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CIW Social Media Specialist

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QUESTION 1

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 sighting and other events to potential tour customer and whale conservation. He also wants to share information from this industry peers. Which social media tool can he use to meet these needs?

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

Correct Answer: C

QUESTION 2

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)

Correct Answer: C

QUESTION 3

A major winter storm has closed a highway that runs through a national park The park service announces the closure on microblogging sites and major social media sites. They get several responses from park visitors requesting evacuation assistance. This behavior is commonly referred to as:

- A. crowdrising.
- B. crowdfunding
- C. crowdsourcing
- D. crowshapping

Correct Answer: C

QUESTION 4

An airline customer service department needs to notify passengers when a flight is delayed. Which of the following is an example of a SMART goal mission statement for the customer service department?

- A. Alert passengers via text message about special offers on future flights
- B. Notify passengers via text message within 15 minutes of flight delays
- C. Alert the baggage handling department to move bags to temporary storage
- D. Notify airport management to update departure boards hourly

Correct Answer: C

QUESTION 5

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

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