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QUESTION 1

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

Correct Answer: A

QUESTION 2

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 followers from one platform will automatically become followers on another platform.
- C. So that others can manage the accounts when someone leaves.
- D. It improves brand recognition.

Correct Answer: D

QUESTION 3

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference

What would be the best strategy to attract the largest number of customers to the signing?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A



QUESTION 4

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

QUESTION 5

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

Correct Answer: C