

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

CIW Social Media Specialist

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**QUESTION 1**

James is creating a social media strategy plan in order to help drive company sales. He is selecting various personas that might shop at the online store and ranking them based on their possible level of interest in the product. Which stage of the social media strategy plan cycle is he in?

- A. Set goals
- B. Listen and analyze
- C. Identify the target audience
- D. Define strategies

Correct Answer: C

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**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

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**QUESTION 3**

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

- A. Alert passengers via text message about special offers on future flights
- B. Notify passengers via text message within 15 minutes of flight delays
- C. Alert the baggage handling department to move bags to temporary storage
- D. Notify airport management to update departure boards hourly

Correct Answer: C

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**QUESTION 4**

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

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#### QUESTION 5

A game development company wants to create a new action adventure game. They already have an established online presence that includes many players of their existing games. They ask the players for ideas and scenarios for the new game. What stage of social community building is this?

- A. Creation
- B. Growth
- C. Leverage
- D. cultivation

Correct Answer: B

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