

[Continue](#)



academy

What you get with your Hootsuite Social Marketing Certification

- Industry-recognized certification that demonstrates your expertise with the world's leading social marketing platform
- Advanced skills and knowledge to enhance your digital marketing that you can use to form your blog, website, or any other marketing profile



academy

November 12, 2018

CERTIFICATE OF ACHIEVEMENT

Bailee Vaughn
has successfully completed:

Hootsuite Platform Certification 2018



Hootsuite Platform Exam Certification

How long has it been since you passed your Marketing Certification Exam?

Easy lms reviews. What platforms does hootsuite support. Hootsuite platform certification exam answers 2021. Is articulate 360 an lms. Is the hootsuite certification exam hard. Is hootsuite certification worth it.

Hootsuite Platform Answers Guide from the Hootsuite Academy Certification Exam When you purchase with PartnerExam you are assured of: Curriculum Matched Our Hootsuite Platform question bank is categorized to match the official syllabus so you can work in conjunction with Hootsuite Platform Training. Up-to-Date Subject Matter The PartnerExam's question banks are continuously updated to ensure all questions are kept current. With our updates on a WEEKLY BASIS, you can be confident you're studying with questions that are going to match the actual exams content. Passing the Hootsuite Platform Exam: Passing the Hootsuite Platform Certification exam has never been faster or easier, now with actual questions and answers, without the messy Hootsuite Platform study guides that are frequently incorrect. PartnerExam's exam certification answers are not only the cheaper way to PASS without resorting to Hootsuite Platform study guide, but one of the most effective ways to study with an Answer Guide. This is more than a Hootsuite Platform Certification practice exam, this is a compilation of the actual questions and answers from the Hootsuite Platform Certification Exams. Where others provide a basic Hootsuite Platform practice test to prepare you for what may not appear on the live exam and did not guarantee a passing score, the PartnerExam's Hootsuite Platform Answers Guide is complete, up-to-date and guarantees to prepare you for your Hootsuite Platform Certification Exam. What will you get with your purchase of this Hootsuite Platform Answers Guide? ✓ An overview of the Hootsuite Platform Certification Exam through studying the questions with answers. ✓ A preview of actual Hootsuite Platform Certification test questions. ✓ Actual correct Hootsuite Platform Answers to the latest Hootsuite Platform exam questions. Our answers guide will prepare you for your exam with PASS Guaranteed result, surpassing other Hootsuite Platform Certification Study Guides. Your exam will download as a single Hootsuite Platform Certification PDF that gives it all to you at your disposal. Skip all other lengthy Hootsuite Platform Certification Study Materials and download this Hootsuite Platform Certification Exam Answers Guide packed with questions and answers from LIVE exam. Act now and get your Hootsuite Platform Answers Guide today! Hootsuite Platform Certification Answers Guide Difficulty finding the right Hootsuite Platform Answers guide? Don't leave your fate to Hootsuite Platform exam prep guides, you'll soon trust a Hootsuite Platform Certification guide or some random Hootsuite Platform Certification download than to depend on a thick Hootsuite Platform Certification exam tutorial book. Naturally the BEST reference is from Hootsuite Platform Certification Questions with Answers Guide at PartnerExam - far from being other Hootsuite Platform Certification exam guides, PartnerExam's Hootsuite Platform Answers Guide cost is rivaled by its value - the ROI is tremendous, with an absolute guarantee to PASS the Hootsuite Platform exam on the first attempt. Hootsuite Platform Certification Exam Answers Still searching for Hootsuite Platform Certification exam answers? Who has time for that? Not you. Why? Because your time is valuable. You have more pressing engagements: Clients to serve and deadlines to meet. Those free Hootsuite Platform quizzes with no guarantee passing score only complicate your goal to pass your Hootsuite Platform Certification exam, in fact the Hootsuite Platform Certification quiz could potentially guide you to FAIL the exam and prolong your certification. That's true, most Hootsuite Platform Certification materials that's circulating online are literally filled with incorrect answers. Which is why you should certainly train with the help of a legitimate Hootsuite Platform Exam Answers only available through PartnerExam. Free Hootsuite Platform Certification PDF Keep searching if all you want is cheap Hootsuite Platform Certification study guides or some Hootsuite Platform Certification free PDF - PartnerExam only provide the highest quality of authentic Hootsuite Platform Certification Exam notes than any other Hootsuite Platform Certification