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QUESTION 1

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 2

Sam, the CEO of a clothing company, is very vocal on political topics and expresses his opinions on the company Twitter account. What are the most likely risks due to this behavior?

- A. Theft of intellectual property and cybercrime
- B. Financial loss and corporate identity theft.
- C. Reputation damage and financial loss
- D. Reputation damage and cybercrime.

Correct Answer: A

QUESTION 3

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 4

A company has a goal of increasing revenue from social media sites by 15% in the next quarter. They know the costs of their paid advertising and internal resources to promote the social media platform. They also have a readily available metric (sales orders) and are collecting data on conversions from lead to sale. What is the company trying to calculate?

- A. Return on engagement
- B. Follower sentiment
- C. Customer loyalty
- D. Return on investment

Correct Answer: A

QUESTION 5

A company noticed a recent spike in online posting about their products. In response, they increased the amount of paid advertising for that particular product. However, sales of the product dropped by 75% in the next 3 months. Which big data value component was missing from the analysis about the spike?

- A. Choice the company used an inadequate data analysis system
- B. Confidence the combined data had insufficient certainty.
- C. Complexity, data from multiple sources was poorly matched and imprecise.
- D. Context; most of the posts were complaints about product performance.

Correct Answer: D

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