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Social Media Strategist

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Topic Break Down

Topic	No. of Questions
Topic 1, Social Media Concepts	9
Topic 2, Social Media Marketing	18
Topic 3, Social Media Tools	6
Topic 4, Social Media Analytics	20
Topic 5, Social Media Strategy	35
Total	88

QUESTION NO: 1

A tourism company wants to repost a traveler's social media photograph on its official account and use the image later in paid advertising. What should the company obtain before using the photograph?

A. Permission from the copyright owner for the intended use.

B. A hashtag containing the company name.

C. A public comment from another follower approving the photograph.

D. A copy of the photograph stored on the company's social media account.

ANSWER: A

Explanation:

Permission from the copyright owner for the intended use. is correct because the person who created the photograph generally owns copyright in it unless rights have been assigned or another agreement applies. Tagging the traveler or giving credit does not by itself give the tourism company the right to reuse the image, particularly in paid advertising.

The company should obtain clear permission that covers the planned organic and paid uses, retain a record of that permission, and confirm that any recognizable people or third-party material in the image can be used as intended. The U.S. Copyright Office explains that copyright protection applies automatically to original works of authorship in its copyright protection FAQ.

QUESTION NO: 2

The author, graphic designer and publisher of a series of graphic novels will be making appearances to sign their work at a major fan conference What would be the best strategy to attract the largest number of customers to the signing?

A. Share videos of previous signings on YouTube.

B. Schedule an event on Facebook.

C. Update their biographies on Linkedin

D. Post images from the novels to Pinterest

ANSWER: B

Explanation:

Schedule an event on Facebook is the best strategy because it promotes a specific, time-sensitive appearance in a format designed for event discovery and attendance planning. An event page can clearly present the signing's date, time, conference location, participating creators, and relevant graphic-novel imagery. Fans can indicate interest or attendance, share the event with friends, invite fellow attendees, and receive reminders as the date approaches. These actions extend the promotion beyond the publisher's existing audience and make it easier for prospective customers to add the signing to their conference schedule.

For a fan-conference signing, the immediate goal is to drive people to a particular place at a particular time, rather than simply build general awareness of the novels or creators. Facebook Events directly supports that goal by creating a central, shareable destination for practical event details and updates, including schedule changes or signing instructions. Meta's guidance describes Events as a way to organize and communicate event information, while its business resources emphasize using event promotion to help people discover and respond to an event. See Facebook Help Center: Create an event and Meta Business Help Center: Create events.

QUESTION NO: 3

Matthew and Ashely are trying to decide whether their company would benefit from having an instagram account. What is some of the demographic information they must consider in order to make this decision?

A. Marital status, customer income and brand loyalty

B. Age of their customers, customer income and gender

C. Geography, favorite activities and customer income

D. Gender, personality and geographic segment

ANSWER: B

Explanation:

Age of their customers, customer income and gender is correct because these are core demographic characteristics used to determine whether a company's target market aligns with the audience it can reach on Instagram. Demographic analysis describes measurable population attributes, including age, gender, and income. Comparing those attributes for existing or desired customers with Instagram's user profile helps Matthew and Ashely make an evidence-based channel decision rather than opening an account merely because the platform is popular.

Age is particularly useful because social-platform adoption and usage can differ substantially among age groups. Gender can help refine whether the platform's audience composition is a suitable fit for the company's products, services, and messaging. Customer income is also relevant because it indicates purchasing capacity and can help assess whether the company's offer is likely to appeal to users reachable through the channel. Together, these data points support audience segmentation, message planning, and a realistic evaluation of potential return on effort. Pew Research Center publishes current demographic findings about social-media use, including Instagram use by age, gender, and income: https://www.pewresearch.org/internet/fact-sheet/social-media/. Meta also provides business guidance on defining and reaching audiences: https://www.facebook.com/business/ads/ad-targeting.

QUESTION NO: 4

A B2B consulting firm wants to use social media to generate qualified leads from operations managers at manufacturing companies. Which platform would best support this objective?

A. LinkedIn

B. Pinterest

C. TikTok

D. Snapchat

ANSWER: A

Explanation:

LinkedIn is the best choice because it is designed for professional networking and enables organizations to reach audiences using work-related characteristics such as job title, industry, company size and seniority. These criteria allow the consulting firm to focus its content and paid campaigns on operations managers within manufacturing organizations. A professional platform also supports content such as case studies, industry analysis, webinars and lead-generation forms. LinkedIn describes professional audience targeting options in its Advertising Targeting overview.

QUESTION NO: 5

Stuart is the social media risk manager for an international drone enthusiasts association. He has noticed various chapters around the world using images and copyrighted materials. What should Stuartdo to ensure the association's social media sites are in compliance with the various legal regulations internationally?

