

# CIW Social Media Strategist



## Certification Exam: 1DO-623

### Exam Objectives

#### Domain 1: Introduction to Social Media

- 1.1: Define "social media" and discuss how social media differs from traditional media, including quality, reach, frequency, accessibility, immediacy, and permanence.
- 1.2: Describe Web 2.0-enabled technologies, including the following: Ajax, tagging, Semantic Web, Web feed services, podcasts, streaming, mashups and dashboards.
- 1.3: Explain various social communication methods, including written communication such as e-mail, posting, commenting, instant messaging, live chatting, text messaging, VoIP, video conferencing and live streaming, as well as owned, earned and paid
- 1.4: Explain the common reasons people use social media and list the types of social media consumers, including contributors, influencers, participants, sharers, and spectators.
- 1.5: Describe the five types of social media services and give examples of these sites: social publishing, social networks, social entertainment, social collaboration, and social commerce.
- 1.6: Explain the differences between social media and mobile social media, including location and time sensitivity.
- 1.7: Explain what engagement is in social media and how it is measured, including conversation volume, applause, sentiment, and amplification.
- 1.8: Identify common types of tools used with social media and explain what kind of information they provide.

#### Domain 2: Social Media in Business

- 2.1: Explain factors that influence the facilitation of social media throughout a business, including executive buy-in, company culture, organizational structure, and organizational arrangement.
- 2.2: Plan social media for a fictitious business, including the business mission and its SMART core business and organizational goals.
- 2.3: Explain how using crowdsourcing and crowdshaping in social media have affected business innovation.
- 2.4: Identify social media positions and the tasks and responsibilities of each role.
- 2.5: Given a scenario, determine the impact on a business of implementing social media, including budgets, staffing, training, and policies.
- 2.6: Explain the types of communication links that can exist with businesses using social media.
- 2.7: Describe organizational assets to leverage in a social media campaign, such as content, social media accounts, employees, influencers, and company-specific resources.
- 2.8: Explain elements that can help boost brand recognition on social media, such as consistency, social profiles, social voice and tone, and social characters.
- 2.9: Create a personal online social media profile.
- 2.10: List advantages and disadvantages of using social media in business.

#### Domain 3: Social Media Strategy

- 3.1: Describe the cycle of a social media strategy plan.
- 3.2: Conduct social media audits to assess the social media landscape, including brand presence, sentiment, positioning and competition.
- 3.3: Explain the importance of market segments that impact a social media strategy, such as geographic, demographic, psychographic and behavioral segments.
- 3.4: Develop social media personas for a business.
- 3.5: Identify the primary and secondary target social media audiences for a company, brand, or product.
- 3.6: Perform a strengths, weaknesses, opportunities, and threats (SWOT) analysis based on a social media audit.
- 3.7: Explain the importance of making data-driven decisions in a business.

**Domain 4: Social Media Campaigns**

- 4.1: Explain a typical social media campaign and provide examples from current businesses on the web.
- 4.2: Describe project management essentials in relation to a social media campaign, including creating a social media editorial calendar.
- 4.3: Assemble a project team of writers, editors, graphic designers, and subject-matter experts (SMEs) to satisfy the technical and marketing needs of a social media strategy.
- 4.4: Gather appropriate data for a successful social media campaign.
- 4.5: Identify the appropriate metrics for determining or declaring success in social media.
- 4.6: Given a scenario, explain the tactics and strategies for a social media campaign, including content, timing, communication, influencers, keywords, and gamification.
- 4.7: Describe how to support the message of a social media campaign.
- 4.8: Given a scenario, create a call to action for a social media campaign.
- 4.9: Explain the types of content that can be used in a social media campaign.
- 4.10: Given a scenario, create or select the appropriate content for a social media campaign.
- 4.11: Explain how to find, organize, and share curated content for use in social media campaigns and identify challenges of using curated content.

**Domain 5: Social Media Platforms**

- 5.1: Choose the appropriate social media platform and find social networks for a specific industry or niche.
- 5.2: Given a scenario, justify a social media platform choice, including business objectives for your social media campaign.
- 5.3: Assess the environment and audience of a social media site. Determine audience composition for a social media site, including the number of followers and various demographics.
- 5.4: Identify the metrics available on social media platforms.
- 5.5: Determine platform-specific strategies and tactics you can employ on various social media platforms.
- 5.6: Identify the dynamics of a social media community.
- 5.7: Describe how to build a social media community.
- 5.8: Describe the primary responsibilities of a social media community manager, including being the "face" of the brand.
- 5.9: Identify communication strategies that allow community members to have a voice in your community.
- 5.10: Given a scenario, determine how to identify and work successfully with social media contributors and influencers.
- 5.11: Identify social media trends and ways to use them to your advantage.

