



EMERGE

EMpowERinG civic Engagement and participation

Capacity Building Training Programme

Module 5 | Assessment Exercise



Read each statement carefully and mark the correct answer

Assessment Duration: 10 minutes

1. What is the CWRF model?
 - a. A practice maturity model that aids non-profits in engaging their communication methods to achieve strategic objectives
 - b. A fitness training program
 - c. A project management framework
2. It is not necessary to invest in formulating a well-crafted message to promote an organization's objectives as long as an online presence is maintained.
 - a. TRUE
 - b. FALSE
3. What are the benefits of applying KPIS?
 - a. Increase of avenue
 - b. Providing a structured framework for measuring progress and achieving strategic objectives
 - c. Enhancement of employee morale
4. What does 'M' stand for in the SMART goal framework?
 - a. Mindset
 - b. Measurable
 - c. Management
5. What is an engagement indicator for social media?
 - a. Profile picture
 - b. Bio
 - c. Number of subscribers gained
6. Why is incorporating social media into your strategic communication plan highly recommended?
 - a. Social media use guarantees instant success and viral reach
 - b. Social media use allows for widespread reach, real time engagement and targeted audience segmentation
 - c. Social media use is a low cost solution with little effort
7. Which are the most relevant social media platforms?
 - a. Instagram, Snapchat, Twitch
 - b. Facebook, Tumblr, Pinterest

c. Facebook, Instagram, Twitter

8. What should NOT be part of a social media checklist?

- a. Update your social media ads
- b. Check your email regularly
- c. Reply to everyone

9. How can you measure most effectively success on social media?

- a. Number of Followers
- b. Number of Likes
- c. KPIs

10. What is a tool for monitoring, planning and sharing content on social media?

- a. Word processing software
- b. Graphic design software
- c. Hootsuite



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