

# Social Media Copy Practice Test Questions and Answers

## 1. What is social media copywriting?

- A) Creating a social media account
- B) Writing a social media copy that does not seem like you are selling
- C) Writing a copy for a different purpose
- D) Posting on social media platforms

## 2. What is Twitter primarily used for?

- A) To sell products
- B) To post content
- C) To write copy
- D) To provide instant information

## 3. What is 'curiosity gap' CTA writing?

- A) A CTA that withholds key information to compel clicks, such as 'Find out what happened next'
- B) A CTA placed in the middle of content rather than at the end
- C) A CTA that uses question marks to generate debate in comments
- D) A CTA designed for audiences who are curious about competitor products

## 4. Why is social media gaining popularity?

- A) People often depend on social media to make decisions.
- B) Social media is a fast way to communicate
- C) You can make a lot of money with social media
- D) Social media is a good way to connect with friends and family

**Answers: 1-B 2-D 3-A 4-A**

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