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CIW Social Media Specialist

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QUESTION 1

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

Correct Answer: D

QUESTION 2

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 3

A company can use statics from social media to predict behavior. What kind of big data strategy is this?

- A. Social analysis
- B. Performance management
- C. Decision science
- D. Data exploration

Correct Answer: D

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.

Correct Answer: B

QUESTION 5

Which of the following is the chief disadvantage to using social media?

- A. A company must establish policies covering social media usage and provide training
- B. You can gather information about what customers want in products.
- C. In a crisis situation, a company's reputation can be damaged quickly.
- D. A company can lose control of how its corporate logo is used.

Correct Answer: C

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