

1D0-623^{Q&As}

CIW Social Media Specialist

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QUESTION 1

Which organization is likely to experience the highest impact of implementing an aggressive social media marketing campaign?

- A. A large financial services company providing payroll processing
- B. A car manufacturer that makes trucks, sedans and hybrids
- C. A political campaign for mayor of a large city
- D. A circus performance troupe that travels the country

Correct Answer: A

QUESTION 2

Which of the following is the chief disadvantage to using social media?

- A. A company must establish policies covering social media usage and provide training
- B. You can gather information about what customers want in products.
- C. In a crisis situation, a company's reputation can be damaged quickly.
- D. A company can lose control of how its corporate logo is used.

Correct Answer: C

QUESTION 3

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Cost per click
- B. Conversion attribution
- C. Total revenue earned
- D. Click-through rates

Correct Answer: D

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

QUESTION 5

Jared has been assigned to review the company's social media policies and determine what changes should be considered for modification. As the review the ethical guidelines he identifies that the code of conduct section needs modification regarding employee's personal social media usage guidelines. Why is it important to include personal social media usage guidelines?

- A. Competitors may recruit employees who are vocal about the company through their personal social media usage
- B. Privacy laws prohibit a company from issuing guidelines regarding personal social media usage.
- C. Personal social media usage can have a negative impact on the company's reputation.
- D. Personal social media usage would not provide transparency.

Correct Answer: C

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