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QUESTION 1

In order to be considered as part of a brand's primary audience, a persona must be:

- A. someone who is interested in the product, needs the product and is able to afford the product.
- B. a returning customer who shares the product with other users and who regularly interacts with your brand.
- C. considered a brand ambassador, a customer who regularly interacts with your brand and a returning customer.
- D. someone who is interested in the product, wants to share the product with more users and is able to afford the product.

Correct Answer: A

QUESTION 2

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 the 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 3

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

QUESTION 4



A small business is selling widgets A recent customer is enthusiastic about social media network. What kind of social media communication is this?

- A. Paid communication
- B. Posted communication
- C. Owned communication
- D. Earned communication

Correct Answer: C

QUESTION 5

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

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