DUMPSARENA

CIW Social Media Specialist

CIW 1D0-623

Version Demo

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QUESTION NO: 1

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

A. Impression.

B. Reach

C. Exposure

D. Engagement

ANSWER: D

QUESTION NO: 2

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

ANSWER: A

QUESTION NO: 3

Sam, the CEO of a clothing company, is very vocal on political topics and expresses his opinions on the company Twitter account. What are the most likely risks due to this behavior?

A. Theft of intellectual property and cybercrime

B. Financial loss and corporate identify theft.

C. Reputation damage and financial loss

D. Reputation damage and cybercrime.

ANSWER: A

QUESTION NO: 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. Repeal the same posts over and over.

D. Address posts to the entire platform audience.

ANSWER: A

QUESTION NO: 5

A company noticed a recent spike in online posting about of their products. In response, they increased the amount of paid advertising for that particular product. However, sales of the product dropped by 75% in the next 3 months. Which big data value component was missing from the analysis about the spike?

A. Choice the company used an inadequate data analysis system

B. Confidence the combined data had insufficient certainty.

C. Complexity, data from multiple sources was poorly matched and imprecise.

D. Context; most if the posts were complaints about product performance.

ANSWER: D

QUESTION NO: 6

Jonathan works on the marketing team of a regional sporting goods retailer. He has been asked to give a short presentation at a company-wide meeting about the results of the marketing team's social media campaigns over the year. What type of social media report would be the most appropriate to use as the basis for this presentation?

A. Executive

B. Platform

C. Campaign

D. Community

ANSWER: C

QUESTION NO: 7

Which of the following is a benefit researching and social media personas for a business?

A. Helps you focus on who your main brand consumer is and seeing your products from their perspective.

B. Helps you identify the demographics of your current audience.

C. Helps you identify problem areas in your campaign during the monitor and adjust phase.

D. Helps you keep the cost of purchasing social media ads to a minimum.

ANSWER: C

QUESTION NO: 8

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, identity 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.

ANSWER: C

QUESTION NO: 9

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 ofoutbound communications

ANSWER: C

QUESTION NO: 10

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 he 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.

ANSWER: C