



# 1D0-623<sup>Q&As</sup>

CIW Social Media Specialist

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### QUESTION 1

What kind of social media metric best measures the number of followers who noticed and responded to a paid advertisement?

- A. Cost per click
- B. Conversion attribution
- C. Total revenue earned
- D. Click-through rates

Correct Answer: D

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### QUESTION 2

Which of the following is a social media optimization technique that can aid in search engine optimization?

- A. Creating as many posts as possible, regardless of user engagement.
- B. Make sure all social media posts link back to your company's Web site.
- C. Share content from third parties that will engage users.
- D. Filling out all social media profiles completely.

Correct Answer: D

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### QUESTION 3

Dylan works for a small software start-up firm that is looking to use Facebook and Twitter to increase future revenues by building a larger potential customer base for their upcoming software release. Which of the following is a metric that could be used to evaluate the success of this social media campaign?

- A. The total number of followers on each platform If each platform gains at least 10% more followers, the campaign will be considered a success.
- B. The number of link-clicks each post receives If more than 50 followers did campaign, it will be considered a success.
- C. The number of likes and comments each post receives. If more than 10 followers like or comment on each post in the campaign, it will be considered a success.
- D. An increase in sales of their current software release. If sales increase by 5%, the campaign will be considered a success.

Correct Answer: D

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### QUESTION 4



The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference

What would be the best strategy to attract the largest number of customers to the signing?

- A. Share videos of previous signings on YouTube.
- B. Schedule an event on Facebook.
- C. Update their biographies on LinkedIn
- D. Post images from the novels to Pinterest

Correct Answer: A

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#### QUESTION 5

A large paper products company has recently hired a new CEO She is blogging regularly on social media to discuss ways to improve products and reduce negative impact on the environment. Other leaders in the company have engaged in her blog discussions and shared with their departments. This behavior is known as:

- A. executive buy-in.
- B. market repositioning
- C. return on engagement (ROE)
- D. corporate reorganization

Correct Answer: A

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