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Social Media Strategist



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Question: 1

Kameron is assigned to minimize the vulnerabilities in his company's social media communications and online chatting features. His company is launching a new product. Information about the new product has been leaked to the public, ahead of schedule. To mitigate the situation, Kameron first focused on redefining who has access to new product information. What would be the next area to improve?

- A. Update computers to eliminate system vulnerabilities and to prevent theft of intellectual property.
- B. Provide training for all employees in the company regarding legal and regulatory compliance
- C. Eliminate ambiguous policies and inconsistent procedures for the roles with access to the new product information
- D. Implement regular reviews of outbound communications

Answer: C

Explanation:

After redefining who has access to new product information, the next logical step is to eliminate ambiguous policies and inconsistent procedures for the roles with access to this information. This step is crucial because:

Clarity and Consistency: Ambiguous policies can lead to misunderstandings and mismanagement of sensitive information. Clear and consistent procedures ensure that everyone understands their responsibilities and the protocols for handling confidential information.

Risk Reduction: Inconsistent procedures increase the risk of information leaks. Standardizing procedures reduces this risk by ensuring all employees follow the same guidelines.

Compliance: It helps ensure that the company complies with legal and regulatory standards, which often require clear and consistent information management practices.

Reference:

Security and Risk Management guidelines emphasize the importance of clear policies and consistent procedures in protecting sensitive information (NIST, ISO/IEC 27001).

Question: 2

Allan works for an event planning company and is creating a curated content article about the ten best games for breaking the ice at parties. He has found articles on the Internet, describing various games, which he wants to incorporate into his own content. Which of the following is a best practice for using curated content ethically?

- A. Use the full text from two articles, plus snippets from others with links to the original articles' Web sites
- B. Create a new title, links to the original sources and add personal editorial comments
- C. Choose multiple articles, pull snippets from them and use one of the titles from the articles.

D. Use the images and full text from the longest article, add personal editorial comments and create a new title.

Answer: B

Explanation:

The best practice for using curated content ethically involves creating a new title, linking to the original sources, and adding personal editorial comments. This approach is ethical because:

Attribution: Properly attributing sources by providing links to the original articles respects the intellectual property of the original authors.

Added Value: By adding personal editorial comments, you provide additional value to the content, which helps distinguish it from merely copied material.

Copyright Compliance: Using a new title and snippets, while providing links to the full articles, ensures compliance with copyright laws by not using the full text without permission.

Reference:

Content curation best practices emphasize proper attribution and adding value through commentary (Content Marketing Institute).

Question: 3

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

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

Answer: B

Explanation:

A business blog is the most suitable social media tool for a marine biology expert working as a guide with a whale-watching tour company. It allows the expert to:

Detailed Communication: A blog provides the space to share detailed information on scientific research, whale sightings, and other relevant events.

Engagement: Blogs can engage potential customers and conservation enthusiasts by providing insightful articles and updates.

Industry Networking: Sharing and linking to information from industry peers can foster a sense of community and collaboration within the field.

Reference:

Business blogs are recognized as effective tools for detailed content sharing and audience engagement (HubSpot, Social Media Examiner).

Question: 4

A well known CEO of a large company regularly makes keynote speeches at industry conferences. How can these presentation be made more social?

- A. Contract with a reality television producer to create a short run series for cable broadcast.
- B. Share them as live streaming events and invite the audience to ask questions, which the CEO will answer immediately.
- C. the format of the speeches to a question and answer panel with four to five participant
- D. Record the speech and post it on the company's Web site with a text transcript.

Answer: B

Explanation:

Live streaming events are an effective way to engage with a wider audience in real-time. By livestreaming keynote speeches, the CEO can interact directly with viewers, making the experience more interactive and engaging. Inviting the audience to ask questions during the live stream allows for immediate feedback and creates a more personal connection with the viewers. This method leverages the interactive nature of social media platforms, increases reach, and can lead to higher engagement rates compared to static content. Moreover, live streaming can be promoted across various social media channels, maximizing exposure and participation.

Reference:

"The Power of Live Streaming on Social Media," Hootsuite Blog.

"Why Live Streaming Is Important for Your Business," Sprout Social.

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

Answer: A

Explanation:

Posting videos of interviews with authors provides valuable content that can attract and engage followers. Including "buy now" options directly within these videos integrates commerce with content, making it easier for viewers to purchase the books immediately after watching the interviews. This strategy not only promotes the books but also enhances the user experience by providing insightful interviews and convenient purchasing options. Leveraging social commerce options can significantly boost sales and engagement, as it taps into the growing trend of shoppable content on social media.

platforms.

Reference:

"How to Use Social Media for Book Marketing," Reedsy.

"Social Commerce: What Is It and How Can It Help Your Business?," HubSpot Blog.

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