online training courses. Absolutely PartnerExam's Hootsuite Platform Certification test answers will instantly increase your Hootsuite Platform online test score! Stop guessing and begin learning with a classic professional in all things Hootsuite Platform Certification practise tests. Hootsuite Platform Certification Exam Answers 2018 What you will not find at PartnerExam are outdated Hootsuite Platform Certification study guide or an unorganized Hootsuite Platform Certification PDF, but you will find the most up-to-date, accurate and guaranteed Hootsuite Platform Certification exam questions with answers available. Simply put, Hootsuite Platform Certification Exam sample questions of the real exams are the only thing that can guarantee you are ready for your Hootsuite Platform Certification simulation questions on test day. 100% Passing Score Hootsuite Platform Certification Exam Answers Proper training for Hootsuite Platform Certification begins with preparation products designed to deliver real Hootsuite Platform Certification results by making you pass the test the first time. A lot goes into earning your Hootsuite Platform Certification exam score, and the Hootsuite Platform Certification cost involved adds up over time. You will spend both time and money, so make the most of both with PartnerExam's Hootsuite Platform Certification Questions and Answers. Learn more than just the Hootsuite Platform Answers to score high, learn the material from the ground up, building a solid foundation for re-certification and advancements in the Hootsuite Platform Certification life cycle. Don't settle for sideline Hootsuite Platform Certification study guide or the shortcut using Hootsuite Platform Certification cheats. Prepare for your Hootsuite Platform Certification tests like a professional using the same Hootsuite Platform Certification materials that thousands of others have used with PartnerExam's Hootsuite Platform Certification practice exams. Hootsuite is trusted by 16+ million users in 175+ countries and is the industry standard for social media management. With the Hootsuite Platform Certification Course, you'll develop the skills to use core Hootsuite products to their full potential, boosting the impact of your social media efforts, driving results and proving your ROI. Hootsuite Platform Certification Exam Answers 2022 In this article, you'll get 100% correct answers to all Hootsuite Platform Certification exam questions. This post includes new and updated questions and answers for 2022 that you won't find anywhere else. Hootsuite is one of the popular platforms among marketers and online businesses to manage their social media platforms. It helps in your time management, article creation, and much more cool stuff related to social media. For marketers new to the field, Hootsuite has created a certification course: the Hootsuite Platform Certification Course. Hootsuite Platform Certification Exam Answers That's all there is to the Hootsuite Platform Certification Exam Answers. We work hard to provide you with all the correct answers, and we work hard to provide you with the latest updated questions and their answers at the time of publication. If this helped you in any way, feel free to comment your thoughts below. If we've missed a question, please comment below and we'll update this post with the answer. You are at the right place if you are looking for the Hootsuite Platform Certification Exam Answers 2022. Here you will find the Hootsuite Platform Certification Exam right answer is marked as a "Red Color". QUESTION #1 With Hootsuite's Mobile App, you can collaborate with your team on social media activities. Which of the following is not a feature you would use to collaborate with a teammate?(A) Drafts(B) Inbox(C) Analytics(D) Message Approvals(D) AssignmentsQUESTION #2 Which of the following is not a benefit of publishing to Instagram using Hootsuite?(A) Scheduling and rescheduling multiple posts in advance(B) Reviewing Instagram analytics alongside metrics from your other social accounts(C) Adding location tags and swipe-up links to your post from within the Composer(D) Viewing comments on your Instagram content in the same window as engagements on your other social accounts.QUESTION #3 When composing outgoing posts in Hootsuite, what's the best way to collaborate with a team or team member to finalize that post?(A) Assign the post to a social account the team or team member manages, then click "Save Draft" (B) Publish the post to a social network, then click "assign to team or colleague" (C) @Mention the team or team member in the drafted post before saving. (D) Save the post as a draft and then add it to the collaboration board for that team.QUESTION #4 What actions can Instagram Business users take in the pictured area of the Hootsuite dashboard? Pick three.(A) Edit a scheduled Instagram post(B) View engagements on your published posts(C) Respond to comments directly(D) Monitor hashtags specified by you(E) Create and schedule a new Instagram post(F) Export an analytics reportQUESTION #5 Name the area pictured in the Hootsuite Mobile App.