comparing your performance with competitors or industry standards.
3. Your profile _____ shows basic information about you or your brand.
4. A consistent _____ ensures your messaging sounds the same across all platforms.
5. A well-planned _____ helps schedule posts ahead of time.

Set 2: Carousel post, Copywriting, Visual branding, Reel, Meme marketing, Story highlight, Tutorial video

1. A _____ is an Instagram short video used to engage audiences.
2. Strong _____ creates a recognizable visual identity for a brand.
3. A _____ allows multiple images or videos to be shared in one post.
4. Important stories can be saved at the top of a profile using _____.
5. Good _____ helps create persuasive text for posts and campaigns.

Set 3: Greenwashing, ROI analysis, Influencer partnership, Conversion rate optimization (CRO), Ad targeting, Crisis communication, Social media policy

1. _____ helps show ads to the right audience based on specific criteria.
2. _____ focuses on improving the percentage of visitors who take desired actions.
3. An _____ measures the financial success of marketing campaigns.

4. _____ ensures brands communicate effectively during emergencies or negative events.
5. A clear _____ guides employees on proper social media usage.

MULTIPLE CHOICE TEST(Çoktan Seçmeli Test) (50 Questions)

1. A plan for managing and achieving goals on social media is called:
   A. Social media strategy
   B. Benchmarking
   C. Bio
   D. Brand voice
2. Comparing your performance to competitors is called:
   A. Content calendar
   B. Benchmarking
   C. Engagement bait
   D. Reel
3. A brief profile description on social media is called:
   A. Brand voice
   B. Bio
   C. Paid reach
   D. Carousel post
4. The consistent tone and personality of a brand is:
   A. Brand voice
   B. Meme marketing
   C. Copywriting
   D. Repost
5. A schedule of when content will be posted is called:
   A. Content plan
   B. Content calendar
   C. Analytics dashboard
   D. Post reach
6. Analysis of audience emotions toward content is:
   A. Sentiment analysis
   B. Social media audit
   C. KPI
   D. Campaign scheduling
7. Content that remains relevant over time is called:
   A. Engagement campaign
   B. Evergreen content
   C. Visual content
   D. Paid reach
8. Paid promotion reach is referred to as:
   A. Paid reach
   B. Organic engagement
   C. Boosted post
   D. Click map
9. Optimizing a profile to attract followers is:
   A. Brand crisis
   B. Profile optimization
   C. Tutorial video
   D. Social caption
10. Reviewing competitors' strengths and weaknesses is:
    A. Competitor analysis
    B. Campaign objective
    C. Crisis plan
    D. Ad targeting
11. Short Instagram video content is:
    A. Reel
    B. Carousel ad
    C. Short-form video
    D. Copywriting
12. Visual design representing a brand is:
    A. Visual branding
    B. Meme marketing
    C. Conversion goal
    D. Branded content
13. Marketing using videos is called:
    A. Paid reach
    B. Video marketing
    C. Social media audit
    D. Campaign objective
14. Multiple images or videos in one post is called:
    A. Carousel post
    B. Ad campaign
    C. Carousel ad
    D. Comment section
15. Highlighting stories on a profile top is:
    A. Story highlight
    B. Reel
    C. Click tracking
    D. Story highlight
16. Writing persuasive social media text is called:
    A. Branded hashtag
    B. Copywriting
    C. Paid reach
    D. Social media policy
17. Writing short explanations under posts is:
    A. Post reach
    B. Caption writing
    C. Ad creative
    D. Engagement insight
18. How often content is posted is:
    A. Post frequency
    B. Repost
    C. Posting schedule
    D. Influencer partnership
19. Planning content posting times is:
    A. Posting schedule
    B. Campaign theme
    C. Branded content
    D. Post frequency

