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CIW Social Media Specialist

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QUESTION 1

Jared has been assigned to review the company's social media policies and determine what changes should be considered for modification. As the review 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 2

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 3

Which of the following is a social media optimization technique that can aid in search engine optimization?

- A. Creating as many posts as possible, regardless of user engagement.
- B. Make sure all social media posts link back to your company's Web site.
- C. Share content from third parties that will engage users.
- D. Filling out all social media profiles completely.

Correct Answer: D



QUESTION 4

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 5

A large paper products company has recently hired a new CEO She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

- A. executive buy-in.
- B. market repositioning
- C. return on engagement (ROE)
- D. corporate reorganization

Correct Answer: A

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