(A) Composer(B) Publisher(C) Insights(D) Inbox(E) StreamsQUESTION #6 You can do all of the following actions in the Hootsuite Composer, except(A) search for mentions of your company name(B) convert a web address into a shortened, trackable only link(C) pick the social accounts to which you want to publish your post(D) add all-text to make the content more accessible(E) schedule when your post should publishQUESTION #7 In Hootsuite's Promote feature, what are automation triggers used for?(A) Notifying you when your automated posts have exceeded your campaign budget.(B) Instantly trigger campaigns with ROI positive SEO to capture more search engine algorithms.(C) Automatically stopping an advertising campaign that falls below a certain threshold of performance.(D) Putting advertising dollars behind your published posts that meet the criteria you have specified.(E) Analyzing the performance of past posts in bulk, in order to recommend candidates for paid promotion.QUESTION #8 In Hootsuite Analytics, what is an advantage of sharing a Report with a colleague rather than sending them an exported pdf?(A) Reports provide your colleagues with continuous access to updated data.(B) Reports feature a built-in ROI calculator that grades your company's social activities relative to your defined social media objectives.(C) Reports include a chatbot that offers personalized recommendations on how to optimize your campaigns.(D) Reports predict what the recipient/stakeholder wants to see and tailors the information accordingly.QUESTION #9 When you share an Analytics Report with a team member, you can allow them to adjust the parameters of the report. To enable this level of collaboration, set the permission to(A) can edit(B) unlimited permissions(C) super-admin(D) default(E) customQUESTION #10 Say you're drafting a batch of social posts as part of a campaign. You need to access brand-approved visual assets stored on Google Drive to include in your posts. What's the most efficient way to access these visuals?(A) Use the Share button in Google Drive to export the images to Hootsuite.(B) Install the Google Cloud app from the Hootsuite App Store to access the assets directly.(C) Save the images to your desktop from Google Drive, then drag and drop them to Hootsuite Content Library.QUESTION #11 Which one of the following is not a use case for the 'Hootsuite Organizations' feature?(A) facilitate team collaboration to address customer feedback on social media.(B) plan the content publishing schedule in a calendar format.(C) control off-brand or offensive posts and trigger corrective action limit access to social network passwords.(D) specify what actions team members have permission to perform in Hootsuite.QUESTION #12 Within the Hootsuite Composer, you can transform URLs into an 'Owly' link. Which of the following are reasons you'd want to use this feature. (Pick two)(A) Owly links track how many people clicked it.(B) Owly links are prioritized by social networks.(C) Owly links use less characters than regular URLs.(D) Owly links provide higher resolution previews of the webpage being linked to.QUESTION #13 Say you're managing Instagram for an organization, and don't have access to its Facebook Page. How would you finish the setup process?(A) Create a fake Facebook Page for the organization that you can access.(B) Connect the Instagram account to your own personal Facebook profile instead.(C) Ask the owner of the Facebook Page to add you as an Admin or Editor to their page.(D) Request Super-Admin permissions in Hootsuite, which allows you to connect from within Hootsuite only.QUESTION #14 In Hootsuite Inbox, you can see all the correspondence between a user and your organization on a particular social channel, including public and private conversations. This is useful for(A) gathering marketing analytics on the user's behaviour (B) feeding data into Hootsuite chatbot for more human-like responses.(C) targeting paid advertisements to the user more accurately.(D) understanding the full context of the most recent exchange.QUESTION #15 Sometimes exchanges within a comment thread (in a stream) can become very long and hard to keep track of. If a particular thread is too important to miss, create a dedicated _____ for that conversation to stay on top of the action.(A) external tag(B) geo-targeted auto-response(C) auto-assignment(D) comment stream(E) private message stream.QUESTION #16 What happens if you try to connect your Personal Instagram account to your Facebook Business Page, in Facebook?(A) Your Personal Instagram account will automatically be converted into a Business account.(B) You'll receive an error message, outlining what steps you need to take next.(C) Nothing, there are no differences between using Instagram Personal and Business accounts in Hootsuite.