

**CPD Quiz for the Dietitian Connection Webinar “Creating compelling communication to cut through the clutter” presented by Mel Kettle**

**Q1. What are 3 characteristics of contagious content?**

- A. Visual, has hashtags and is interesting
- B. It’s engaging, shareable and visual
- C. Contains scientifically accurate content, references and is interesting

**Q2. How often do people look at their mobile phones?**

- A. People look at their mobile phones more than 1500x a week, or 177 minutes a day
- B. People look at their mobile phones 500x a week or an hour each day
- C. People look at their mobile phones for 6 hours each day

**Q3. Why is storytelling important?**

- A. Storytelling takes longer than simply stating facts, therefore increasing engagement
- B. Storytelling can make you look smart, funny, insightful and knowledgeable
- C. Storytelling makes it easier to teach concepts

**Q4. What are the 3 best ways to grab attention with your social media posts?**

- A. Use a click-bait headline and image, tag relevant accounts
- B. Have information in dot points, use a stock image and an engaging title
- C. Tell a story, use images, use video

**Q5. What are the two pieces of hardware you need to help you create great video using your smartphone?**

- A. a microphone and a tripod and a bracket mount holder for your phone
- B. A light for each side of the camera
- C. A tripod and light

**Q6. Why is video so important?**

- A. More people would rather watch video than read how to do something
- B. Video is easier to load on social media channels
- C. Video is easier to make than an entire post with multiple images

**Q7. What is evergreen content**

- A. Evergreen content is content that goes out of date. It is only relevant for a certain time, e.g. a conference in 2018 or a day in history. It is not as sharable and can’t be repurposed.
- B. Evergreen content is content that doesn’t date. It is relevant today and will still be relevant in 1, 2 or 5 years’ time. This makes it more shareable, and is good to repurpose into other types of content
- C. Evergreen content is content that has the correct colours and lighting for maximum engagement.

**Q8. What are three examples of types of evergreen content you can create?**

- A. Lists, how to do something, frequently asked questions
- B. Case studies, an introduction to..., the ultimate guide to...
- C. Both A & B
- D. What I learnt from [name of conference] in 2018, Trends in 2018, Upcoming calendar of professional development events

Answers:

1. B
2. A
3. B
4. C
5. A
6. A
7. B
8. C