



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

CIW Social Media Specialist

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### QUESTION 1

David is the social media manager of a privately owned teenage sports club social media site. When an individual or organization signs up on the site, they must agree to the terms of use and privacy policies before being allowed to create a profile or post on the site. These policies provide

David's organization the ability to collect and use data about the user, such as their interests. Which of the following would be an inappropriate use of this information?

- A. The owner of the site uses the contact information to sell them services from other companies he owns
- B. The social media marketing manager identifies users with similar sports interests and sends links of upcoming sports events and group activities
- C. The legal department sends notices to users who are using the site inappropriately, to stop these specific behaviors
- D. The social media community manager collects data to identify and measure user engagement and to locate influencers who can assist in building the community

Correct Answer: A

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### QUESTION 2

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

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### QUESTION 3

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

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#### QUESTION 4

A small book publishing company wants to promote their titles through social media

Which strategy would best support them?

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

Correct Answer: D

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#### QUESTION 5

Stuart is the social media risk manager for an international drone enthusiasts association. He has noticed various chapters around the world using images and copyrighted materials. What should Stuart do to ensure the association's social media sites are in compliance with the various legal regulations internationally?

- A. Require users to accept a terms-of-use license and privacy policy before they can post any content
- B. mail the users and request they show permission they are allowed to use the materials.
- C. Contact the owners of the copyrighted materials and request a fee to remove the materials from the sites.
- D. File a lawsuit against the users for posting copyrighted materials on his site.

Correct Answer: A

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