(D) Your Instagram account will be connected to your personal Facebook profile, rather than your Business Page.QUESTION #17 What Hootsuite resources would you use to learn best practices for managing your Social Accounts using the Hootsuite dashboard?(A) Hootsuite Help Centre(B) Hootsuite Blog(C) All of these(D) Hootsuite Academy(E) Hootsuite Resource Library.QUESTION #18 If you wanted to demonstrate to potential future employers that you can use the Hootsuite Platform proficiently, what would you do?(A) Complete the Hootsuite Academy Platform Certification Course, then print out your Certificate and put it on your wall.(B) Complete the Hootsuite Social Marketing Certification Course.(C) Add Hootsuite as a previous employer in your resume.(D) Complete the Hootsuite Academy Platform Certification Course, and add your Credential to your LinkedIn Profile.QUESTION #19 Anything you want to do in Hootsuite can be found in the _____ with the main workspace in the _____.(A) Settings; Streams(B) Sidebar; center(C) Nav-panel; dashboard(D) Header; Sidebar.QUESTION #20 What would you do in this area of the Hootsuite Dashboard?(A) Generate custom URLs for an upcoming campaign.(B) Review metrics for your social media publishing efforts.(C) Search for hashtags by geographical location.(D) Create paid social media advertising campaigns.(E) Schedule posts.QUESTION #21 When using the Hootsuite Planner, the fastest way to compose a new post is to(A) press "command N" for new and begin typing.(B) exit Planner and open the Composer.(C) click on a time slot and choose new post.(D) create a new stream and click the plus sign.QUESTION #22 Which description below best describes the action being performed here?(A) Creating a search stream.(B) Scheduling a post.(C) Adding a social account to Hootsuite.(D) Composing a post for your audience.(E) Sharing account permissions with your team.QUESTION #23 If you need to keep track of a large number of published or scheduled posts sent to a variety of social accounts, which is the best Hootsuite feature to use?(A) Publisher(B) Inbox(C) Engagement(D) Appeals(Queue)(E) Assignments(F) Content Library.QUESTION #24 The Hootsuite Inbox is used for(A) saving a collection of regularly used responses, so you can reply faster.(B) all the options in this list.(C) responding directly to comments made on a thread.(D) getting a quick overview of public and private messages received on your social accounts.QUESTION #25 One benefit to using the Post Performance area within Hootsuite Analytics is that you can sort published posts by(A) all of the options in this list.(B) reach.(C) comments.(D) shares.(E) engagement rate.QUESTION #26 Geo-search streams are used to help you find social media conversations relevant to your brand that are happening(A) on specific social networks.(B) in specific physical locations.(C) in your home country.(D) on private profiles or closed networks.(E) in pre-set topic areas.QUESTION #27 The Hootsuite Bulk Composer enables you to(A) Produce AI-generated SEO positive copy, to maximize the capture of search traffic.(B) "Bulk-Approve" large numbers of posts composed by team members across your org.(C) Schedule up to 350 posts at once, including existing scheduled posts.(D) Add metadata to all YouTube videos in a previously published playlist.(E) Send out hundreds of personalized direct messages to your Twitter and LinkedIn followers.QUESTION #28 To measure the success of your social media efforts, which Hootsuite product would you use?(A) Hootsuite Social ROI.(B) Hootsuite Solutions.(C) Hootsuite Analytics.(D) Hootsuite Metrics.(E) Hootsuite ROI Calculator.QUESTION #29 With the Hootsuite Promote feature, what are the two main ways you can pay to promote your published organic content? (pick two)(A) Intelligent Cost Per Click.(B) Automated Boosting.(C) Single Post Boosting.(D) Automatic Organic Performance Promotion.(E) Automatic ROI Enhance Feature.QUESTION #30 How would you use this area of Hootsuite?(A) To view and manage scheduled posts.(B) To create analytics reports on post performance.(C) To add Hootsuite's partner apps to your dashboard.(D) To monitor what's being said on your social accounts.(E) To see which organization you're a part of.QUESTION #31 Hootsuite's ever-growing library of partner integrations is called the(A) Hootsuite App Store.(B) Hootsuite Content Library.(C) App Directory.(D) Hootsuite Plug-Ins.(E) Partner Apps.(F) 3rd Party Add-ons.QUESTION #32 To manage and coordinate the social media activities of a team of people within Hootsuite, you'll need to use(A) Telepathy.(B) Google's Teams plug-in.(C) Hootsuite Organizations.(D) Hootsuite Impact.(E) Hootsuite Collaboration feature.(F) account provisioning.QUESTION #33 Select the 4 features that are available on the Hootsuite Mobile app(A) Inbox and Settings.(B) Composer(C) Streams(D) Publisher(E) Insights(F) Team Metrics(G) Impact.QUESTION #34 You're a social media manager, running a brand awareness campaign across multiple networks for a client. The client is unsure about the effectiveness of social media and wants to see proof that the campaign metrics are hitting their pre-defined KPIs. What is the best way to demonstrate the impact your social media campaign is having on brand awareness?