

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

CIW Social Media Specialist

## Pass CIW 1D0-623 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass2lead.com/1d0-623.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by CIW Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



**QUESTION 1**

Sarah works for a company that sells professional-wear clothing for women both online and in select retail stores She is conducting a SWOT analysis of the company's social media plan. Which of the following should she have completed first?

- A. Development of a persona.
- B. A social media audit and a list of social media goals.
- C. Analysis of current user demographic segmentation.
- D. A social media audit.

Correct Answer: B

---

**QUESTION 2**

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 3**

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 4**

A company specialization in Europe 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 5

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

[1D0-623 PDF Dumps](#)

[1D0-623 Practice Test](#)

[1D0-623 Study Guide](#)