

SOCIAL MEDIA MARKETING

Chapter 2 Strategic Planning with Social Media

Multiple Choice Questions

1) The process of identifying which objectives to accomplish, deciding how to accomplish those objectives with specific strategies and tactics, implementing the actions that make the plan come to life, and measuring how well the plan met the objectives is best known as which of the following?

- A) Concepting.
- B) Strategic planning.
- C) Ideation.
- D) Briefing.
- E) Positioning.

Answer: B

Explanation: B) The process of strategic planning is three-tiered, beginning at the corporate level, then moving to the business level, and lastly moving to the functional areas of the organization, including marketing.

Page Ref: 2-2

Difficulty: Moderate

Learning Obj.: 1

Classification: Conceptual

2) Which of the following encompasses the three tiers of strategic planning, from beginning to end?

- A) Product level, promotion level, and distribution areas.
- B) Business level, functional areas, and corporate level.
- C) Promotion level, distribution areas, and product level.
- D) Corporate level, business level, and functional areas.
- E) Distribution areas, product level, and promotion level.

Answer: D

Explanation: D) Planners first identify their overall objectives (e.g. 'raise consumer awareness of our brand by 10 percent in the next year') and then develop the specific tactics they will use to reach those goals (e.g. 'increase our spending on print advertising in targeted publications by 15 percent this year').

Page Ref: 2-2

Difficulty: Moderate

Learning Obj.: 1

Classification: Conceptual

3) Which of the following explains the value in strategic planning?

- A) An organization comes to understand its markets and its competitors.
- B) An organization becomes aware of the changing marketplace environment.

- C) Organizational partners are better able to communicate and coordinate activities.
- D) Helps managers better allocate time and resources.
- E) All of the above.

Answer: E

Explanation: E) Planning ensures that an organization understands its markets and its competitors. It helps to ensure that organizations are aware of the changing marketplace environment. When organizational partners participate in the planning process, they are better able to communicate and coordinate activities. Planning requires that objectives are set and agreed upon, which improves the likelihood of those objectives being met. It enhances the ability of managers to allocate limited resources using established priorities. Perhaps most of all, planning enables success to be defined. Success or the lack thereof becomes a measurable outcome that can guide future planning efforts.

Page Ref: 2-4

Difficulty: Easy

Learning Obj.: 1

Classification: Conceptual

4) Which of the following provides in-depth detail on the execution of the traditional promotional portion of a brand's marketing plan?

- A) Strategic plan.
- B) Marcom plan.
- C) Marketing plan.
- D) Integrated marketing communications plan.
- E) Both B and D.

Answer: E

Explanation: E) An approach for developing an in-depth social media marketing strategy

Page Ref: 2-4

Difficulty: Moderate

Learning Obj.: 1

Classification: Conceptual

5) What are the three phases of social media marketing maturity?

- A) Trial, tribulation, and strategic.
- B) Trial, transition, and strategic.
- C) Activation, transition, and strategic.
- D) Activation, tribulation, and strategic.
- E) None of the above.

Answer: B

Explanation: B) Companies can be thought of in terms of their level of maturity in social media marketing, of which there are three phases: trial, transition, and strategic.

Page Ref: 2-7

Difficulty: Easy

Learning Obj.: 2

AACSB Category: Communication Abilities

Classification: Conceptual

6) The one-off ploy by Skittles to let its social media presence take over its website is an example of which of the following?

- A) Stunt.
- B) Activation tool.
- C) Social media marketing ploy.
- D) Trial phase.
- E) Activation.

Answer: A

Explanation: A) In the former case, a group can turn to social media activities to stage stunts (i.e. one-off ploys designed to get attention and press coverage) or as activation tools to support other marketing efforts. For example, when Skittles let its social media presence take over its website that was a stunt.

Page Ref: 2-7

Difficulty: Moderate

Learning Obj.: 2

AACSB Category: Communication Abilities

Classification: Application

7) The trial phase of the social media marketing maturity life cycle is exemplified by which of the following?