(A) Give your client access to your Hootsuite account, so they can monitor all conversations and scheduled posts themselves and flag anything that they don't think is worthwhile.(B) Set up a customized Hootsuite Analytics Report tracking metrics most relevant to the campaign KPIs, and schedule it for regular automated email delivery to your client.(C) Set up an Impressions Stream to monitor the real-time campaign views happening on Twitter, Instagram, and Facebook, and export the stream as a PDF to share with your client via email once a day.(D) Put aside time to sit down with your client and go through the relevant conversations happening on social media, using Hootsuite's geo-search functionality.QUESTION #35 To get the most out of using Instagram Charts, Tables, and TreeMaps(B) tiles, which are individual displays of a specific metric.(C) overviews, which are pre-set collections of metrics data.(D) data elves, who work hard for their money.(E) campaigns, each of which are targeted at a social media objective or goal.QUESTION #70 What is the most popular feature of Hootsuite?(A) Scheduling multiple accounts, review and re-arrange a publishing calendar, and promote top-performing posts.(C) Track response times to incoming social network.(B) an individual display of one specific metric.(C) a set of automation triggers for paid social advertising.(D) a tool for building social posts out of previously published posts.(E) a tool for building social posts out of previously published posts.(E) a tool for building social posts out of previously published posts.QUESTION #71 When using Hootsuite's Bulk Composer, what should you do in advance to ensure your posts be scheduled ahead of when the CSV file is uploaded into Hootsuite?(A) 1 day.(B) 2 hours.(C) 10 minutes.(D) 30 minutes.(E) 2 hours.QUESTION #43 When sharing Analytics data with Team Members using Hootsuite Analytics, one way to safeguard the integrity of the data you're sharing is to(A) provide Super-Admin access to all Team Members.(B) only share drafts of Reports.(C) share reports in read-only form.(D) encourage them to review metrics reports on your computer.(E) click the Lock icon on outgoing Reports and PDFs.QUESTION #44 In Hootsuite Inbox you can view _____ on connected social media accounts.(A) all reactions, views, and comments.(B) private messages only.(C) both public and private messages.(D) public comments only.QUESTION #45 You're leading a small social media team, and need to green-light and publish all social posts created/scheduled by your team. However, you're time-poor and rarely sitting at your desk. What tools do you and your team need to effectively collaborate on drafts and publish posts while on the go?(A) Hootsuite's Drafter Integration.(B) Hootsuite Alerts.(C) Hootsuite Mobile App.(D) Hootsuite Planner.(E) Google Cloud.(F) Amplify.(G) Hootsuite Composer.QUESTION #46 Which Hootsuite feature would you use to draft and schedule a post with two images to Twitter and Facebook?(A) Assignments.(B) Composer.(C) Streams.(D) Contexts.(E) Impact.QUESTION #47 After you've uploaded posts into Hootsuite's Bulk Composer, what's the best place to vet and preview those scheduled posts?(A) Impact.(B) Planner.(C) Analytics.(D) Boards and Streams.(E) Insights.QUESTION #48 The Post Performance area within Hootsuite Analytics is the best place to(A) receive insights into our campaign future.(B) review metrics for your published posts, by network.(C) build special posts out of previously published posts.(D) produce a pie chart of your social share of voice.(E) get a professional critique of your social media strategy.QUESTION #49 YouTube is a great source for curating interesting content for your audience. Hootsuite helps with its YouTube _____ This lets you discover new videos based on keywords or dates.(A) Filter videos.(B) My Content Find.(C) Stream.(D) Suggested Content.(E) content curation board.QUESTION #50 The top of the 'Hootsuite Organizations' structure is the(A) executive level.(B) super-admin level.(C) team admin level.(D) owl level.(E) admin level.QUESTION #51 What is the best way to collaborate with your team when publishing Instagram Stories from Hootsuite?(A) Implement a robust approval process with multiple touch points so every team member has input.(B) Save the Story as a draft, then share it with your team via Hootsuite Inbox to gather feedback before publishing.(C) Schedule Stories in the Planner so they can be reviewed and edited by the approver directly.(D) Add specific publishing notes in the composer to help guide the teammate ultimately publishing the Story.QUESTION #52 Let's say you're working on a post for a Campaign, and want to create several variations of that post, without altering the original. Which technique or feature would you use?(A) Duplicate a Campaign.(B) Array a Post.(C) Duplicate a Draft.(D) Draft Variant.