



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

CIW Social Media Specialist

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### QUESTION 1

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

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### QUESTION 2

A yarn store is running an online group with several hundred members on a popular social media site to share newly developed patterns and projects. The group manager notices that only a few members are regularly posting. What can she do to encourage more people to share their projects?

- A. Offer free yarn skeins to first time posters.
- B. Encourage the frequent posters to contribute more.
- C. Cross post new projects from a quilters group.
- D. Create instructional videos of previously posted projects.

Correct Answer: A

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### QUESTION 3

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

Correct Answer: A

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#### QUESTION 4

A well known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentation be made more social?

- A. Contract with a reality television producer to create a short run series for cable broadcast.
- B. Share them as live streaming events and invite the audience to ask questions, which the CEO will answer immediately.
- C. the format of the speeches to a question and answer panel with four to five participant
- D. Record the speech and post it on the company's Web site with a text transcript.

Correct Answer: B

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#### QUESTION 5

Ten 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

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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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