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QUESTION 1

Jonathan works on the marketing team of a regional sporting goods retailer. He has been asked to give a short presentation at a company-wide meeting about the results of the marketing team's social media campaigns over the year. What type of social media report would be the most appropriate to use as the basis for this presentation?

- A. Executive
- B. Platform
- C. Campaign
- D. Community

Correct Answer: C

QUESTION 2

David is the social media manager of a privately owned teenage sports club social media site. When an individual or organization signs up on the site, they must agree to the terms of use and privacy policies before being allowed to create a profile or post on the site. These policies provide

David's organization the ability to collect and use data about the user, such as their interests. Which of the following would be an inappropriate use of this information?

- A. The owner of the site uses the contact information to sell them services from other companies he owns
- B. The social media marketing manager identifies users with similar sports interests and sends links of upcoming sports events and group activities
- C. The legal department sends notices to users who are using the site inappropriately, to stop these specific behaviors
- D. The social media community manager collects data to identify and measure user engagement and to locate influencers who can assist in building the community

Correct Answer: A

QUESTION 3

Matthew and Ashely are trying to decide whether their company would benefit from having an Instagram account. What is some of the demographic information they must consider in order to make this decision?

- A. Marital status, customer income and brand loyalty
- B. Age of their customers, customer income and gender
- C. Geography, favorite activities and customer income
- D. Gender, personality and geographic segment

Correct Answer: B

QUESTION 4

A company has determined that their typical customer hears about their products from their social media network. Then visits the company Web site and then makes a purchase. What type of conversion attribute model is this?

- A. Multi source
- B. Last social touch
- C. Position based
- D. Single source

Correct Answer: A

QUESTION 5

Stuart is the social media risk manager for an international drone enthusiasts association. He has noticed various chapters around the world using images and copyrighted materials. What should Stuart do to ensure the association's social media sites are in compliance with the various legal regulations internationally?

- A. Require users to accept a terms-of-use license and privacy policy before they can post any content
- B. mail the users and request they show permission they are allowed to use the materials.
- C. Contact the owners of the copyrighted materials and request a fee to remove the materials from the sites.
- D. File a lawsuit against the users for posting copyrighted materials on his site.

Correct Answer: A

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