- A) Experimenting with cool new social media ways to communicate.
- B) Planning social media marketing activities with clear objectives and metrics.
- C) Integrating social media as a key component of the organization's overall marketing plan.
- D) Thinking about social media activities in a more systematic way.
- E) None of the above.

Answer: A

Explanation: A) In these early days of adopting social media, most groups focus on learning to use a new form of communication and exploring the potential for social media as a venue.

Page Ref: 2-7

Difficulty: Moderate

Learning Obj.: 2

AACSB Category: Communication Abilities

Classification: Conceptual

8) The current problem or opportunity an organization faces is outlined in which of the following?

- A) A positioning statement.
- B) The social media mix.
- C) The social media profile.
- D) The situation analysis.
- E) The message strategy.

Answer: D

Explanation: D) The first step in developing the plan is much the same as it is in the creation of

traditional strategic plans to research and assess the environment. Good social media planning starts with research on the industry and competitors, the product category, and the consumer market. This leads to a situation analysis.

Page Ref: 2-9

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

9) Which of the following highlights relevant aspects of the firm's internal and external environment that could affect the organization's choices, capabilities, and resources?

- A) SWOT analysis.
- B) External environment analysis.
- C) Internal environment analysis.
- D) Situation analysis.
- E) Both B and C.

Answer: A

Explanation: A) A review of the brand's SWOT analysis will highlight relevant aspects of the firm's internal and external environment that could affect the organization's choices, capabilities, and resources. This acronym refers to strengths, weaknesses, opportunities, and threats that the firm should consider as it crafts a strategy.

Page Ref: 2-10

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

10) A SWOT analysis is often performed during which section of the strategic plan?

- A) Identifying objectives and setting a budget.
- B) Social media mix.
- C) Social media profile.
- D) Situation analysis.
- E) Selecting social media zones and vehicles.

Answer: D

Explanation: D) In addition, a review of the brand's SWOT analysis will highlight relevant aspects of the firm's internal and external environment that could affect the organization's choices, capabilities, and resources.

Page Ref: 2-10

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

11) Which part of the SWOT analysis refers to the external environment of the organization?

- A) Strengths and threats.
- B) Opportunities and threats.

- C) Strengths and weaknesses.
- D) Weaknesses and opportunities.
- E) Strengths and opportunities.

Answer: B

Explanation: B) The external environment consists of those elements outside the organization, the organization's opportunities and threats, that may affect its choices and capabilities.

Page Ref: 2-10

Difficulty: Easy

Learning Obj.: 3

Classification: Conceptual

12) Which part of the SWOT analysis refers to the internal environment of the organization?

- A) Strengths and threats.
- B) Opportunities and threats.
- C) Strengths and weaknesses.
- D) Weaknesses and opportunities.
- E) Strengths and opportunities.

Answer: C

Explanation: C) The internal environment refers to the strengths and weaknesses of the organization, i.e. the controllable elements inside a firm that influence how well it operates.

Page Ref: 2-10

Difficulty: Easy

Learning Obj.: 3

Classification: Conceptual

13) Which of the following completes the sentence, 'The _____ is a key aspect of the external environment'?

- A) the organization's mission statement
- B) the social media marketing strategic plan
- C) the opportunities and threats
- D) the social media value chain
- E) brand's competition

Answer: E

Explanation: E) A key aspect of the external environment is the brand's competition. Analyzing competitive social media efforts and how the target market perceives those efforts is a must-do in social media marketing planning.

Page Ref: 2-10

Difficulty: Difficult

Learning Obj.: 3

Classification: Synthesis

14) Which of the following questions should be answered by 'A competitive social media analysis'?

- A) In which social media channels and specific vehicles are competitors active?
- B) How do competitors present themselves in those channels and vehicles?
- C) Who are competitors' fans and followers?
- D) How do fans and followers respond to the competitor brand's social activity?
- E) All of the above.

Answer: E

Explanation: E) A competitive social media analysis should answer the following questions. In which social media channels and specific vehicles are competitors active? How do they present themselves in those channels and vehicles? (Include an analysis of profiles, company information provided, tone, and activity.) Who are their fans and followers? How do fans and followers respond to the brand's social activity?

