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**QUESTION 1**

Jenn works for a company that sells non-toxic, environmentally friendly cleaning products. She is making a list of content she would like to use in the social media campaign.

What content should she create in order to have an impact across multiple social media platforms?

- A. Several trendy collage images with various filters, an elaborate infographic explaining the chemistry behind their cleaning products and video interviews with various members of the marketing and sales team
- B. A profile and a cover photo to repurpose across all platforms and a full length video of an infomercial the company recently aired on regional television
- C. Images that contain the brand color scheme and products, infographics on the impact of toxic cleaning chemicals on the environment compared to their products and videos demonstrating how well the products work
- D. A wide variety of images with eye-popping color schemes, infographics similar to their competitors' and a podcast discussing how well their products work

Correct Answer: C

QUESTION 2

Erin has been assigned to grow the social media community for a health care provider association. She wants to include open job postings and mentoring sections in the community to help people network.

What types of risks will she need to address as she develops the strategy for these community areas?

- A. Damage to reputation and legal issues.
- B. Regulatory compliance and privacy violations
- C. Cybercrime and financial loss
- D. Theft of intellectual property and corporate identity

Correct Answer: B

QUESTION 3

The developers of a point-of-sale retail transaction software has a system error in their Web server. Users of the system were unable to upload data through their remote data entry service. The customer quickly grew angry about the situation and began posting negative comments on several popular social media sites and company's public message board. The company is in the response stage of managing the crisis. What should they do?

- A. Post responses to the messages, explaining the problem and when it will be resolved.



- B. Remove all postings from their message board and publicly deny the error on the popular social media sites.
- C. Monitor the messages, to determine how many are posted, until the error is corrected. Then contact the message posters privately by phone or e-mail.
- D. Prepare an executive report on the crisis. with recommendations for organizational changes to prevent similar incidents in the future.

Correct Answer: A

QUESTION 4

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 5

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

- A. Alert passengers via text message about special offers on future flights
- B. Notify passengers via text message within 15 minutes of flight delays
- C. Alert the baggage handling department to move bags to temporary storage
- D. Notify airport management to update departure boards hourly

Correct Answer: C

QUESTION 6

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 7

Drew is managing a social media advertising campaign. He has selected a popular social site. The site has a flat membership fee, plus a pay per-click fee. Drew will also be outsourcing the graphical design of the ads. What information do you need to calculate the cost-per-click of the campaign?

- A. Graphic design cost, membership fee, pay-per-click fee and total clicks made.
- B. Employee compensation, cost of goods sold and pay-per-click fee.
- C. Total budget amount, pay-per-click fee and total clicks made.
- D. E-commerce site listing fees, Wet* site development costs and pay-per-click fees.

Correct Answer: C

QUESTION 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, identify 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.

Correct Answer: C

QUESTION 9

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 10

A company specialization in Europeriver 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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