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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

QUESTION 2

Which of the following is a benefit of social media auditing?

- A. Compare your social media presence to your competitors.
- B. Focus efforts on only the most important social media sites.
- C. Maintain a specific style and tone in future social media posts.
- D. Prevent bad data from entering the campaign decision making process.

Correct Answer: A

QUESTION 3

Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

- A. The 90/9/1 rule.
- B. Promotion, sharing, and engagement
- C. Reach, relevance, and resonance.
- D. The 80/20 rule

Correct Answer: B

**QUESTION 4**

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

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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