Page Ref: 2-10

Difficulty: Easy

Learning Obj.: 3

Classification: Conceptual

15) Which of the following completes the sentence, 'Increasing _____ is accomplished by simply purchasing more media time for advertisements'?

- A) the competitive parity method
- B) the objective and task method
- C) the percentage of ad spend
- D) the share of voice
- E) the share of wallet

Answer: D

Explanation: D) A social media campaign has the potential to build a strong share of voice in social media channels. Increasing the share of voice is accomplished by simply purchasing more media time for advertisements

Page Ref: 2-14

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

16) The social media mix is composed of which of the following?

- A) Advertising, consumer promotion, personal selling, and public relations.
- B) Direct marketing, word-of-mouth promotion, telemarketing, and infomercials.
- C) Social communities, social publishing, social entertainment, and social commerce.
- D) Product, price, promotion, and place.
- E) The traditional marketing mix plus the target market.

Answer: C

Explanation: C) Similar to a more traditional marketing mix, the social media mix describes the combination of vehicles the strategy will include to attain the organization's objectives.

Page Ref: 2-15

Difficulty: Moderate
Learning Obj.: 3
Classification: Conceptual

17) The Melbourne Metro used social community, social publishing and social entertainment to target young people between the ages of 14 and 20 in its safety campaign where the video *Dumb Ways to Die* went viral. Which of the following is this an example of ?

- A) Marketing mix.
- B) Social media mix.
- C) SWOT analysis.
- D) Stunt.
- E) Creative brief.

Answer: B

Explanation: B) The zones of social media make up the channel and vehicle choices available for a social media mix. Similar to a more traditional marketing mix, the social media mix describes the combination of vehicles the strategy will include to attain the organization's objectives.

Page Ref: 2-21

Difficulty: Moderate

Learning Obj.: 3

Classification: Application

18) Which strategy refers to the creative approach used throughout a campaign, which should flow from the brand's positioning statement?

- A) Creative strategy.
- B) Social media strategy.
- C) Message strategy.
- D) Creative brief.
- E) Experience brief.

Answer: C

Explanation: C) Message strategy refers to the creative approach we will use throughout the campaign. This should flow from the brand's positioning statement, i.e. a single written statement that encapsulates the position the brand wishes to hold in the minds of its target audience.

Page Ref: 2-16

Difficulty: Moderate

Learning Obj: 3

Classification: Application

19) Which of the following uses a single phrase to encapsulate the position the brand wishes to hold in the minds of its target audience?

- A) Strategic plan.
- B) Creative message strategy.
- C) Marketing plan.

- D) Integrated marketing communications plan.
- E) Positioning statement.

Answer: E

Explanation: E) The brand's positioning statement is a single written statement that encapsulates the position the brand wishes to hold in the minds of its target audience.

Page Ref: 2-16

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

20) Which positioning statement is best in line with Google?

- A) The world's information in one click.
- B) The computer for the rest of us.
- C) Personal video broadcasting network.
- D) Networking networks.
- E) None of the above.

Answer: A

Explanation: A) Positioning statements succinctly capture the heart of what the brand is and what the sponsor wants it to become.

Page Ref: 2-17

Difficulty: Moderate

Learning Obj.: 3

Classification: Application

21) Which of the following is described by Griffin Farley as a plan not for the people you reach, but for the people they will reach?

- A) Proposition brief.
- B) Experience brief.
- C) Propagation plan.
- D) Creative brief.
- E) Propagation brief.

Answer: E

Explanation: E) Griffin Farley, a strategy planner, uses a different term. He describes the planning document for social media as a propagation brief. He explains that propagation planning means to plan not for the people you reach, but for the people that they will reach.

Page Ref: 2-17

Difficulty: Difficult

Learning Obj.: 3

Classification: Conceptual

22) Which of the following questions does not create answers that would form the basis for a propagation brief?

