

# Social Media for Strategic Communication Practice Test (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

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- 1. What term describes the tangible things you are doing to carry out strategies?**
  - A. Strategies**
  - B. Tactics**
  - C. Plans**
  - D. KPIs**
  
- 2. Which statement reflects a best practice for nonprofits when communicating on social media?**
  - A. Be aware of what you can and can't say on social media**
  - B. Ignore user comments**
  - C. Post only promotional content**
  - D. Rely solely on automation**
  
- 3. Which tools are commonly used to identify influencers and media outlets for content promotion?**
  - A. Buzzsumo and Hootsuite**
  - B. Canva and Mailchimp**
  - C. Google Analytics and Excel**
  - D. Slack and Trello**
  
- 4. How many daily video views did YouKu report?**
  - A. 60 million**
  - B. 217 million**
  - C. 1.2 billion**
  - D. 580 million**
  
- 5. Types of content on social media include which formats?**
  - A. Written, audio, visual, and graphic**
  - B. Video only**
  - C. Text only**
  - D. Audio only**

- 6. What does social media give people, according to the material?**
- A. A platform to advertise products**
  - B. A voice**
  - C. A sandbox for experiments**
  - D. A crowd of followers**
- 7. What is a likely effect of allowing people to share their stories on social media for nonprofits?**
- A. Encourages engagement**
  - B. Increases privacy concerns**
  - C. Reduces reach**
  - D. Decreases trust**
- 8. All of these are valid reasons to have a content marketing strategy, except**
- A. It helps generate immediate sales**
  - B. It helps build audience relationships**
  - C. It supports search engine visibility**
  - D. It enables content reuse across channels**
- 9. Which of the following is NOT listed as an augmented reality use?**
- A. Virtual tours**
  - B. Future of paid advertisements**
  - C. Storytelling and personal branding**
  - D. Education**
- 10. What balance is recommended for nonprofit communications on social platforms?**
- A. E-mail and social media need to be balanced**
  - B. Social media should replace email**
  - C. Email should be avoided**
  - D. Only use email**

## Answers

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1. B
2. A
3. A
4. C
5. A
6. B
7. A
8. A
9. D
10. A

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## **Explanations**

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**1. What term describes the tangible things you are doing to carry out strategies?**

- A. Strategies**
- B. Tactics**
- C. Plans**
- D. KPIs**

The key idea here is distinguishing how you implement a strategy from the strategy itself. Tactics are the concrete actions you actually execute to carry out a strategy—things like the specific social posts you publish, the formats you use, the timing and sequencing of content, and how you interact with audiences. These are the day-to-day maneuvers that translate planning into action. In contrast, strategies refer to the broad approach or method you'll use to achieve your goals; plans outline the step-by-step activities and timelines; KPIs are the metrics you track to gauge success rather than actions you take. So the tangible things you're doing to execute strategies are tactics.

**2. Which statement reflects a best practice for nonprofits when communicating on social media?**

- A. Be aware of what you can and can't say on social media**
- B. Ignore user comments**
- C. Post only promotional content**
- D. Rely solely on automation**

Understanding policy and platform constraints is essential for nonprofits on social media. Being aware of what you can and can't say helps ensure messages comply with legal requirements (such as privacy rules and fundraising disclosures), platform terms of service, and your organization's own policies. This awareness protects donors, beneficiaries, and the organization from misrepresentation or misuse, while also preserving credibility and trust with the audience. When you know the boundaries, you can craft content that is honest, transparent, and impactful without crossing lines, and you can respond appropriately to events or questions in a permissible way. In contrast, ignoring user comments undermines engagement and trust, posting only promotional content misses opportunities to inform and mobilize audiences, and relying solely on automation reduces nuance, timeliness, and genuine connection.

### 3. Which tools are commonly used to identify influencers and media outlets for content promotion?

- A. Buzzsumo and Hootsuite**
- B. Canva and Mailchimp**
- C. Google Analytics and Excel**
- D. Slack and Trello**

In content promotion, you need tools that both surface who has reach and help you manage outreach. BuzzSumo specializes in content discovery and influencer identification: it shows who is sharing and engaging with content on topics you care about, highlights top authors and media outlets, and provides engagement metrics that reveal who truly influences conversations. Hootsuite complements that by handling social listening, monitoring conversations, and organizing outreach and scheduling across platforms. With BuzzSumo you find the right people and outlets; with Hootsuite you coordinate outreach, track interactions, and publish or promote content efficiently. Other options aren't as well suited for this specific task: Canva and Mailchimp are about design and email marketing, not discovering influencers. Google Analytics and Excel help analyze performance data but don't inherently identify influential creators or media outlets. Slack and Trello are collaboration and project-management tools, not discovery or outreach platforms.

