



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

CIW Social Media Specialist

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**QUESTION 1**

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

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**QUESTION 2**

A company specializing in European 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

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**QUESTION 3**

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 4**

Ten is the Social Media Strategist for a large educational institution and is responsible for social media risks with their



communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses. What stage require assigning probability levels to threatsTen is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses.

What stage require assigning probability levels to threats?

- A. Manage and mitigate
- B. Asses and evaluate
- C. Monitor and revise
- D. Identify and resolve

Correct Answer: D

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#### QUESTION 5

A marine biology expert works as a guide with a whale-watching tour company. He wants to communicate information on Scientific research, videos of whale sighting and other events to potential tour customer and whale conservation. He also wants to share information from this industry peers. Which social media tool can he use to meet these needs?

- A. Live streaming
- B. Business blog
- C. Micro blog
- D. Webinar

Correct Answer: C

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