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Vendor:CIW

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Exam Name:CIW Social Media Specialist

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QUESTION 1

A large paper products company has recently hired a new CEO. She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

- A. executive buy-in.
- B. market repositioning
- C. return on engagement (ROE)
- D. corporate reorganization

Correct Answer: A

QUESTION 2

A company specializing in European river cruises wants to expand its business to ocean cruises. It has a growing base of followers on popular social media platforms. Which social media tool can they use to attract new followers who are interested in ocean cruising?

- A. Banner advertising
- B. Organic advertising
- C. Paid advertising
- D. Viral advertising

Correct Answer: B

QUESTION 3

Why is it important for an organization to use the same name, username and e-mail address across multiple social media platforms?

- A. It creates a social character that is engaging the community.
- B. So that followers from one platform will automatically become followers on another platform.
- C. So that others can manage the accounts when someone leaves.
- D. It improves brand recognition.

Correct Answer: D

QUESTION 4

Alice works in social media marketing for an established online shoe company. The company uses many simultaneous social media campaigns to encourage current and potential customers to purchase the latest fashion trends. During which stage of these social media campaigns should Alice define her audience's positions in the social media funnel?

- A. Implementation and measurement
- B. Planning
- C. Development
- D. Preparation

Correct Answer: B

QUESTION 5

A self-employed motivational speaker is active on several forms of social media including Twitter, Facebook and YouTube. However, he does not have the time or resources to maintain a presence on other social media sites. What is the most cost effective way to make sure potential customers can still reach him?

- A. Ignore the other sites because his primary audience does not participate on them.
- B. Hire someone to create and maintain his online presence on other social media sites.
- C. Create placeholder pages that redirect visitors to his Web site or other social media sites.
- D. Expand his marketing efforts to reach potential customers through traditional marketing (direct mail advertising, etc)

Correct Answer: C

QUESTION 6

Ten is the Social Media Strategist for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses. What stage require assigning probability levels to threats? Ten is the Social Media Strategist for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses.

What stage require assigning probability levels to threats?

- A. Manage and mitigate
- B. Assess and evaluate
- C. Monitor and revise
- D. Identify and resolve

Correct Answer: D

QUESTION 7

A well known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentation be made more social?

- A. Contract with a reality television producer to create a short run series for cable broadcast.
- B. Share them as live streaming events and invite the audience to ask questions, which the CEO will answer immediately.
- C. the format of the speeches to a question and answer panel with four to five participant
- D. Record the speech and post it on the company's Web site with a text transcript.

Correct Answer: B

QUESTION 8

A company can use statics from social media to predict behavior. What kind of big data strategy is this?

- A. Social analysis
- B. Performance management
- C. Decision science
- D. Data exploration

Correct Answer: D

QUESTION 9

You suspect that some of your social media posts are not reaching your target audience. What can you do to improve the effectiveness of your posts?

- A. Create compelling ads and promote well-received organic posts.
- B. Evaluate the click through rates to your Web site.
- C. Repeat the same posts over and over.
- D. Address posts to the entire platform audience.

Correct Answer: A

QUESTION 10

Erin has been assigned to grow the social media community for a health care provider association She wants to include open job postings and mentoring sections in the community to help people network

What types of risks will she need to address as she develops the strategy for these community areas?

- A. Damage to reputation and legal issues.
- B. Regulatory compliance and privacy violations
- C. Cybercrime and financial loss
- D. Theft of intellectual property and corporate identity

Correct Answer: B

QUESTION 11

Which of the following is a social media optimization technique that can aid in search engine optimization?

- A. Creating as many posts as possible, regardless of user engagement.
- B. Make sure all social media posts link back to your company's Web site.
- C. Share content from third parties that will engage users.
- D. Filling out all social media profiles completely.

Correct Answer: D

QUESTION 12

A company noticed a recent spike in online posting about of their products. In response, they increased the amount of paid advertising for that particular product. However, sales of the product dropped by 75% in the next 3 months. Which big data value component was missing from the analysis about the spike?

- A. Choice the company used an inadequate data analysis system
- B. Confidence the combined data had insufficient certainty.
- C. Complexity, data from multiple sources was poorly matched and imprecise.
- D. Context; most if the posts were complaints about product performance.

Correct Answer: D