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QUESTION 1

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 2

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

QUESTION 3

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

- A. Impression.
- B. Reach
- C. Exposure
- D. Engagement

Correct Answer: D

QUESTION 4

A small book publishing company wants to promote their titles through social media

Which strategy would best support them?

- A. Post videos of interviews with published authors bundled with "buy now" social commerce options.
- B. Offer low cost writing workshops scheduled as shareable events.
- C. Auction signed copies of the books on retail shopping sites.
- D. Cultivate a relationship with an online book club to share announcements and offer free books

Correct Answer: D

QUESTION 5

Jenn works for a company that sells non-toxic, environmentally friendly cleaning products. She is making a list of content she would like to use in the social media campaign.

What content should she create in order to have an impact across multiple social media platforms?

- A. Several trendy collage images with various filters, an elaborate infographic explaining the chemistry behind their cleaning products and video interviews with various members of the marketing and sales team
- B. A profile and a cover photo to repurpose across all platforms and a full length video of an infomercial the company recently aired on regional television
- C. Images that contain the brand color scheme and products, infographics on the impact of toxic cleaning chemicals on the environment compared to their products and videos demonstrating how well the products work
- D. A wide variety of images with eye-popping color schemes, infographics similar to their competitors' and a podcast discussing how well their products work

Correct Answer: C

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