1. Which step is not an action taken in developing a successful marketing plan?
   a. Setting realistic and measurable objectives.
   b. **Spending money promoting your product.**
   c. Strategizing possible improvements to your existing product or service.
   d. Evaluating your results throughout the process.

2. Which social media platform is recommended for school nutrition programs?
   a. Twitter
   b. Facebook
   c. Instagram
   d. **All of the above**

3. Posting pictures using Instagram is likely to be most effective reaching which group?
   a. Parents
   b. **Students**
   c. Teachers
   d. Administration

4. When using social media, which of these items is not necessary?
   a. Responding to questions from your followers
   b. Seeking approval from administration
   c. **Setting up accounts and posting on every platform**
   d. Designating who has permission to make posts, tweets, or send out pictures and videos.

5. Negative social media posts about School Nutrition programs should be…
   a. Removed
   b. Responded to publicly
   c. **Resolved privately**
   d. Shared with friends