(E) Cascade a Message.QUESTION #53 Which two methods can be used when publishing an Instagram Business post in Hootsuite?(A) Direct Publishing and Mobile Notification workflow.(B) Auto-publishing and the Manual Publishing workflow.(C) Proxy Publishing and the Manual Publishing workflow.(D) Direct Notifications and Auto-publishing workflow.QUESTION #54 What Hootsuite Analytics feature allows you to share an unlimited amount of customizable social analytics data, to surface the performance of your organization's social accounts to key stakeholders?(A) The Insights feature.(B) The Reports feature.(C) Social Return Transparency.(D) The Social Data Share feature.(E) The Metrics module.(F) SOC. ROI. DIST.QUESTION #55 Hootsuite Publisher is an area of the dashboard where users can(A) Gather insights into publishing analytics, such as click-through rates, impressions, and CPCs.(B) Schedule posts to publish directly to social networks.(C) Build special posts out of previously published posts.(D) Produce a pie chart of your social share of voice.(E) Get a professional critique of your social media strategy.QUESTION #56 In the Composer, there are 3 ways you can attach an image, profile picture, and at least 5 images or videos.(E) Go to Instagram natively and tap the Hootsuite icon in your settings.QUESTION #36 The purpose of the social profile picker in the Hootsuite Composer is to(A) identify the social networks to which you'd like to publish your post.(B) Select or deselect social networks to connect with your Hootsuite account.(C) Select the social networks you'd like to monitor for activity relevant to your brand.(D) Pick the social networks for which you'd like to generate a statistics report about your publishing efforts.QUESTION #37 You need to send one social post to Facebook and Instagram simultaneously, tracking link clicks within the post. You also need to share the results of this test with a colleague. Which Hootsuite features/products should you use to accomplish these activities? (Pick all that apply)(A) Owly Shortener.(B) Hootsuite Analytics, Reports.(C) Hootsuite Planner.(D) Hootsuite Composer.(E) All of the above.(F) Amplify.QUESTION #38 When setting up an Instagram account in Hootsuite, there are two locations the account can live. What are they?(A) Under Accounts in the publisher, or in Impact.(B) In a Hootsuite Organization, or as a personal channel.(C) In Insights, or within Assignments.(D) Downtown or in the Suburbs.(E) In streams, or in channels.QUESTION #39 When managing Instagram with Hootsuite, we recommend using Instagram Business accounts. Why is this?(A) Business profiles that are linked to Hootsuite are more discoverable on Instagram natively.(B) Profile metrics for Personal Instagram accounts require 10K+ followers.(C) Business profiles allow you to upload videos that are more than 60 seconds long.(D) You can publish directly to Instagram without using your phone or the Instagram app.QUESTION #40 Let's say you want to monitor all the comments on a specific YouTube video. To do this, create a "My Videos" stream, find the video, and then select _____.(A) Monitor playlist.(B) YouTube Search.(C) Create content stream.(D) Geo-search.QUESTION #41 To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, which Hootsuite feature should you use?(A) geo-targeted messages.(B) The Hootsuite surveillance feature.(C) geo-search streams.(D) location tags.(E) internal/external tagging.QUESTION #42 When using Hootsuite's Bulk Composer, what should you do in advance to ensure your posts be scheduled ahead of when the CSV file is uploaded into Hootsuite?(A) 1 day.(B) 2 hours.(C) 10 minutes.(D) 30 minutes.(E) 2 hours.QUESTION #43 When sharing Analytics data with Team Members using Hootsuite Analytics, one way to safeguard the integrity of the data you're sharing is to(A) provide Super-Admin access to all Team Members.(B) only share drafts of Reports.(C) share reports in read-only form.(D) encourage them to review metrics reports on your computer.(E) click the Lock icon on outgoing Reports and PDFs.QUESTION #44 In Hootsuite Inbox you can view _____ on connected social media accounts.(A) all reactions, views, and comments.(B) private messages only.(C) both public and private messages.(D) public comments only.QUESTION #45 You're leading a small social media team, and need to green-light and publish all social posts created/scheduled by your team. However, you're time-poor and rarely sitting at your desk. What tools do you and your team need to effectively collaborate on drafts and publish posts while on the go?(A) Hootsuite's Drafter Integration.(B) Hootsuite Alerts.(C) Hootsuite Mobile App.(D) Hootsuite Planner.(E) Google Cloud.(F) Amplify.(G) Hootsuite Composer.QUESTION #46 Which Hootsuite feature would you use to draft and schedule a post with two images to Twitter and Facebook?(A) Assignments.(B) Composer.(C) Streams.(D) Contexts.(E) Impact.QUESTION #47 After you've uploaded posts into Hootsuite's Bulk Composer, what's the best place to vet and preview those scheduled posts?