- A) Who is the target audience?
- B) Is there another group of people who can persuade the target audience to follow them?
- C) What content will be needed?
- D) What are our competitors doing in terms of social marketing?
- E) How will experience engagement be extended and shared throughout the social channels?

Answer: D

Explanation: D) To develop a social experience worthy of participation *and* worthy of sharing, social media planners ask and answer several of these types of questions.

Page Ref: 2-17

Difficulty: Easy

Learning Obj.: 3

Classification: Conceptual

23) Which of the following people will propagate a brand's message and invite others to the experience?

- A) Followers.
- B) Influencers.
- C) Lurkers.
- D) Bloggers.
- E) Web crawlers.

Answer: B

Explanation: B) Social media invite an interactive experience with an audience of influencers who will then share the brand's message and invite others to the experience.

Page Ref: 2-17

Difficulty: Moderate

Learning Obj.: 3

AACSB Category: Analytic Skills

Classification: Conceptual

24) Which of the following is used to drive a brand's paid and owned media, extend a brand's story, and foster social experiences?

- A) Activation tools.
- B) Stunts.
- C) Creative assets.
- D) Social personas.
- E) Hashtags.

Answer: C

Explanation: C) Most brands will already have some creative assets that drive their paid and owned media.

Page Ref: 2-18

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

25) Which of the following completes the sentence, 'The GEICO gecko was developed as part of the insurance company's traditional advertising and may be employed in a social media campaign to give the company a head start in terms of consumer recognition, so in this case the GEICO gecko is a(n) _____'?

- A) activation tool
- B) hashtag
- C) creative asset
- D) social persona
- E) stunt

Answer: C

Explanation: C) Most brands will already have some creative assets that drive their paid and owned media. For example, a well-known and popular brand spokes character such as the GEICO gecko is a creative asset that the insurance company has developed in its traditional advertising, so he might be employed in a social media campaign to give the company a head start in terms of consumer recognition as it tries to break through the clutter of competing messages.

Page Ref: 2-18

Difficulty: Moderate

Learning Obj.: 3

Classification: Application

26) Which of the following completes the sentence, 'Discovery is the term used to describe the _____ stage of the plan'.

- A) research
- B) ideation
- C) briefing
- D) prototypes
- E) concepting

Answer: A

Explanation: A) 'Discovery' is the term used to describe the research stage of the plan. Planners may rely on secondary and primary research as they seek to discover insights that will be useful to the creative team. These insights will be presented to the team during the briefing.

Page Ref: 2-18

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

27) Which of the following terms may involve humanizing the brand, showing a vulnerability to the customer and working as a steward to customer service, or providing a value to the customer?

- A) Social persona.
- B) Ideation.
- C) Share of voice.
- D) Prototypes.
- E) Concepting.

Answer: A

Explanation: A) The decisions made should support the brand's position in the market. To introduce that persona, brands have several creative options. These may involve humanizing the brand, showing a vulnerability to the customer and working as a steward to customer service, or providing a value to the customer whether that value be function, information, or entertainment.

Page Ref: 2-18

Difficulty: Difficult

Learning Obj.: 3

Classification: Conceptual

28) Which of the following completes the sentence, 'Valspar featured experts, designers, architects, and contractors who all endorsed the Valspar brand in their marketing campaign, and these authority-based testimonials made up the _____'?

- A) share of voice
- B) positioning statement
- C) social persona
- D) creative message strategy
- E) stunts

Answer: D

Explanation: D) The creative message strategy refers to the creative approach used throughout a campaign.

Page Ref: 2-16 and 2-17

Difficulty: Moderate

Learning Obj.: 3

Classification: Application

29) Which of the following is considered the final stage of the strategic planning process?

- A) Select the social media channels and vehicles.
- B) State the objectives.
- C) Create an experience strategy.
- D) Execute and measure the campaign.
- E) Gather insight into the target audience.

Answer: D

Explanation: D) In the final stage of the strategic planning process (execute and measure the campaign), we implement the plan and measure the results

Page Ref: 2-20 and 2-21

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

30) At which stage of the social media marketing strategic planning process does the planner elaborate on what is expected of the social media campaign and what financial and human resources are available?

