

CIW.1D0-623.v2022-05-21.q18

Exam Code:	1D0-623
Exam Name:	CIW Social Media Specialist
Certification Provider:	CIW
Free Question Number:	18
Version:	v2022-05-21
# of views:	714
# of Questions views:	180
https://www.freeqas.com/qa/CIW/1D0-623/CIW.1D0-623.v2022-05-21.q18.html	

NEW QUESTION: 1

Why is it important for an organization to use the same name, username and e-mail address across multiple social media platforms?

- A. It creates a social character that is engaging the community.
- B. So that others can manage the accounts when someone leaves.
- C. So that followers from one platform will automatically become followers on another platform.
- D. It improves brand recognition.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 2

A startup business is designing fabric patterns for the home fashion industry. What kind of platforms will best meet the business' social media marketing needs?

- A. Microblogging sites, such as Twitter.
- B. Content sharing sites, such as Facebook or MySpace.
- C. Photo oriented sites, such as Instagram or Pinterest
- D. Professional networking sites, such as LinkedIn

Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Click-through rates
- B. Total revenue earned
- C. Cost per click
- D. Conversion attribution

Answer: A (LEAVE A REPLY)

NEW QUESTION: 4

Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features. His company is launching a new product. Information about the new product has been leaked to the public, ahead of schedule. To mitigate the situation, Kameron first focused on redefining who has access to new product information. What would be the next area to improve?

- A.** Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information
- B.** Implement regular reviews of outbound communications
- C.** Provide training for all employees in the company regarding legal and regulatory compliance
- D.** Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

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.** 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
- B.** A wide variety of images with eye-popping color schemes, infographics similar to their competitors' and a podcast discussing how well their products work
- 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.** 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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

A well known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentations 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.** Record the speech and post it on the company's Web site with a text transcript.

D. the format of the speeches to a question and answer panel with four to five participant

Answer: B (LEAVE A REPLY)

NEW QUESTION: 7

Jonathan works on the marketing team of a regional sporting goods retailer. He has been asked to give a short presentation at a company-wide meeting about the results of the marketing team's social media campaigns over the year. What type of social media report would be the most appropriate to use as the basis for this presentation?

- A. Executive
- B. Community
- C. Platform
- D. Campaign

Answer: D (LEAVE A REPLY)

NEW QUESTION: 8

A large grocery store chain has a print media operation. They publish weekly flyers to be inserted into newspapers. They also frequently send direct mail flyers. How can they best incorporate social media to their advertising mix?

- A. Post recipes with coupons for the ingredients.
- B. Schedule promotional events at various store locations.
- C. Post the weekly coupon flyer as a PDF.
- D. Post a link to their corporate Web site.

Answer: B (LEAVE A REPLY)

NEW 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. market repositioning
- B. corporate reorganization
- C. executive buy-in.
- D. return on engagement (ROE)

Answer: (SHOW ANSWER)

NEW QUESTION: 10

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

- A. Engagement
- B. Exposure
- C. Reach

D. Impression.

Answer: (SHOW ANSWER)

NEW QUESTION: 11

When evaluating a visualization of social network members, the influencers are generally considered the most important. This is known as?

- A. Reciprocity
- B. Structural equivalence
- C. Transitivity
- D. Centrality

Answer: C (LEAVE A REPLY)

NEW QUESTION: 12

A major winter storm has closed a highway that runs through a national park. The park service announces the closure on microblogging sites and major social media sites. They get several responses from park visitors requesting evacuation assistance. This behavior is commonly referred to as;

- A. crowdfunding
- B. crowdrising.
- C. crowdsourcing
- D. crowshapping

Answer: C (LEAVE A REPLY)

NEW QUESTION: 13

A small book publishing company wants to promote their titles through social media. Which strategy would best support them?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 14

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. Employee compensation, cost of goods sold and pay-per-click fee.
- B. Total budget amount, pay-per-click fee and total clicks made.

- C. Graphic design cost, membership fee. pay-per-click fee and total clicks made.
- D. E-commerce site listing fees. Wet* site development costs and pay-per-click fees.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 15

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

Answer: (SHOW ANSWER)

NEW QUESTION: 16

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

Answer: A (LEAVE A REPLY)

Valid 1D0-623 Dumps shared by PrepPdf.com for Helping Passing 1D0-623 Exam! PrepPdf.com now offer the **newest 1D0-623 exam dumps**, the PrepPdf.com 1D0-623 exam **questions have been updated** and **answers have been corrected** get the **newest** PrepPdf.com 1D0-623 dumps with Test Engine here:
<https://www.preppdf.com/CIW/1D0-623-prepaway-exam-dumps.html> (57 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 17

A company specialization in Europe river 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. Paid advertising
- B. Viral advertising
- C. Banner advertising
- D. Organic advertising

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

A self-employed motivational speaker is active on several forms of social media including Twitter, Facebook and YouTube. However, he does not have the time or resources to maintain a presence on other social media site.

What is the most cost effective way to make sure potential customers can still reach him?

- A. Create placeholder pages that redirect visitors to his Web site or other social media sites.
- B. Expand his marketing efforts to reach potential customers through traditional marketing (direct mail advertising, etc)
- C. Hire someone to create and maintain his online presence on other social media sites.
- D. Ignore the other sites because his primary audience does not participate on them.

Answer: A ([LEAVE A REPLY](#))

Valid 1D0-623 Dumps shared by PrepPdf.com for Helping Passing 1D0-623 Exam! PrepPdf.com now offer the **newest 1D0-623 exam dumps**, the PrepPdf.com 1D0-623 exam **questions have been updated** and **answers have been corrected** get the **newest** PrepPdf.com 1D0-623 dumps with Test Engine here:
<https://www.preppdf.com/CIW/1D0-623-prepaway-exam-dumps.html> (57 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)