

Exam : 1D0-623

Title : CIW Social Media Specialist

Version : DEMO

1. 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

Answer: A

2. 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

Answer: C

3. During which stages of the social media strategy planning cycle should you perform social media optimization (SMO)?

- A. Define strategies, implement; monitor and adjust; listen and analyze
- B. Listen and analyze, identify the target audience, set goals, define strategies, implement, monitor and adjust
- C. Implement, monitor and adjust, listen and analyze.
- D. Implement, monitor and adjust.

Answer: B

4. 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.

Answer: A

5. 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

Answer: C