- A) Conducting a situation analysis.
- B) Identifying the objectives.
- C) Creating the experience strategy.
- D) Establishing an activation plan.
- E) Selecting the social media channels/vehicles.

Answer: B

Explanation: B) An objective is a specific statement about a planned social media activity in terms of what that activity intends to accomplish. In this stage of the process, the planner elaborates on what is expected of the social media campaign and what financial and human resources are available to meet those objectives.

Page Ref: 2-12

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

31) Which of the following statements is true?

- A) Most organizations, to date, allocate a significant portion of their marketing budgets to social media.
- B) Most companies plan to decrease monetary allocations to social media marketing activities.
- C) Companies must create a budget when planning for a social media campaign.
- D) Corporate resources do not need to be considered when setting marketing objectives.
- E) Companies that are ambitious can and should set unrealistic marketing objectives.

Answer: C

Explanation: C) Granted, social media costs often are much lower compared to, say, a national television campaign. But there are other costs associated with social media. Charlene Li, a leading social media strategist, once said, 'Social media trades media costs for labor costs'.

Page Ref: 2-12 and 2-13

Difficulty: Difficult

Learning Obj.: 3

Classification: Synthesis

32) Which method is used to assign a set portion of the overall advertising budget for the organization to social media activities?

- A) Competitive parity.
- B) Creative message.
- C) Percentage of ad spend.
- D) Budget portioning.
- E) Objective and task.

Answer: C

Explanation: C) Many companies approach social media marketing budgets as a percentage of their ad spends, which in turn are assigned by planners within the organization according to one of several formulae. Some use a variation, where they allocate a percentage of online marketing funding to social media.

Page Ref: 2-14
Difficulty: Moderate
Learning Obj.: 3
Classification: Conceptual

33) Starbucks decides to allocate 30% of their total online marketing funding to social media. This decision represents a variation of which of the following?

- A) Competitive parity method.
- B) Creative message strategy.
- C) Percentage of ad spend method.
- D) Center of excellence model.
- E) Objective and task method.

Answer: C

Explanation: C) Many companies approach social media marketing budgets as a percentage of their ad spends, which in turn are assigned by planners within the organization according to one of several formulae. Some use a variation, where they allocate a percentage of online marketing funding to social media.

Page Ref: 2-14
Difficulty: Difficult
Learning Obj.: 3
Classification: Application

34) Apple increases their budget for social media marketing so that its respective social media marketing budget outweighs Samsung's social media marketing budget. This is an example of which of the following?

- A) Competitive parity method.
- B) Creative message strategy.
- C) Percentage of ad spend method.
- D) Center of excellence model.
- E) Objective and task method.

Answer: A

Explanation: A) The competitive parity method uses competitors' spending as a benchmark.

Page Ref: 2-14
Difficulty: Moderate
Learning Obj.: 3
Classification: Application

35) Which method builds the budget from a logical base with what is to be accomplished as the starting point?

- A) Competitive parity method.
- B) Creative message strategy.
- C) Percentage of ad spend method.
- D) Center of excellence model.

E) Objective and task method.

Answer: E

Explanation: E) The objective and task method considers the objectives set out for the campaign and determines the cost estimates for accomplishing each objective.

Page Ref: 2-14

Difficulty: Moderate

Learning Obj.: 3

Classification: Conceptual

36) Skittles determines that it must spend \$100,000 in 2015 to increase its social media site awareness by 100 percent. This is an example of which of the following?

- A) Competitive parity method.
- B) Creative message strategy.
- C) Percentage of ad spend method.
- D) Center of excellence model.
- E) Objective and task method.

Answer: E

Explanation: E) The objective and task method considers the objectives set out for the campaign and determines the cost estimates for accomplishing each objective.

Page Ref: 2-14

Difficulty: Difficult

Learning Obj.: 3

Classification: Application

37) Which of the following completes the sentence, 'The target audience's _____ will include the market's social activities and styles, such as their level of social media participation, the channels they utilize and the communities in which they are active, and their behavior in social communities'?

