

## 8 Multiple choice questions

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Explain the element of purpose and scope

- The design and layout of social media profiles.
- The channels being used and policies to be aware of such as privacy, copyright, profession conduct and complaints handling.
- The budget allocation for social media advertising.
- The frequency of social media posts and engagement metrics.

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What is an example that demonstrates the challenge of finding a balance in social media policies?

- To provide guidance to employees so that their use of social media does not get them into trouble by the employer and to implement disciplinary action when the employer considers necessary.
- The biggest challenge for businesses is to strike a balance between the legitimate right of an employer to protect its business interest and reputation and the employees personal liberty of freedom of speech.
- Where staff are told not to comment on any social media regarding their employer. This demand from the employer, where they are attempting to protect their reputation is impeding on the employee's freedom of speech.
- Businesses need to protect themselves from legal issues such as defamation, reputational harm and the reaction to negative comments.

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Why do businesses feel they need a social media policy?

- Businesses aim to improve customer service and feedback collection.
- Businesses want to monitor employee productivity and performance.
- Businesses need to protect themselves from legal issues such as defamation, reputational harm and the reaction to negative comments.
- Businesses need to enhance marketing strategies and increase sales.

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Explain the element of Code of Conduct

- Content scheduling, brand guidelines, performance reviews, promotions.
- Frequency of posts, content approval, marketing strategies, team meetings.
- Data privacy, content management, customer interactions, salary adjustments.
- Time for use, liability and disciplinary actions, etiquette and content advice, leaving the company.

What is the biggest challenge for businesses when using social media in their organisation?

- The biggest challenge for businesses is to strike a balance between the legitimate right of an employer to protect its business interest and reputation and the employees personal liberty of freedom of speech.
- To provide guidance to employees so that their use of social media does not get them into trouble by the employer and to implement disciplinary action when the employer considers necessary.
- Where staff are told not to comment on any social media regarding their employer. This demand from the employer, where they are attempting to protect their reputation is impeding on the employee's freedom of speech.
- The channels being used and policies to be aware of such as privacy, copyright, profession conduct and complaints handling.

What elements should be included in every business's social media policy?

- Purpose and scope, policy application and code of conduction
- Employee benefits, HR procedures, corporate ethics
- Operational guidelines, sales targets, customer service protocols
- Mission statement, financial goals, marketing strategies

Explain the element of policy application

- How and when the medium is to be used, guidelines for branding
- The frequency of updates, content scheduling, audience engagement.
- The approval process for posts, content creation, social media training.
- The types of content to be shared, data analytics, reporting procedures.

What is the aim of a social media policy?

- To provide guidance to employees so that their use of social media does not get them into trouble by the employer and to implement disciplinary action when the employer considers necessary.
- Where staff are told not to comment on any social media regarding their employer. This demand from the employer, where they are attempting to protect their reputation is impeding on the employee's freedom of speech.
- The biggest challenge for businesses is to strike a balance between the legitimate right of an employer to protect its business interest and reputation and the employees personal liberty of freedom of speech.
- The channels being used and policies to be aware of such as privacy, copyright, profession conduct and complaints handling.