



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

CIW Social Media Specialist

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### QUESTION 1

In order to be considered as part of a brand's primary audience, a persona must be:

- A. someone who is interested in the product, needs the product and is able to afford the product.
- B. a returning customer who shares the product with other users and who regularly interacts with your brand.
- C. considered a brand ambassador, a customer who regularly interacts with your brand and a returning customer.
- D. someone who is interested in the product, wants to share the product with more users and is able to afford the product.

Correct Answer: A

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### 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

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### QUESTION 3

Sarah works for a company that sells professional-wear clothing for women both online and in select retail stores. She is conducting a SWOT analysis of the company's social media plan. Which of the following should she have completed first?

- A. Development of a persona.
- B. A social media audit and a list of social media goals.
- C. Analysis of current user demographic segmentation.
- D. A social media audit.

Correct Answer: B

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**QUESTION 4**

A small book publishing company wants to promote their titles through social media

Which strategy would best support them?

- A. Post videos of interviews with published authors bundled with "buy now" social commerce options.
- B. Offer low cost writing workshops scheduled as shareable events.
- C. Auction signed copies of the books on retail shopping sites.
- D. Cultivate a relationship with an online book club to share announcements and offer free books

Correct Answer: D

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**QUESTION 5**

David is the social media manager of a privately owned teenage sports club social media site. When an individual or organization signs up on the site, they must agree to the terms of use and privacy policies before being allowed to create a profile or post on the site. These policies provide

David's organization the ability to collect and use data about the user, such as their interests. Which of the following would be an inappropriate use of this information?

- A. The owner of the site uses the contact information to sell them services from other companies he owns
- B. The social media marketing manager identifies users with similar sports interests and sends links of upcoming sports events and group activities
- C. The legal department sends notices to users who are using the site inappropriately, to stop these specific behaviors
- D. The social media community manager collects data to identify and measure user engagement and to locate influencers who can assist in building the community

Correct Answer: A

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**QUESTION 6**

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

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#### QUESTION 7

A small business is selling widgets A recent customer is enthusiastic about social media network. What kind of social media communication is this?

- A. Paid communication
- B. Posted communication
- C. Owned communication
- D. Earned communication

Correct Answer: C

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#### QUESTION 8

A marketing company is developing a promotional service that it will offer to various clients. The service includes daily posts on popular social media platforms including information about selected products, a map of the client's current location and the date/time the product is available. What kind of business client would best benefit from this social media strategy?

- A. A franchise restaurant company with 30 locations.
- B. A gourmet food truck selling upscale sandwiches.
- C. An art gallery selling antique paintings.
- D. A mobile pet grooming service.

Correct Answer: C

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#### QUESTION 9

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 10

Mariah works for a local community organization and is creating a social media campaign to drive their followers to sign-up for their monthly e-mail newsletter. Which of the following would be the most effective way for her to optimize her social media campaign?

- A. Use multiple variations of the post over the duration of the campaign with catchy headlines and images that are tailored to each platform. Make sure to never use the exact post twice.
- B. Use the same post headlines and images across all platforms for brand uniformity. Use the same post multiple times over the course of the campaign in order to create a consistent message.
- C. Use headlines and images that are optimized for each platform. Post the information only once on each platform to avoid annoying the user base.
- D. Use descriptive headlines and text that give users as much information as possible. Use images that are optimized for each social media platform. Use the same images each time the information is posted for brand consistency.

Correct Answer: A

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