**Domain 6: Social Media Presentations and Blogs**

- 6.1: Explain how presentations (e.g., webinars, webcasts, podcasts, and live streaming) can be social.
- 6.2: Develop objectives for a social presentation.
- 6.3: Analyze gathered data on audience needs, values, and constraints for a social presentation.
- 6.3: Create a social presentation using a three-part structure (i.e., beginning, middle, and end).
- 6.5: Deliver a social presentation.
- 6.6: Use techniques to reduce speaking anxiety before and during a social presentation.
- 6.7: Prepare notes and visual aids for a social presentation.
- 6.8: Describe how to lead a question-and-answer session.
- 6.9: Explain how a business blog can provide multiple functions for a social media strategy.

**Domain 7: Social Media Risk, Reputation and Crisis Management**

- 7.1: Explain the types of risks related to social media that a business might encounter.
- 7.2: Explain how organizational weaknesses can put a business at risk on social media.
- 7.3: Identify the steps to performing a social media risk assessment.
- 7.4: Describe components of an effective social media risk management strategy, including governance, processes, and systems.
- 7.5: Explain the purpose and importance of social media policies.
- 7.6: Describe social media data and how it might be accidentally or maliciously misused by employees or non-employees.
- 7.7: Given a scenario, describe legal, regulatory, and compliance issues that a business might encounter because of social media.
- 7.8: Identify reputation risk factors for a business that are related to social media.
- 7.9: Describe the components that make up a social media crisis plan, including roles, messages, and an action plan.
- 7.10: Explain the stages of a social media crisis, including detection, identification, response and recovery.

**Domain 8: Social Media Advertising**

- 8.1: Describe the differences between paid and organic social media.
- 8.2: Given a scenario, identify the target objective and audience for an advertising campaign.
- 8.3: Explain how to set a social media budget for an advertising campaign.
- 8.4: Describe how to measure the performance of an advertising campaign.
- 8.5: Describe the type of content that makes the best ads on social media, and how to test variations of ads using A/B testing.
- 8.6: Create a Facebook advertisement, selecting the appropriate ad type, audience, budget, and metrics.
- 8.7: Describe how to advertise on Instagram through a Facebook business page.
- 8.8: Create an X advertisement, selecting the appropriate ad type, audience, budget, and metrics.
- 8.9: Create a LinkedIn advertisement, selecting the appropriate ad type, audience, budget, and metrics.
- 8.10: Explain how to advertise on Google platforms (Google+, YouTube).
- 8.11: Describe how to create a Promoted Pin on Pinterest.
- 8.12: Given a scenario, describe how to select the best platform for your business.
- 8.13: Describe best practices for creating social media advertising.

**Domain 9: Social Media Metrics and Analysis**

- 9.1: Describe what big data is, how it is related to social media, and the types of data that social media generates.
- 9.2: Describe strategies for analyzing big data generated from social media.
- 9.3: Identify the characteristics of big data, including volume, velocity, variety, veracity, confidence, context, and choice.
- 9.4: Describe what social media mining is and its process.
- 9.5: Explain how to extract and archive data from social media.
- 9.6: Explain the process of cleaning and transforming big data so it is ready for analysis.
- 9.7: Describe how visualizing big data from social media can help a company when analyzing data.
- 9.8: Describe how to calculate social media ROI.
- 9.9: Identify the types of social media metrics that can be used for different stages of the social media funnel.
- 9.10: Describe what a conversion is in social media, how to measure conversions, and the various types of conversion attribution models.
- 9.11: Describe the types of tools used in social media analytics.

**Domain 10: Social Media Reporting and Optimization**

- 10.1: Describe what a social media report is and the steps for creating one.
- 10.2: Identify types of social media reports and scenarios where they are useful.
- 10.3: Explain how the audience should be considered when creating a social media report.
- 10.4: Describe what social media optimization (SMO) is and how it fits into the social media strategy planning cycle.
- 10.5: Explain how social media can be optimized by integrating it into traditional marketing campaigns.
- 10.6: Describe methods of optimizing content for social media.
- 10.7: Describe how metadata is used for SMO and identify the types of metadata protocols (Open Graph, X Cards, and schema.org) and their tag structures.
- 10.8: Explain how social media optimization (SMO) can have an impact on search engine optimization (SEO) and steps you can take to improve your SEO using SMO.