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Question: 192

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.

Answer: C

Question: 193

Erin has been assigned to grow the social media community for a health care provider association. She wants to include open job postings and mentoring sections in the community to help people network.

What types of risks will she need to address as she develops the strategy for these community areas?

- A. Damage to reputation and legal issues.
- B. Regulatory compliance and privacy violations
- C. Cybercrime and financial loss
- D. Theft of intellectual property and corporate identity

Answer: B

Question: 194

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 sightings and other events to potential tour customers and whale conservation. He also wants to share information from this industry with peers.

Which social media tool can he use to meet these needs?

- A. Live streaming
- B. Business blog
- C. Micro blog
- D. Webinar

Answer: C

Question: 195

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

Answer: A

Question: 196

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

Answer: D

Question: 197

Alice works in social media marketing for an established online shoe company. The company uses many simultaneous social media campaigns to encourage current and potential customers to purchase the latest fashion trends During which stage of these social media campaigns should Alice define her audience's positions in the social media funnel?

- A. Implementation and measurement
- B. Planning
- C. Development
- D. Preparation

Answer: B

Question: 198

A game development company wants to create a new action adventure game. They already have an established online presence that includes many players of their existing games . They ask the players for ideas and scenarios for the new game .

What stage of social community building is this?

- A. Creation
- B. Growth
- C. Leverage
- D. cultivation

Answer: B

Question: 199

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

Answer: D

Question: 200

A company has determined that their typical customer hears about their products from their social media network. Then visits the company Web site and then makes a purchase .

What type of conversion attribute model is this?

- A. Multi source
- B. Last social touch
- C. Position based
- D. Single source

Answer: A

Question: 201

Why is it important for an organization to use the same name, username and e-mail address across multiple social media platforms?

- A. It creates a social character that is engaging the community.
- B. So that followers from one platform will automatically become followers on another platform.
- C. So that others can manage the accounts when someone leaves.
- D. It improves brand recognition.

Answer: D

Question: 202

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.

Answer: A

Question: 203

A self-employed motivational speaker is active on several forms of social media including Twitter, Facebook and YouTube. However, he does not have the time or resources to maintain a presence on other social media site .

What is the most cost effective way to make sure potential customers can still reach him?

- A. Ignore the other sites because his primary audience does not participate on them.
- B. Hire someone to create and maintain his online presence on other social media sites.
- C. Create placeholder pages that redirect visitors to his Web site or other social media sites.
- D. Expand his marketing efforts to reach potential customers through traditional marketing (direct mail advertising, etc)

Answer: C

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