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CIW Social Media Specialist

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QUESTION 1

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

QUESTION 2

Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign. She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

- A. The 90/9/1 rule.
- B. Promotion, sharing, and engagement
- C. Reach, relevance, and resonance.
- D. The 80/20 rule

Correct 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

Correct Answer: C

QUESTION 4



Sam, the CEO of a clothing company, is very vocal on political topics and expresses his opinions on the company Twitter account. What are the most likely risks due to this behavior?

- A. Theft of intellectual property and cybercrime
- B. Financial loss and corporate identify theft.
- C. Reputation damage and financial loss
- D. Reputation damage and cybercrime.

Correct Answer: A

QUESTION 5

An electronics manufacturer recently released an updated product that corrects the defects of a previous version. Many customers are liking.

- A. Impression.
- B. Reach
- C. Exposure
- D. Engagement

Correct Answer: D

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