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QUESTION 1

A yarn store is running an online group with several hundred members on a popular social media site to share newly developed patterns and projects. The group manager notices that only a few members are regularly posting. What can she do to encourage more people to share their projects?

- A. Offer free yarn skeins to first time posters.
- B. Encourage the frequent posters to contribute more.
- C. Cross post new projects from a quilters group.
- D. Create instructional videos of previously posted projects.

Correct Answer: A

QUESTION 2

A large grocery store chain has an print media operation. They publish weekly flyers to be inserted into newspapers. The also frequency send direct mail flyers. How can they best incorporate social media to their advertising mix?

- A. Post the weekly coupon flyer as a PDF.
- B. Post a link to their corporate Web site.
- C. Schedule promotionevents at various store locations.
- D. Post recipes with coupons for the ingredients.

Correct Answer: C

QUESTION 3

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 he 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 4



The developers of a point-of-sale retail transaction software has a system error in their Web server. Users of the system were unable to upload data through their remote data entry service. The customer quickly grew angry about the situation and began posting negative comments on several popular social media sites and company's public message board. The company is in the response stage of managing the crisis. What should they do?

- A. Post responses to the messages, explaining the problem and when it will be resolved.
- B. Remove all postings from their message board and publicly deny the error on the popular social media sites.
- C. Monitor the messages, to determine how many are posted, until the error is corrected. Then contact the message posters privately by phone or e-mail.
- D. Prepare an executive report on the crisis, with recommendations for organizational changes to prevent similar incidents in the future.

Correct Answer: A

QUESTION 5

Which organization is likely to experience the highest impact of implementing an aggressive social media marketing campaign?

- A. A large financial services company providing payroll processing
- B. A car manufacturer that makes trucks, sedans and hybrids
- C. A political campaign for mayor of a large city
- D. A circus performance troupe that travels the country

Correct Answer: A

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