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CIW Social Media Specialist

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**QUESTION 1**

Bill owns a small, local video production company. His current customer base consists mostly of local musicians looking for live concert music videos and small start-up businesses in need of social media video advertising. His goal is to increase his bookings.

When he creates a social media posting, which of the following messages would be an effective call to action?

- A. Share this with all of your friends
- B. Watch this video compilation to see what services we have to offer.
- C. Message me for details
- D. Schedule a video shoot today, to receive a 10% discount

Correct Answer: D

QUESTION 2

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

QUESTION 3

Allan works for an event planning company and is creating a curated content article about the ten best games for breaking the ice at parties. He has found articles on the Internet, describing various games, which he wants to incorporate into his own content

Which of the following is a best practice for using curated content ethically?

- A. Use the full text from two articles, plus snippets from others with links to the original articles' Web sites
- B. Create a new title, links to the original sources and add personal editorial comments
- C. Choose multiple articles, pull snippets from them and use one of the titles from the articles.
- D. Use the images and full text from the longest article, add personal editorial comments and create a new title.

Correct Answer: B

**QUESTION 4**

Dylan works for a small software start-up firm that is looking to use Facebook and Twitter to increase future revenues by building a larger potential customer base for their upcoming software release. Which of the following is a metric that could be used to evaluate the success of this social media campaign?

- A. The total number of followers on each platform If each platform gains at least 10% more followers, the campaign will be considered a success.
- B. The number of link-clicks each post receives If more than 50 followers did campaign, it will be considered a success.
- C. The number of likes and comments each post receives. If more than 10 followers like or comment on each post in the campaign, it will be considered a success.
- D. An increase in sales of their current software release. If sales increase by 5%, the campaign will be considered a success.

Correct Answer: D

QUESTION 5

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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