

HPC Practice Test Questions and Answers

1. What is a social media audit?

- A) A review of social media accounts to ensure content is consistent.
- B) A detailed review of performance to optimize strategies.
- C) A review of the follower count and demographic data.
- D) A process of engaging with followers directly.

2. What is a conversion in social media analytics?

- A) When a user likes a post.
- B) When a user interacts with a post through a comment or share.
- C) When a user completes a specific desired action, like making a purchase.
- D) When a user views a post.

3. What is retargeting in social media advertising?

- A) Targeting new users who have never interacted with the brand.
- B) Serving ads to users who have already shown interest in the business.
- C) Showing the same ad repeatedly to the same audience.
- D) Using random targeting.

4. Why is tracking social media analytics important?

- A) It helps improve social media ad spend.
- B) It allows businesses to measure content performance and adjust strategies.
- C) It only helps increase follower count.
- D) It tracks the business's financial performance.

Answers: 1-B 2-C 3-B 4-B

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