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QUESTION 1

A mid-sized technical company has an active presence on multiple social media sites. It has a variety of followers who communicate regularly about products and industry information. The company wants to increase the size of its social network in order to increase sales and revenue. The company plans to add paid advertising, as well as leveraging their organic advertising.

What would help them choose the best platform to achieve their goals?

- A. Compare the advertising rates of multiple platforms and choose the least expensive one.
- B. Identify the most common characteristics of their followers and select the platform that best targets them.
- C. Select the best possible graphic designer to create eye-catching, compelling advertisements.
- D. Consolidate the multiple platforms, by migrating users into one network.

Correct Answer: C

QUESTION 2

Jared has been assigned to review the company's social media policies and determine what changes should be considered for modification. As the review of the ethical guidelines, he identifies that the code of conduct section needs modification regarding employee's personal social media usage guidelines. Why is it important to include personal social media usage guidelines?

- A. Competitors may recruit employees who are vocal about the company through their personal social media usage.
- B. Privacy laws prohibit a company from issuing guidelines regarding personal social media usage.
- C. Personal social media usage can have a negative impact on the company's reputation.
- D. Personal social media usage would not provide transparency.

Correct Answer: C

QUESTION 3

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

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



Correct Answer: A

QUESTION 4

Which of the following is the chief disadvantage to using social media?

- A. A company must establish policies covering social media usage and provide training
- B. You can gather information about what customers want in products.
- C. In a crisis situation, a company's reputation can be damaged quickly.
- D. A company can lose control of how its corporate logo is used.

Correct Answer: C

QUESTION 5

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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