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QUESTION 1

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 2

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Cost per click
- B. Conversion attribution
- C. Total revenue earned
- D. Click-through rates

Correct Answer: D

QUESTION 3

You suspect that some of your social media posts are not reaching your target audience. What can you do to improve the effectiveness of your posts?

- A. Create compelling ads and promote well-received organic posts.
- B. Evaluate the click through rates to your Web site.
- C. Repeat the same posts over and over.
- D. Address posts to the entire platform audience.

Correct Answer: A

QUESTION 4

Connie is the social media risk manager for a large retail shopping service. She has a comprehensive strategy to manage social media risks. She has implemented a program to train all departments within the company to be risk-



aware. What tasks should she perform to ensure all departments are performing as expected?

- A. Create and revise policies for risk assessment, monitor activities for risks and create reports that assess risks and suggest controls
- B. Identify control requirements for risk assessment, identify regulatory or financial risks and create reports that assess risks and suggest controls
- C. Monitor activities for risks, train employees to identify risks and search social media data to support discovery or legal questions.
- D. Monitor activities for risks, measure and gather appropriate data and create reports that assess risks and suggest controls.

Correct Answer: C

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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