20. The main topic around content is:
    A. Content theme
    B. Social caption
    C. Content pillar
    D. Online community
21. A content type created to promote brand humor is:
    A. Meme marketing
    B. Reel
    C. Carousel post
    D. Tutorial video
22. Behind-the-scenes content is called:
    A. Behind-the-scenes content
    B. Evergreen post
    C. Story highlight
    D. Paid reach
23. Educational social media videos are:
    A. Tutorial video
    B. Meme marketing
    C. Short-form video
    D. Ad spend
24. Pre-approved content before posting is:
    A. Content approval
    B. Engagement campaign
    C. Influencer partnership
    D. Data protection
25. Short-form video content is:
    A. Short-form video
    B. Lookalike audience
    C. Brand crisis
    D. Reel
26. Long-form social media content is:
    A. Paid reach
    B. Conversion campaign
    C. Long-form content
    D. Cancel culture
27. Ads that slide multiple images are:
    A. Carousel ad
    B. Campaign objective
    C. Brand advocate
    D. Post performance
28. Content designed to engage the audience interactively is:
    A. Interactive content
    B. KPI
    C. Engagement campaign
    D. Analytics dashboard
29. Instructional videos for products or services are:
    A. Tutorial video
    B. Meme marketing
    C. Tutorial video
    D. Ad spend
30. Highlighting a story for followers to see is:
    A. Story highlight
    B. Engagement benchmark
    C. Paid reach
    D. Story highlight
31. Official social media post text is:
    A. Copywriting
    B. Social caption
    C. Carousel post
    D. Ad creative
32. Text under a post is:
    A. Caption writing
    B. Brand crisis
    C. Paid reach
    D. Campaign scheduling
33. Showing content at optimal times is:
    A. Story highlight
    B. Posting schedule
    C. Crisis plan
    D. Social media policy
34. Planning content around a topic is:
    A. Content theme
    B. Ad targeting
    C. Repost
    D. Content pillar
35. Content used to increase interaction deceptively is:
    A. Reel
    B. Paid reach
    C. Engagement bait
    D. Visual branding
36. A post made again by sharing is:
    A. Repost
    B. Story highlight
    C. Click map
    D. Ad frequency
37. An account username is called:
    A. Handle
    B. Paid reach
    C. Mention
    D. KPI
38. Mentioning another account in a post is:
    A. Mention
    B. Story highlight
    C. Reel
    D. Handle
39. Paid advertisement metrics are called:
    A. Paid reach
    B. Cost per engagement (CPE)
    C. Conversion goal
    D. Analytics dashboard
40. Reviewing social media performance is:
    A. Social media audit
    B. ROI analysis
    C. Engagement trend
    D. Carousel ad
41. A post designed to encourage user action is:
    A. Call-to-action button
    B. Social media post
    C. Influencer partnership
    D. CTA (Call-to-action)

42. A hashtag associated with a brand is:
   A. Branded hashtag
   B. Social caption
   C. Engagement insight
   D. Video marketing
43. A campaign focusing on a central topic is:
   A. Campaign theme
   B. Conversion rate optimization (CRO)
   C. Comment section
   D. Campaign objective
44. Visual arrangement of elements is called:
   A. Visual hierarchy
   B. Carousel post
   C. Typography
   D. Reel
45. Brand's typography is:
   A. Typography
   B. Engagement trend
   C. Paid reach
   D. Visual branding

46. Brand message consistency is:
   A. Brand consistency
   B. Branded content
   C. Copywriting
   D. Influencer partnership
47. Metrics showing social media performance is:
   A. Performance metrics
   B. Paid reach
   C. Analytics dashboard
   D. Repost
48. Targeting users similar to your audience is:
   A. Lookalike audience
   B. Paid reach
   C. Carousel post
   D. Custom audience
49. Fake claims of being environmentally friendly are called:
   A. Reel
   B. ROI analysis
   C. Greenwashing
   D. Campaign theme
50. Engaging with social causes through hashtags is:
   A. Hashtag activism
   B. Paid reach
   C. Copywriting
   D. Visual branding

ANSWER KEY

Matching

Set 1:	Set 2:	Set 3:
1 – E	11 – B	21 – K
2 – F	12 – D	22 – B
3 – J	13 – G	23 – D
4 – G	14 – A	24 – H
5 – H	15 – F	25 – C
6 – I	16 – I	26 – F
7 – C	17 – E	27 – I
8 – D	18 – J	28 – E
9 – B	19 – H	29 – A
10 – A	20 – C	30 – J
		31. G

True False

Set 1: 1-T, 2-F, 3-T, 4-F 5-F, 6-T, 7-T, 8-F, 9-T, 10-F

Set 2: 1-T, 2-F, 3-T, 4-F, 5-T, 6-F, 7-T, 8-T, 9-T, 10-F

Set 3: 1-T, 2-T, 3-T, 4-F, 5-T, 6-T, 7-T, 8-F, 9-T, 10-F

Fill-in-the-blanks

Set 1:
1 – Social media strategy
2 – Benchmarking
3 – Bio
4 – Brand voice
5 – Content calendar

Set 2:
1 – Reel
2 – Visual branding
3 – Carousel post
4 – Story highlight
5 – Copywriting

Set 3:
1 – Ad targeting
2 – Conversion rate optimization (CRO)
3 – ROI analysis
4 – Crisis communication
5 – Social media policy

Multiple Choice Test

1. A	18. C	35. C
2. B	19. D	36. A
3. B	20. C	37. C
4. C	21. A	38. D
5. B	22. C	39. B
6. A	23. C	40. A
7. B	24. A	41. D
8. C	25. D	42. A
9. B	26. C	43. D
10. B	27. A	44. C
11. C	28. C	45. D
12. D	29. C	46. B
13. B	30. D	47. C
14. C	31. B	48. D
15. D	32. A	49. C
16. B	33. B	50. A
17. B	34. D	