A. Require users to accept a terms-of-use license and privacy policy before they can post any content

B. mail the users and request they show permission they are allowed to use the materials.

C. Contact the owners of the copyrighted materials and request a fee to remove the materials from the sites.

D. File a lawsuit against the users for posting copyrighted materials on his site.

ANSWER: A

Explanation:

Require users to accept a terms-of-use license and privacy policy before they can post any content is the appropriate preventive control for an association operating social media communities across jurisdictions. A clearly presented, accepted terms-of-use agreement establishes rules governing member submissions, including a requirement that users post only material they own or are authorized to use, respect intellectual-property rights, and accept responsibility for their uploaded content. It can also define moderation authority, notice-and-removal procedures, and consequences for violations. A privacy policy complements those terms by disclosing how the association collects, uses, stores, and shares personal data, which is especially important when chapters and users are located internationally. Although these documents do not eliminate every legal obligation, requiring affirmative acceptance before posting creates documented consent to the community rules and provides a consistent governance baseline for all chapters. The U.S. Copyright Office explains that copyright protection applies to original works of authorship and that permissions or licenses may be needed to use protected material. The International Association of Privacy Professionals provides a useful overview of privacy-law requirements affecting organizations that handle personal information across borders. See the U.S. Copyright Office copyright FAQ and the IAPP global privacy-law directory.

QUESTION NO: 6

Katie has launched a new natural makeup company and is looking to offer her lipstick line to potential new customers using a social media campaign She has recently seen her competitors successfully use influencers to help promote their products to new customers. What should she look for when trying to identify the right potential influencers for her audience?

A. The 90/9/1 rule.

B. Promotion, sharing, and engagement

C. Reach, relevance, and resonance.

D. The 80/20 rule

ANSWER: C

Explanation:

Reach, relevance, and resonance. is the appropriate framework for identifying influencers for a natural-makeup campaign. Reach measures the size and potential visibility of an influencer's audience, helping Katie estimate how many suitable people could encounter the lipstick promotion. Relevance assesses how closely the influencer's content, values, style, and audience align with natural beauty products and the customers Katie wants to attract. For this campaign, relevance includes an authentic interest in makeup, skincare, clean beauty, or related lifestyle content.

Resonance evaluates the strength of the relationship between the influencer and their audience. It is reflected in meaningful engagement, such as genuine comments, conversations, shares, saves, and evidence that followers act on recommendations. An influencer with a smaller but highly aligned and responsive audience can therefore be more valuable than one with a large but disengaged following. Considering all three measures together supports a credible partnership, appropriate audience fit, and campaign results that extend beyond simple follower counts. Guidance on evaluating influencer fit and audience quality is available from Hootsuite's influencer-selection guide and Traackr's overview of reach, relevance, and resonance.

QUESTION NO: 7

Stuart is the social media risk manager for an international drone enthusiasts association. He has noticed various chapters around the world using images and copyrighted materials. What should Stuart do to ensure the association's social media sites are in compliance with the various legal regulations internationally?

A. Require users to accept a terms-of-use license and privacy policy before they can post any content

B. mail the users and request they show permission they are allowed to use the materials.

C. Contact the owners of the copyrighted materials and request a fee to remove the materials from the sites.

D. File a lawsuit against the users for posting copyrighted materials on his site.

ANSWER: A

Explanation:

Require users to accept a terms-of-use license and privacy policy before they can post any content is the appropriate preventive control for an international association's social-media presence. A clear, enforceable terms-of-use agreement can require contributors to post only material they own or are licensed or otherwise authorized to use, to respect intellectual-property rights, and to accept responsibility for obtaining needed permissions. It can also reserve the association's right to review, remove, or disable access to infringing material and provide a process for rights holders to submit complaints. Requiring affirmative acceptance before posting documents that contributors were informed of these conditions, which supports consistent moderation across chapters and jurisdictions.

The accompanying privacy policy is important because an international social-media service may collect and process personal data from contributors, visitors, and complainants. It should transparently identify what data is collected, why it is used, how long it is retained, and how people can exercise applicable privacy rights. Together, these policies establish a governance baseline before content is published, rather than relying solely on action after a potential infringement has occurred. The World Intellectual Property Organization outlines the international framework for copyright protection at WIPO Copyright. For privacy-policy transparency principles applicable to individuals in the European Economic Area, see the European Commission's data-protection overview.

QUESTION NO: 8

A marketing company is developing a promotional service that it will offer to various clients.The service includes daily posts on popular social media platforms including information about selected products, a map of the client's current location and the dale/time the product is available.What kind of business client would best benefitfrom this social mediastrategy's?

A. A franchise restaurant company with 30 locations.

B. A gourmet food truck selling upscale sandwiches.

C. An art gallery selling antique paintings.

D. A mobile pet grooming service.

ANSWER: B

Explanation:

A gourmet food truck selling upscale sandwiches. is the best fit because its business model depends on customers knowing where the truck is, what it is serving, and when they can buy it on a particular day. Daily social posts that combine featured menu items with the truck's current map location and availability time turn social channels into an immediate, location-aware customer-information service. This is especially valuable for mobile food businesses because their point of sale can change frequently, and potential customers often make spontaneous, nearby purchase decisions. Featuring selected sandwiches also creates appealing visual content and can promote limited offerings, daily specials, or items that may sell out. Location tags, maps, and clear service hours reduce friction for customers who want to find the truck quickly. Social-media marketing guidance commonly emphasizes providing accurate business-location information and using location-based features to help local audiences discover a business. See Meta Business Help Center: Add or edit an address for your Page and Google Business Profile Help: Manage your business address. The campaign's combination of time-sensitive product promotion and real-time location information directly supports the food truck's daily customer acquisition needs.