



CIW 1D0-623

CIW Social Media Strategist Certification Questions & Answers

Exam Summary – Syllabus – Questions

1D0-623

[CIW Social Media Strategist](#)

55 Questions Exam – 69.09% Cut Score – Duration of 90 minutes

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Know Your 1D0-623 Certification Well:

The 1D0-623 is best suitable for candidates who want to gain knowledge in the CIW Web and Mobile Design. Before you start your 1D0-623 preparation you may struggle to get all the crucial Social Media Strategist materials like 1D0-623 syllabus, sample questions, study guide.

But don't worry the 1D0-623 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the 1D0-623 syllabus?
- How many questions are there in the 1D0-623 exam?
- Which Practice test would help me to pass the 1D0-623 exam at the first attempt?

Passing the 1D0-623 exam makes you CIW Social Media Strategist. Having the Social Media Strategist certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

CIW 1D0-623 Social Media Strategist Certification

Details:

Exam Name	CIW Social Media Strategist
Exam Code	1D0-623
Exam Price	\$175 (USD)
Duration	90 mins
Number of Questions	55
Passing Score	69.09%
Schedule Exam	PSI Store CIW Shop
Sample Questions	CIW Social Media Strategist Sample Questions
Practice Exam	CIW 1D0-623 Certification Practice Exam

1D0-623 Syllabus:

Topic	Details
Introduction to Social Media	<ul style="list-style-type: none"> - Social Media Introduction - What Is Social Media? - Social Media Foundation Technologies - Social Media Communication Methods - Social Media Consumers - Types of Social Media - Mobile Social Media - Social Media Engagement - Introduction to Social Media Tools
Using Social Media in Business	<ul style="list-style-type: none"> - Embracing Social Media - Business Adoption of Social Media - Organizational Goals for Social Media - Social Media Job Roles - Social Media Impact on Business - Boosting Brand Recognition - Advantages of Social Media in Business
Developing a Social Media Strategy	<ul style="list-style-type: none"> - Social Media Strategies - Listening and Analyzing - Analyzing Market Segments Personas - Targeting the Audience - Using a SWOT to Analyze a Social Media Plan
Creating a Social Media Campaign	<ul style="list-style-type: none"> - What Is a Social Media Campaign? - Planning a Social Media Campaign - Campaign Project Management - Planning a Campaign - Campaign Strategies and Tactic - Developing Social Media Content - Curating Content
Social Media Platforms	<ul style="list-style-type: none"> - Platform Selection - Choosing the Appropriate Platform - Facebook - Twitter - LinkedIn - Instagram - Pinterest - Google+ - Media Sharing - Industry or Niche Platforms

Topic	Details
	<ul style="list-style-type: none"> - Social Media Communities - Gaining an Advantage from - Social Media Trends
Presentations and Business Blogs	<ul style="list-style-type: none"> - Social Presentations - Planning a Presentation - Developing Presentations - Promoting Your Presentations - Delivering Presentations - Presentation Follow-up and Analysis - Presentation Technologies - Business Blogs
Risks, Reputation, and Crisis Response	<ul style="list-style-type: none"> - Social Media Risks - Assessing Risks - Risk Management Strategy - Social Media Policies - Managing Social Media Data - Legal and Regulatory Compliance - Reputation Management
Social Media Advertising	<ul style="list-style-type: none"> - Social Media Advertising - Advertising on Facebook - Advertising on Instagram - Advertising on Twitter - Advertising on LinkedIn - Advertising on Google Platforms - Advertising on Pinterest - Selecting the Best Advertising Platform - Social Media Advertising Best Practices
Social Media Metrics and Analytics	<ul style="list-style-type: none"> - Social Media and Big Data - Social media mining - Social Media ROI and Metrics - Tools for tracking metrics
Reports and Optimization	<ul style="list-style-type: none"> - Social Media Reports - Social Media Optimization (SMO)

CIW 1D0-623 Sample Questions:

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

Answer: d

Question: 2

Sarah works for a company that sells professional-wear clothing for women both online and in select retail stores. She is conducting a SWOT analysis of the company's social media plan. Which of the following should she have completed first?

- a) Development of a persona.
- b) A social media audit.
- c) A social media audit and a list of social media goals.
- d) Analysis of current user demographic segmentation.

Answer: c

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

Answer: d

Question: 4

Which of the following is the chief disadvantage to using social media?

- a) A company can lose control of how its corporate logo is used.
- b) A company must establish policies covering social media usage and provide training
- c) In a crisis situation, a company's reputation can be damaged quickly.
- d) You can gather information about what customers want in products.

Answer: c

Question: 5

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

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

Answer: b

Question: 6

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

- a) Click-through rates
- b) Conversion attribution
- c) Total revenue earned
- d) Cost per click

Answer: a

Question: 7

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) It improves brand recognition.
- c) So that followers from one platform will automatically become followers on another platform.
- d) So that others can manage the accounts when someone leaves.

Answer: b

Question: 8

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.

Answer: a

Question: 9

During which stages of the social media strategy planning cycle should you perform social media optimization (SMO)?

- a) Implement, monitor and adjust.
- b) Define strategies, implement; monitor and adjust; listen and analyze
- c) Implement, monitor and adjust, listen and analyze.
- d) Listen and analyze, identify the target audience, set goals, define strategies, implement, monitor and adjust

Answer: c

Question: 10

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) Financial loss and corporate identify theft.
- b) Theft of intellectual property and cybercrime
- c) Reputation damage and financial loss
- d) Reputation damage and cybercrime.

Answer: b

Study Guide to Crack CIW Social Media Strategist 1D0-623 Exam:

- Getting details of the 1D0-623 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the 1D0-623 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the CIW provided training for 1D0-623 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the 1D0-623 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on 1D0-623 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for 1D0-623 Certification

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