



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

CIW Social Media Specialist

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### QUESTION 1

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 2

James is creating a social media strategy plan in order to help drive company sales. He is selecting various personas that might shop at the online store and ranking them based on their possible level of interest in the product. Which stage of the social media strategy plan cycle is he in?

- A. Set goals
- B. Listen and analyze
- C. Identify the target audience
- D. Define strategies

Correct Answer: C

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### 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

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#### QUESTION 4

Alice works in social media marketing for an established online shoe company. The company uses many simultaneous social media campaigns to encourage current and potential customers to purchase the latest fashion trends. During which stage of these social media campaigns should Alice define her audience's positions in the social media funnel?

- A. Implementation and measurement
- B. Planning
- C. Development
- D. Preparation

Correct Answer: B

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#### QUESTION 5

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

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