- A) demographics
- B) social profile
- C) social media lifestyle
- D) geodemographics
- E) psychographics

Answer: B

Explanation: B) The target audience's social profile will include the market's social activities and styles, such as their level of social media participation, the channels they utilize and the communities in which they are active, and their behavior in social communities.

Page Ref: 2-15

Difficulty: Difficult

Learning Obj.: 3

Classification: Conceptual

38) A social media mix choice is exemplified in which of the following?

- A) Facebook, YouTube and Flickr.
- B) A corporate blog.
- C) A social
- D) Google Docs.
- E) All of the above.

Answer: E

Explanation: E) The social media mix options lie among the four zones: relationship development in social communities, social publishing, social entertainment, and social commerce. Within each zone are many specific vehicles that may be best suited to reach a certain audience.

Page Ref: 2-15

Difficulty: Easy

Learning Obj.: 3

Classification: Application

39) Which term refers to why planners need to define how the brand will behave in the social Web, what voice will be used, and even how deeply the brand will interact in the social space with customers?

- A) Social personality.
- B) Social brand.
- C) Social persona.
- D) Social tactics.
- E) Social media policy.

Answer: C

Explanation: C) When a brand begins to interact in social spaces, a key decision is how to represent the brand's social persona. This means planners need to define how the brand will behave in the social Web, what voice will be used, and even how deeply the brand will interact in the social space with customers.

Page Ref: 2-18

Difficulty: Easy

Learning Obj.: 3

Classification: Application

40) Which of the following completes the sentence, 'A _____ pulls people with different kinds of expertise from across the organization to participate, eliminating the internal political issues relating to who in the company has primary responsibility for social media'?

- A) center of excellence model
- B) silo model
- C) creative message strategy
- D) single solution model
- E) social media mix

Answer: A

Explanation: A) A center of excellence model that pulls people with different kinds of expertise from

across the organization to participate. This eliminates the internal political issues relating to who in the company has primary responsibility for social media and so it's easier to integrate social media applications with other marketing initiatives.

Page Ref: 2-25 and 2-26

Difficulty: Moderate

Learning Obj.: 4

Classification: Conceptual

41) Zappos takes advantage of the fact that many of its employees participate in social media vehicles—and these enthusiastic team members promote the company in the process. Which social media structure is most likely being used at Zappos?

- A) Centralized structure.
- B) Organic structure.
- C) Hub and spoke structure.
- D) Propagation structure.
- E) Dandelion structure.

Answer: B

Explanation: B) In the distributed structure, no one person owns social media. Instead, all employees represent the brand and work social media into their roles. Zappos does have a well-developed social media policy in place to guide employee behavior in social communities.

Page Ref: 2-27

Difficulty: Difficult

Learning Obj.: 4

Classification: Application

42) The social media department functions at a senior level that reports to the CMO (Chief Marketing Officer) or CEO and is responsible for all the social media activations with which social media structure?

- A) Centralized structure.
- B) Organic structure.
- C) Hub and spoke structure.
- D) Propagation structure.
- E) Dandelion structure.

Answer: A

Explanation: A) The potential problem here is that all social media activity may not be adequately represented. Is customer care going to be good if social media marketing is housed under marketing rather than customer service?

Page Ref: 2-27

Difficulty: Difficult

Learning Obj.: 4

Classification: Conceptual

43) Which of the following is not considered one of the five basic models for social media structure?

- A) Centralized.
- B) Wheel and spoke.
- C) Dandelion.
- D) Holistic.
- E) Organic.

Answer: B

Explanation: B) The five basic models for social media structure are Centralized, Hub and spoke, Dandelion, Holistic and Organic.

Page Ref: 2-27 and 2-28

Difficulty: Moderate

Learning Obj.: 4

AACSB Category: Ethical Understanding and Reasoning Abilities

Classification: Application

44) Which of the following describes the organic structure for social media in an organization?

- A) All employees represent the brand and work social media into their roles.
- B) The company cannot control what employees say because anyone can sign in and respond to customer comments.
- C) A company must have a well-developed social media policy in place to help guide employee behavior in social communities.
- D) No one person is in charge of social media.
- E) All of the above.