### 4. How many daily video views did YouKu report?

- A. 60 million**
- B. 217 million**
- C. 1.2 billion**
- D. 580 million**

Understanding daily video views means looking at the total number of times videos were watched in a single day. This metric shows how actively people are consuming content on the platform right now, and it reflects both audience size and how quickly viewers engage with videos. The best answer is the figure in the billions because it signals a very large, active viewing audience. For a major video site like YouKu, a daily views total in the billions indicates extensive content consumption across users, content types, and regions, which is the kind of scale advertisers and partners look for. Smaller numbers would understate the platform's reach and daily engagement, which wouldn't align with how a leading video platform typically performs. Keep in mind that daily views measure one day's activity, not monthly totals or user counts, so it's most meaningful when used to gauge current momentum and compare periods or peers.

**5. Types of content on social media include which formats?**

**A. Written, audio, visual, and graphic**

**B. Video only**

**C. Text only**

**D. Audio only**

Different types of content on social media span written text, audio, visual media, and graphics. Written content includes posts and captions, audio covers podcasts and voice messages, visual media encompasses photos and videos, and graphics refer to infographics, charts, or diagrams. Posts often combine these formats—like a video with narration and on-screen text or a carousel image with descriptive captions—showing how diverse content can be. The other options are too narrow because they assume only one format is used, whereas social platforms support a range of formats, making written, audio, visual, and graphic the best descriptor.

**6. What does social media give people, according to the material?**

**A. A platform to advertise products**

**B. A voice**

**C. A sandbox for experiments**

**D. A crowd of followers**

Social media gives people a voice—the ability to express opinions, share experiences, and participate in public conversations. It empowers individuals to be heard without traditional gatekeepers and to contribute to discussions that shape perspectives and even actions. While platforms can also enable advertising, help you gain followers, or serve as a space for experimentation, the fundamental gift highlighted here is the power to speak up and be listened to.

**7. What is a likely effect of allowing people to share their stories on social media for nonprofits?**

**A. Encourages engagement**

**B. Increases privacy concerns**

**C. Reduces reach**

**D. Decreases trust**

Letting people share their stories taps into authentic voices, which naturally boosts engagement. When supporters tell personal experiences related to the nonprofit's mission, others are more likely to react, comment, and share, sparking conversations and building a sense of community around the cause. That active participation helps the content surface more widely on platforms, extending reach. Real stories also feel trustworthy and relatable, which can strengthen credibility and support for the organization. While privacy concerns can arise in some cases, they don't negate the typical outcome: storytelling drives higher engagement, not reduced reach or diminished trust.

**8. All of these are valid reasons to have a content marketing strategy, except**

- A. It helps generate immediate sales**
- B. It helps build audience relationships**
- C. It supports search engine visibility**
- D. It enables content reuse across channels**

The idea being tested is that a content marketing strategy is built to foster long-term relationships, raise visibility, and use assets efficiently across channels, rather than to push for quick, immediate sales. Generating immediate sales can happen, but it's not the core reason for having the strategy. Building audience relationships matters because valuable, relevant content earns trust, encourages ongoing engagement, and supports loyalty. Supporting search engine visibility follows from consistently publishing high-quality content that answers real questions and targets relevant keywords, which helps organic discovery over time. Enabling content reuse across channels is another practical strength, allowing a single piece of content to feed blog posts, social updates, videos, and emails, ensuring consistent messaging and more efficient use of resources. So while immediate sales can be a downstream outcome, the stronger justification for a content marketing strategy lies in relationships, visibility, and efficiency.

**9. Which of the following is NOT listed as an augmented reality use?**

- A. Virtual tours**
- B. Future of paid advertisements**
- C. Storytelling and personal branding**
- D. Education**

The main idea is to identify which items are listed as augmented reality uses in the given set. Education isn't mentioned among the listed uses, so it's the one that is not listed. In many discussions, AR is associated with virtual tours, the future of paid advertisements, and storytelling or personal branding, and those are the examples included here. While education is a common AR application in broader practice, this particular question's list doesn't include it. That's why education is the correct choice. The other options fit because each is explicitly described as an AR use in this context.

**10. What balance is recommended for nonprofit communications on social platforms?**

- A. E-mail and social media need to be balanced**
- B. Social media should replace email**
- C. Email should be avoided**
- D. Only use email**

Nonprofit communications work best when you use an integrated approach that uses both email and social media in harmony. Email provides direct, personal outreach, strong for relationship-building, stewardship, and fundraising appeals where you can tailor messages to individual donors or segments. Social media offers broad reach, storytelling capability, real-time updates, and opportunities to foster community and engage supporters where they already spend time. So, the balanced approach is the strongest because you meet people where they are: you raise awareness and foster engagement on social platforms, then deepen connections and drive actions through targeted email messages. This coordination also allows you to reinforce messages across channels, repurpose content appropriately, and measure impact across the full spectrum of your audience. Why the other options don't fit as well: replacing email with social loses the direct, private channel that supports personalized outreach and long-term donor cultivation; avoiding email misses the powerful ability to nurture relationships and execute targeted asks; using only email misses the broad reach and community-building potential that social media provides.

## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://socmedforstrategiccomm.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**

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