



1D0-623^{Q&As}

CIW Social Media Specialist

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QUESTION 1

Allan works for an event planning company and is creating a curated content article about the ten best games for breaking the ice at parties. He has found articles on the Internet, describing various games, which he wants to incorporate into his own content

Which of the following is a best practice for using curated content ethically?

- A. Use the full text from two articles, plus snippets from others with links to the original articles\\' Web sites
- B. Create a new title, links to the original sources and add personal editorial comments
- C. Choose multiple articles, pull snippets from them and use one of the titles from the articles.
- D. Use the images and full text from the longest article, add personal editorial comments and create a new title.

Correct Answer: B

QUESTION 2

James is creating a social media strategy plan in order to help drive company sales. He is selecting various personas that might shop at the online store and ranking them based on their possible level of interest in the product. Which stage of the social media strategy plan cycle is he in?

- A. Set goals
- B. Listen and analyze
- C. Identify the target audience
- D. Define strategies

Correct Answer: C

QUESTION 3

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



QUESTION 4

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 5

A well-known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentations be made more social?

- A. Contract with a reality television producer to create a short-run series for cable broadcast.
- B. Share them as live streaming events and invite the audience to ask questions, which the CEO will answer immediately.
- C. Change the format of the speeches to a question and answer panel with four to five participants.
- D. Record the speech and post it on the company's Web site with a text transcript.

Correct Answer: B

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