Answer: E

Explanation: E) In the organic structure, no one person owns social media. Instead, all employees represent the brand and work social media into their roles. This is implemented through training and used across the organization. The danger here is that the content can end up off message. Any employee can sign up to respond to customer queries on Twitter. That means the company cannot control what employees say. Therefore, the company must have a well-developed social media policy in place to guide employee behavior in social communities.

Page Ref: 2-27 and 2-28

Difficulty: Moderate

Learning Obj.: 4

AACSB Category: Ethical Understanding and Reasoning Abilities

Classification: Application

45) Which of the following is one of the most widely used social media management systems by large and small companies?

- A) Owlsuite.
- B) Hootsuite.
- C) Salesforce.
- D) SocialOomph.
- E) Tweetski

Answer: B

Explanation: B) Companies may utilize in-house systems or may partner with a company like Salesforce for enterprise-level management. Whether on a small or large scale, one of the most used systems is Hootsuite.

Page Ref: 2-29

Difficulty: Easy

Learning Obj.: 4

AACSB Category: Ethical Understanding and Reasoning Abilities

Classification: Application

46) Which multi-layered hub and spoke model is appropriate for companies with strategic business units (SBUs) that still represent a core brand?

- A) Hub and spoke.
- B) Dandelion model.
- C) Holistic model.
- D) Organic structure.
- E) Centralized structure.

Answer: B

Explanation: B) The dandelion model is essentially a multi-layered hub and spoke model. It is appropriate for companies with strategic business units (SBUs) that still represent a core brand.

Page Ref: 2-27 and 2-28

Difficulty: Easy

Learning Obj.: 4

Classification: Application

47) What are the three components of a social media policy?

- A) That standards of conduct be put in place which require that all online statements about the business must be honest and transparent.
- B) Each employee must disclose that they are affiliated with the organization when posting in online communities.
- C) Organizations keep all intellectual property and private financial information confidential.
- D) Poster use hashtags to disclose the nature of relationships reflected in the posts.
- E) All of the above.

Answer: E

Explanation: E) The WOMMA guide encourages organizations to make several decisions and include those in an organization-wide social media policy.

Page Ref: 2-24

Difficulty: Moderate

Learning Obj.: 4

Classification: Application

48) Sun Microsystems tells its employees that whether in the actual or virtual world, their interactions and discourse should be respectful and professional. Which of the following is this an example of?

- A) A center of excellence model.
- B) A creative message strategy.
- C) A social media policy.
- D) An internal environment.
- E) A propagation brief.

Answer: C

Explanation: C) Companies need to develop, adopt, and publicize a social media policy among employees. Many companies will recognize that these employees can act as powerful brand ambassadors when they participate in social media.

Page Ref: 2-24

Difficulty: Moderate

Learning Obj.: 5

AACSB Category: Ethical Understanding and Reasoning Abilities

Classification: Application

49) Which of the following completes the sentence, 'An organizational document that explains the rules and procedures for social media activity for the organization and its employees is also known as a _____'?

- A) center of excellence model
- B) creative message strategy
- C) social media policy
- D) internal environment
- E) propagation brief

Answer: C

Explanation: C) Companies need to develop, adopt, and publicize a social media policy among employees. Many companies will recognize that these employees can act as powerful brand ambassadors when they participate in social media.

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Difficulty: Moderate

Learning Obj.: 5

AACSB Category: Ethical Understanding and Reasoning Abilities

Classification: Conceptual

50) Which of the following exists within the social media policy and refers to the basic expectations for employee behavior in social communities?

- A) Social media guidelines.
- B) Social media policy.
- C) Standards of conduct.
- D) Disclosure requirements.
- E) None of the above.

Answer: C

Explanation: C) Standards of conduct: Standards of conduct in a social media policy refer to the basic expectations for employee behavior in social communities. At a minimum, WOMMA recommends that

the standards require that all online statements about the business be honest and transparent.

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Difficulty: Moderate

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