

Name _____

Social Media Estimation Word Problems Answer Key

1. The estimated number of followers the influencer would have is 60,000 ($50,000 + 20\%$ of 50,000).
2. The estimated number of likes the post would receive is 1,000 (500×2).
3. The estimated number of shares the video would have is 50,000 (1 million views \times 5%).
4. The estimated number of engagements on the post is 200 ($10,000$ impressions \times 2%).
5. The estimated number of clicks the ad would generate is 500 ($50,000$ users \times 1%).
6. The estimated total minutes watched is 100,000 minutes ($100,000$ views \times 1 minute).
7. The estimated number of posts using the hashtag is 50,000 (1 million posts \times 5%).
8. The estimated number of followers gained in a year is 12,000 ($1,000$ followers/month \times 12 months).
9. The estimated number of visits in a week is 1,400 (200 visits/day \times 7 days).
10. The estimated number of unique users who have seen the ad is 250,000 ($500,000$ impressions / 2 impressions per user).

