

SOCIAL MEDIA QUIZ*

1. Circle the three biggest social media platforms in terms of active UK users.



2. What do these symbols and words mean in the world of social media?

avatar DM engagement GIF

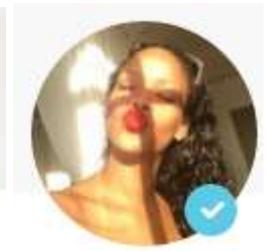
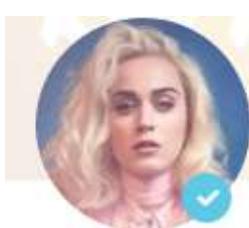
3. What is the largest age demographic currently using Facebook in the UK?

a) 13-19 b) 20-29 c)30-39 d)40-49 d)50-59 e)60+

4. What are the two fastest growing demographics on Facebook?

a) 13-19 b) 20-29 c)30-39 d)40-49 d)50-59 e)60+

5. Who are these people and what's their relation to social media?



6. When are people most likely to be using social media platform LinkedIn?

7. What percentage of the UK population log in to Pinterest on a daily basis?

a) 5% b) 11% c)32%

8. Compared with the general population, Twitter users are more likely to... (tick as many as apply)

... earn 48K+ per year
... have a university education
... live in Japan

9. TRUE OR FALSE? Twitter users are more likely to access the platform via tablets or phones than desktops.

10. TRUE OR FALSE? 10% of the UK population use Facebook regularly.

***Sources:**

<http://www.rosemcgrory.co.uk/2017/01/03/uk-social-media-statistics-for-2017/>

<http://wearesocial.com/uk/special-reports/digital-in-2016>

<https://blog.hootsuite.com/social-media-glossary-definitions/>

Answers

1. Facebook, Twitter, LinkedIn
2. # = hashtag, used predominantly on twitter and Instagram to group conversations into topics and attach posts to a wider conversation.
avatar = virtual identity, sometimes used to describe a profile picture
DM = 'direct message', usually used on twitter
engagement = usually explained as a metric within Facebook or Twitter analytics, a way of deciding how well a post has 'performed' in terms of number of likes, shares, comments etc.
GIF = 'graphics interchange format', a (normally) moving image used and shared on social media
3. B) 20-29 (though 25-35 age group would probably be more accurate)
4. D and E
5. Katy Perry, Justin Bieber, Barack Obama, Taylor Swift, Rhianna – 5 Twitter accounts with most global followers
6. When job hunting
7. A
8. All three!
9. TRUE
10. FALSE, the correct number is closer to 50%