

Pre/Post Assessment

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