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Hootsuite

Hootsuite-Platform

Hootsuite Platform Certification Exam



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Latest Version: 6.0

Question: 1

When using the Hootsuite Planner feature, the fastest way to compose a new message is to:

- A. exit planner and open the Composer from the top right corner
- B. create a new stream and click the plus sign
- C. press "command N" for new and begin typing
- D. click on a time slot and choose new post/new pin

Answer: B

Question: 2

By setting a team member's permissions to 'Can Edit' on a report in Hootsuite Analytics, you are granting them:

- A. team admin permissions for that report
- B. admin permissions for that report
- C. partial editing rights
- D. full editing rights to that report

Answer: D

Question: 3

A report in Hootsuite Analytics has a flexible, interactive interface into which you can drag and drop an unlimited number of:

- A. tiles, which are individual displays of a specific metric
- B. trendwatchers, which are pre-set displays of line charts, tables, and tree maps
- C. templates, which are individual displays of a specific metric
- D. overviews, which are pre-set collections of metrics data
- E. campaigns, each of which are targeted at a social media objective or goal

Answer: A

Question: 4

When onboarding new team members in Hootsuite Analytics, we recommend _____ to reduce the risk that something is changed incorrectly or accidentally.

- A. sharing reports in read only form
- B. having them share a coworker's credentials
- C. creating dummy reports using fake social accounts
- D. giving them monitored admin level permissions

Answer: D

Question: 5

When managing your Instagram account using Hootsuite, you can search specific locations for images that were published there. To do this, create a search stream and select the Location option. The next step is to:

- A. enter a geo-code from Google Maps
- B. enable 'My Location' under settings
- C. select a location option from the list of approved, global locations
- D. drop a pin for the location in Hootsuite's map feature

Answer: C

Question: 6

Which of the options below best describe the action being undertaken in the visual?

Add a stream

Networks

Apps

Shared

Twitter Search

Search

#OT18Gala0

+

Anitta

+

بالليله_هذي_ودك#

+

Cristiano

+

Mariano

+

النصر_القادسيه#

+

Space Jam 2

+

Ronaldo

+

- A. Creating a Hootsuite Analytics board around mentions.
- B. Searching a social media network for specific terms.
- C. Adding a new Hootsuite user to your Twitter account.
- D. Building a stream to search for your competitor's content.

Answer: D

Question: 7

A benefit of using the Post Performance area within Hootsuite Analytics is that it shows:

- A. aggregated statistics for any post published using Hootsuite
- B. suggested copy for creating high performing posts
- C. your overall social media publishing results
- D. posts published natively and through Hootsuite alongside their stats

Answer: A

Question: 8

The Data shown in the Post Performance area within Hootsuite Analytics is updated for the first _____ that a post is live.

- A. 24 hours
- B. 31 days
- C. 14 weeks
- D. 7 days

Answer: D

Question: 9

Which of the following actions can NOT be done in the Hootsuite Planner feature?

- A. viewing tags
- B. composing a message
- C. editing a message
- D. rescheduling a post
- E. perform a geo-search

Answer: E

Question: 10

One benefit to using the Post Performance area within Hootsuite Analytics is that you can sort posts by:

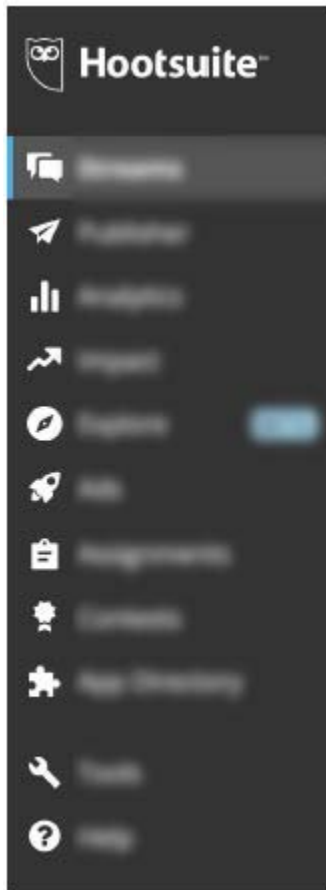
- A. Reach
- B. Shares
- C. Comments
- D. Engagement Rate

- E. Author
- F. all of the options in this list

Answer: F

Question: 11

Anything you want to do in Hootsuite can be found in either the header or the sidebar, with the main workspace is in the center. Which of the following is not a feature you'll find in the sidebar (see image below for reference)?



- A. Analytics
- B. App Directory
- C. Engagement Streams
- D. Publisher
- E. Notifications

Answer: C

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