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QUESTION 1

Erin has been assigned to grow the social media community for a health care provider association. She wants to include open job postings and mentoring sections in the community to help people network.

What types of risks will she need to address as she develops the strategy for these community areas?

- A. Damage to reputation and legal issues.
- B. Regulatory compliance and privacy violations
- C. Cybercrime and financial loss
- D. Theft of intellectual property and corporate identity

Correct Answer: B

QUESTION 2

A fitness gym club has spent a significant amount of time and money building an online presence in social media. They have built pages on several platforms, gathered an audience and post content regularly. How can the club ensure they are staying on top of rapidly changing trends in social media?

- A. Focus on analytic data from their current platforms to identify the customer preferences and demographics.
- B. Schedule quarterly or semi-annual reviews of social media trends to identify new opportunities.
- C. Start live streaming videos of exercise classes to encourage more people to join.
- D. Hire an outside company to take over customer communications on current social media platforms.

Correct Answer: B

QUESTION 3

Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign. She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

- A. The 90/9/1 rule.
- B. Promotion, sharing, and engagement
- C. Reach, relevance, and resonance.
- D. The 80/20 rule

Correct Answer: B



QUESTION 4

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

- A. Alert passengers via text message about special offers on future flights
- B. Notify passengers via text message within 15 minutes of flight delays
- C. Alert the baggage handling department to move bags to temporary storage
- D. Notify airport management to update departure boards hourly

Correct Answer: C

QUESTION 5

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

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