

UNIT 4: ONLINE REPUTATION

TEST

1. Which of the following sentences is false?

- a) Online reputation can be controlled one hundred percent
- b) Online reputation can't be controlled one hundred percent
- c) The online reputation is just the image that a person has on the Internet
- d) You can work your on-line reputation controlling your activity on the Internet and social networks, creating favorable content

2. Media such as social networks where the user interacts with brands and with the public, so the brand –or yourself- can't control all the messages that flow in the network is known as:

- a) Own media
- b) Paid media
- c) Earned media
- d) All medias.

3. The steps to control yourself reputation are:

- a) Google yourself, objectives, audience and reactions
- b) Google yourself, objectives, audience and actions
- c) Google yourself and actions
- d) Objectives, audience and reactions

4. What application measures the popularity and influence of a person in the networks, grading from 0 to 100?

- a) Audiense

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b) Social Mention

c) HootSuite

d) Klout

5. The tool that allows multi-profile, managing a unique and real-time monitoring of all user accounts is:

a) Audiense

b) Social Mention

c) HootSuite

d) Klout

6. The media like your website, where you choose what you want to say about yourself, refers to:

a) Own media

b) Paid media

c) Earned media

d) All medias.

7. Choose the correct answer:

a) Your online presence shouldn't be planned if you want to build a positive reputation online.

b) Your online presence should be planned if you want to build a positive reputation online.

c) Your online presence is uncontrollable.

d) None of the above is correct.

8. Choose the correct answer about online reputation:

a) Online reputation is not a sprint, but resistance

b) Internet is a channel that rewards sharing knowledge

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c) There's no need to be an expert, for sure you can give your point of view and contribute to the debate

d) All the sentences are correct

9. The media like such online advertising, refers to:

a) Own media

b) Paid media

c) Earned media

d) All medias.

10. You can work your on-line reputation:

a) Controlling your activity on the Internet and social networks

b) Creating favorable content and having conversations that support your credibility.

c) Providing reliable and consistent data

d) All the sentences are correct