

Level Up Your Chapter's Facebook Marketing Knowledge!"

Directions:

Answer the following questions to test your advanced understanding of Facebook marketing and using local tools to grow your chapter.

AKO?
DO YOU KNOW

1. What is the name of the Facebook feature that allows you to create announcements or updates for specific audiences on your page?
 - a. Groups
 - b. Ads Manager
 - c. Creator Studio
 - d. Page Manager
2. When posting on Facebook, why is it beneficial to include visuals like photos or videos?
 - a. It makes your page look fuller.
 - b. Visuals capture attention and improve engagement.
 - c. It's required by Facebook to post.
 - d. It makes posts load faster.
3. What type of Facebook post typically performs best in terms of engagement?
 - a. Text-only updates
 - b. Links to external websites
 - c. Posts with photos, videos, or polls
 - d. Long paragraphs of information
4. Why is it useful to join local Facebook groups in your area?
 - a. To find community newsletters to connect with
 - b. To promote events or share chapter news
 - c. To engage with local audiences and grow membership
 - d. All of the above
5. What is the primary purpose of using Facebook Ads Manager?
 - a. To schedule posts on your chapter's page
 - b. To review page analytics
 - c. To create and run targeted ads to a specific audience
 - d. To design flyer templates for your events
6. Which Facebook tool can you use to collaborate with others on events or campaigns?
 - a. Facebook Events
 - b. Facebook Groups
 - c. Meta Business Suite
 - d. Facebook Marketplace
7. How can subscribing to local newsletters help improve your Facebook marketing?
 - a. You can find relevant content to share with your followers.
 - b. It helps your chapter stay updated on local events and trends.
 - c. You can connect with other groups and community leaders.
 - d. All of the above.
8. True or False: Engaging with followers by replying to their comments and messages increases your page's visibility.
9. What is the benefit of using Facebook Events for your chapter?
 - a. Increases attendance by notifying followers directly
 - b. Helps people RSVP to get updates
 - c. Boosts visibility on local event searches
 - d. All of the above
10. Why is posting during peak activity hours important for Facebook marketing?
 - a. It ensures your post reaches the most people when they're online.
 - b. It helps with avoiding spam penalties.
 - c. It shortens the time your post stays visible on feeds.
 - d. It prioritizes older posts over newer ones.