

1D0-623^{Q&As}

CIW Social Media Specialist

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QUESTION 1

Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign. She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

- A. The 90/9/1 rule.
- B. Promotion, sharing, and engagement
- C. Reach, relevance, and resonance.
- D. The 80/20 rule

Correct Answer: B

QUESTION 2

A marketing company is developing a promotional service that it will offer to various clients. The service includes daily posts on popular social media platforms including information about selected products, a map of the client's current location and the date/time the product is available. What kind of business client would best benefit from this social media strategy?

- A. A franchise restaurant company with 30 locations.
- B. A gourmet food truck selling upscale sandwiches.
- C. An art gallery selling antique paintings.
- D. A mobile pet grooming service.

Correct Answer: C

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

QUESTION 4

Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features. His company is launching a new product. Information about the new product has been leaked to the public, ahead of schedule. To mitigate the situation, Kameron first focused on redefining who has access to new product information.

What would be the next area to improve?

- A. Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.
- B. Provide training for all employees in the company regarding legal and regulatory compliance.
- C. Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information.
- D. Implement regular reviews of outbound communications.

Correct Answer: C

QUESTION 5

Allan works for an event planning company and is creating a curated content article about the ten best games for breaking the ice at parties. He has found articles on the Internet, describing various games, which he wants to incorporate into his own content.

Which of the following is a best practice for using curated content ethically?

- A. Use the full text from two articles, plus snippets from others with links to the original articles' Web sites.
- B. Create a new title, links to the original sources and add personal editorial comments.
- C. Choose multiple articles, pull snippets from them and use one of the titles from the articles.
- D. Use the images and full text from the longest article, add personal editorial comments and create a new title.

Correct Answer: B