

## Pre/Post Assessment Answer Key

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