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CIW Social Media Specialist

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QUESTION 1

Bill owns a small, local video production company. His current customer base consists mostly of local musicians looking for live concert music videos and small start-up businesses in need of social media video advertising. His goal is to increase his bookings.

When he creates a social media posting, which of the following messages would be an effective call to action?

- A. Share this with all of your friends
- B. Watch this video compilation to see what services we have to offer.
- C. Message me for details
- D. Schedule a video shoot today, to receive a 10% discount

Correct Answer: D

QUESTION 2

You suspect that some of your social media posts are not reaching your target audience. What can you do to improve the effectiveness of your posts?

- A. Create compelling ads and promote well-received organic posts.
- B. Evaluate the click through rates to your Web site.
- C. Repeat the same posts over and over.
- D. Address posts to the entire platform audience.

Correct Answer: A

QUESTION 3

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 4

Mariah works for a local community organization and is creating a social media campaign to drive their followers to sign-up for their monthly e-mail newsletter. Which of the following would be the most effective way for her to optimize her social media campaign?

- A. Use multiple variations of the post over the duration of the campaign with catchy headlines and images that are tailored to each platform. Make sure to never use the exact post twice.
- B. Use the same post headlines and images across all platforms for brand uniformity. Use the same post multiple times over the course of the campaign in order to create a consistent message.
- C. Use headlines and images that are optimized for each platform. Post the information only once on each platform to avoid annoying the user base.
- D. Use descriptive headlines and text that give users as much information as possible. Use images that are optimized for each social media platform. Use the same images each time the information is posted for brand consistency.

Correct Answer: A

QUESTION 5

Ten is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses. What stage require assigning probability levels to threatsTen is the Social Media Strategic for a large educational institution and is responsible for social media risks with their communicates. She has implemented a quarterly comprehensive evaluation and daily checks for threats and weaknesses.

What stage require assigning probability levels to threats?

- A. Manage and mitigate
- B. Asses and evaluate
- C. Monitor and revise
- D. Identify and resolve

Correct Answer: D