(A) Impact.(B) Planner.(C) Analytics.(D) Boards and Streams.(E) Insights.QUESTION #48 The Post Performance area within Hootsuite Analytics is the best place to(A) receive insights into our campaign future.(B) review metrics for your published posts, by network.(C) build special posts out of previously published posts.(D) produce a pie chart of your social share of voice.(E) get a professional critique of your social media strategy.QUESTION #49 YouTube is a great source for curating interesting content for your audience. Hootsuite helps with its YouTube _____ This lets you discover new videos based on keywords or dates.(A) Filter videos.(B) My Content Find.(C) Stream.(D) Suggested Content.(E) content curation board.QUESTION #50 The top of the 'Hootsuite Organizations' structure is the(A) executive level.(B) super-admin level.(C) team admin level.(D) owl level.(E) admin level.QUESTION #51 What is the best way to collaborate with your team when publishing Instagram Stories from Hootsuite?(A) Implement a robust approval process with multiple touch points so every team member has input.(B) Save the Story as a draft, then share it with your team via Hootsuite Inbox to gather feedback before publishing.(C) Schedule Stories in the Planner so they can be reviewed and edited by the approver directly.(D) Add specific publishing notes in the composer to help guide the teammate ultimately publishing the Story.QUESTION #52 Let's say you're working on a post for a Campaign, and want to create several variations of that post, without altering the original. Which technique or feature would you use?(A) Duplicate a Campaign.(B) Array a Post.(C) Duplicate a Draft.(D) Draft Variant.(E) Cascade a Message.QUESTION #53 Which two methods can be used when publishing an Instagram Business post in Hootsuite?(A) Direct Publishing and Mobile Notification workflow.(B) Auto-publishing and the Manual Publishing workflow.(C) Proxy Publishing and the Manual Publishing workflow.(D) Direct Notifications and Auto-publishing workflow.QUESTION #54 What Hootsuite Analytics feature allows you to share an unlimited amount of customizable social analytics data, to surface the performance of your organization's social accounts to key stakeholders?(A) The Insights feature.(B) The Reports feature.(C) Social Return Transparency.(D) The Social Data Share feature.(E) The Metrics module.(F) SOC. ROI. DIST.QUESTION #55 Hootsuite Publisher is an area of the dashboard where users can(A) Gather insights into publishing analytics, such as click-through rates, impressions, and CPCs.(B) Schedule posts to publish directly to social networks.(C) Build special posts out of previously published posts.(D) Produce a pie chart of your social share of voice.(E) Get a professional critique of your social media strategy.QUESTION #56 In the Composer, there are 3 ways you can attach an image, profile picture, and at least 5 images or videos.(E) Go to Instagram natively and tap the Hootsuite icon in your settings.QUESTION #36 The purpose of the social profile picker in the Hootsuite Composer is to(A) identify the social networks to which you'd like to publish your post.(B) Select or deselect social networks to connect with your Hootsuite account.(C) Select the social networks you'd like to monitor for activity relevant to your brand.(D) Pick the social networks for which you'd like to generate a statistics report about your publishing efforts.QUESTION #37 You need to send one social post to Facebook and Instagram simultaneously, tracking link clicks within the post. You also need to share the results of this test with a colleague. Which Hootsuite features/products should you use to accomplish these activities? (Pick all that apply)(A) Owly Shortener.(B) Hootsuite Analytics, Reports.(C) Hootsuite Planner.(D) Hootsuite Composer.(E) All of the above.(F) Amplify.QUESTION #38 When setting up an Instagram account in Hootsuite, there are two locations the account can live. What are they?(A) Under Accounts in the publisher, or in Impact.(B) In a Hootsuite Organization, or as a personal channel.(C) In Insights, or within Assignments.(D) Downtown or in the Suburbs.(E) In streams, or in channels.QUESTION #39 When managing Instagram with Hootsuite, we recommend using Instagram Business accounts. Why is this?(A) Business profiles that are linked to Hootsuite are more discoverable on Instagram natively.(B) Profile metrics for Personal Instagram accounts require 10K+ followers.(C) Business profiles allow you to upload videos that are more than 60 seconds long.(D) You can publish directly to Instagram without using your phone or the Instagram app.QUESTION #40 Let's say you want to monitor all the comments on a specific YouTube video. To do this, create a "My Videos" stream, find the video, and then select _____.(A) Monitor playlist.(B) YouTube Search.(C) Create content stream.(D) Geo-search.QUESTION #41 To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, which Hootsuite feature should you use?(A) geo-targeted messages.