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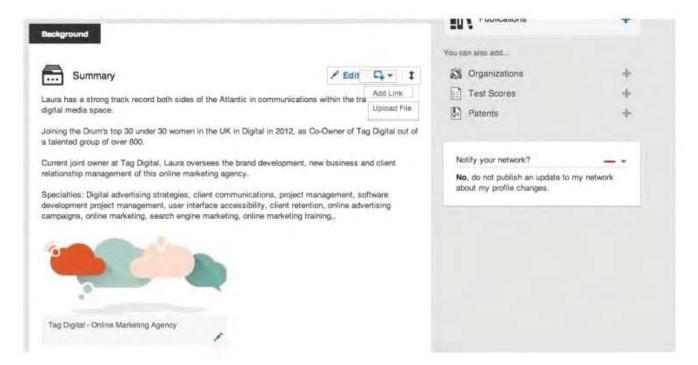


QUESTION 1

HOTSPOT

You wish to add a PowerPoint presentation to your profile. Where would you click in the screen shown to begin doing this?

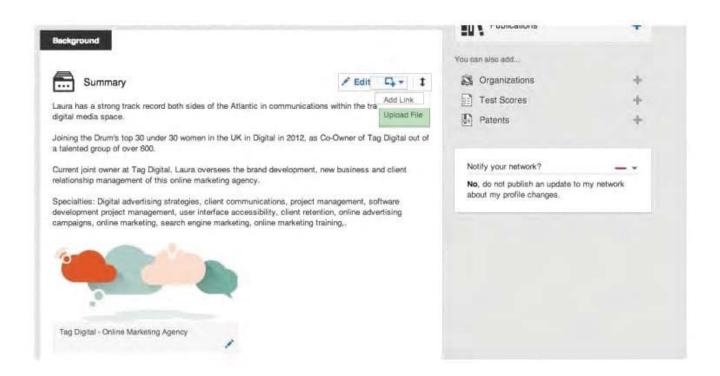
Hot Area:



Correct Answer:

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QUESTION 2

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

- A. Iteration
- B. Perfection
- C. Reflection
- D. Refinement

Correct Answer: A

QUESTION 3

Twitter has a way to help you organize contacts and their Tweets. What is this called? Choose one of the following:

- A. List
- B. Category
- C. Hashtag
- D. Profile

Correct Answer: A

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QUESTION 4

Select the two Facebook Contests from the options below

- A. Instant Win
- B. Sweepstake
- C. Raffle
- D. Draw
- E. Sidebar

Correct Answer: AB

QUESTION 5

Facebook makes a statistical tool available to business users to monitor engagement on their pages. What is it called? Choose one of the following:

- A. Facebook Insights
- B. Facebook Overview
- C. Facebook Measure
- D. Facebook Statview

Correct Answer: A

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