

CIW

1D0-623 Exam

Social Media Strategist



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Version: 4.0

Question: 1

Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features. His company is launching a new product. Information about the new product has been leaked to the public, ahead of schedule. To mitigate the situation, Kameron first focused on redefining who has access to new product information. What would be the next area to improve?

- A. Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.
- B. Provide training for all employees in the company regarding legal and regulatory compliance.
- C. Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information.
- D. Implement regular reviews of outbound communications.

Answer: C

Question: 2

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.

Answer: B

Question: 3

A marine biology expert works as a guide with a whale-watching tour company. He wants to communicate information on scientific research, videos of whale sighting and other events to potential tour customer and whale conservation. He also wants to share information from this industry peers. Which social media tool can he use to meet these needs?

- A. Live streaming

- B. Business blog
- C. Micro blog
- D. Webinar

Answer: C

Question: 4

A well known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentation 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. the format of the speeches to a question and answer panel with four to five participant
- D. Record the speech and post it on the company's Web site with a text transcript.

Answer: B

Question: 5

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

Answer: D

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