

## 1D0-623<sup>Q&As</sup>

CIW Social Media Specialist

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**QUESTION 1**

Mariah works for a local community organization and is creating a social media campaign to drive their followers to sign-up for their monthly e-mail newsletter. Which of the following would be the most effective way for her to optimize her social media campaign?

- A. Use multiple variations of the post over the duration of the campaign with catchy headlines and images that are tailored to each platform. Make sure to never use the exact post twice.
- B. Use the same post headlines and images across all platforms for brand uniformity. Use the same post multiple times over the course of the campaign in order to create a consistent message.
- C. Use headlines and images that are optimized for each platform. Post the information only once on each platform to avoid annoying the user base.
- D. Use descriptive headlines and text that give users as much information as possible. Use images that are optimized for each social media platform Use the same images each time the information is posted for brand consistency.

Correct Answer: A

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**QUESTION 2**

A small business is selling widgets A recent customer is enthusiastic about social media network. What kind of social media communication is this?

- A. Paid communication
- B. Posted communication
- C. Owned communication
- D. Earned communication

Correct Answer: C

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**QUESTION 3**

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference

What would be the best strategy to attract the largest number of customers to the signing?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A

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## QUESTION 4

Connie is the social media risk manager for a large retail shopping service. She has a comprehensive strategy to manage social media risks. She has implemented a program to train all departments within the company to be risk-aware. What tasks should she perform to ensure all departments are performing as expected?

- A. Create and revise policies for risk assessment, monitor activities for risks and create reports that assess risks and suggest controls
- B. Identify control requirements for risk assessment, identify regulatory or financial risks and create reports that assess risks and suggest controls
- C. Monitor activities for risks, train employees to identify risks and search social media data to support discovery or legal questions.
- D. Monitor activities for risks, measure and gather appropriate data and create reports that assess risks and suggest controls.

Correct Answer: C

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## QUESTION 5

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