(B) The Hootsuite surveillance feature.(C) geo-search streams.(D) location tags.(E) internal/external tagging.QUESTION #42 When using Hootsuite's Bulk Composer, what should you do in advance to ensure your posts be scheduled ahead of when the CSV file is uploaded into Hootsuite?(A) 1 day.(B) 2 hours.(C) 10 minutes.(D) 30 minutes.(E) 2 hours.QUESTION #43 When sharing Analytics data with Team Members using Hootsuite Analytics, one way to safeguard the integrity of the data you're sharing is to(A) provide Super-Admin access to all Team Members.(B) only share drafts of Reports.(C) share reports in read-only form.(D) encourage them to review metrics reports on your computer.(E) click the Lock icon on outgoing Reports and PDFs.QUESTION #44 In Hootsuite Inbox you can view _____ on connected social media accounts.(A) all reactions, views, and comments.(B) private messages only.(C) both public and private messages.(D) public comments only.QUESTION #45 You're leading a small social media team, and need to green-light and publish all social posts created/scheduled by your team. However, you're time-poor and rarely sitting at your desk. What tools do you and your team need to effectively collaborate on drafts and publish posts while on the go?(A) Hootsuite's Drafter Integration.(B) Hootsuite Alerts.(C) Hootsuite Mobile App.(D) Hootsuite Planner.(E) Google Cloud.(F) Amplify.(G) Hootsuite Composer.QUESTION #46 Which Hootsuite feature would you use to draft and schedule a post with two images to Twitter and Facebook?(A) Assignments.(B) Composer.(C) Streams.(D) Contexts.(E) Impact.QUESTION #47 After you've uploaded posts into Hootsuite's Bulk Composer, what's the best place to vet and preview those scheduled posts?(A) Impact.(B) Planner.(C) Analytics.(D) Boards and Streams.(E) Insights.QUESTION #48 The Post Performance area within Hootsuite Analytics is the best place to(A) receive insights into our campaign future.(B) review metrics for your published posts, by network.(C) build special posts out of previously published posts.(D) produce a pie chart of your social share of voice.(E) get a professional critique of your social media strategy.QUESTION #49 YouTube is a great source for curating interesting content for your audience. Hootsuite helps with its YouTube _____ This lets you discover new videos based on keywords or dates.(A) Filter videos.(B) My Content Find.(C) Stream.(D) Suggested Content.(E) content curation board.QUESTION #50 The top of the 'Hootsuite Organizations' structure is the(A) executive level.(B) super-admin level.(C) team admin level.(D) owl level.(E) admin level.QUESTION #51 What is the best way to collaborate with your team when publishing Instagram Stories from Hootsuite?(A) Implement a robust approval process with multiple touch points so every team member has input.(B) Save the Story as a draft, then share it with your team via Hootsuite Inbox to gather feedback before publishing.(C) Schedule Stories in the Planner so they can be reviewed and edited by the approver directly.(D) Add specific publishing notes in the composer to help guide the teammate ultimately publishing the Story.QUESTION #52 Let's say you're working on a post for a Campaign, and want to create several variations of that post, without altering the original. Which technique or feature would you use?(A) Duplicate a Campaign.(B) Array a Post.(C) Duplicate a Draft.(D) Draft Variant.(E) Cascade a Message.QUESTION #53 Which two methods can be used when publishing an Instagram Business post in Hootsuite?(A) Direct Publishing and Mobile Notification workflow.(B) Auto-publishing and the Manual Publishing workflow.(C) Proxy Publishing and the Manual Publishing workflow.(D) Direct Notifications and Auto-publishing workflow.QUESTION #54 What Hootsuite Analytics feature allows you to share an unlimited amount of customizable social analytics data, to surface the performance of your organization's social accounts to key stakeholders?(A) The Insights feature.(B) The Reports feature.(C) Social Return Transparency.(D) The Social Data Share feature.(E) The Metrics module.(F) SOC. ROI. DIST.QUESTION #55 Hootsuite Publisher is an area of the dashboard where users can(A) Gather insights into publishing analytics, such as click-through rates, impressions, and CPCs.(B) Schedule posts to publish directly to social networks.(C) Build special posts out of previously published posts.(D) Produce a pie chart of your social share of voice.(E) Get a professional critique of your social media strategy.QUESTION #56 In the Composer, there are 3 ways you can attach an image, profile picture, and at least 5 images or videos.(E) Go to Instagram natively and tap the Hootsuite icon in your settings.QUESTION #36 The purpose of the social profile picker in the Hootsuite Composer is to(A) identify the social networks to which you'd like to publish your post.(B) Select or deselect social networks to connect with your Hootsuite account.(C) Select the social networks you'd like to monitor for activity relevant to your brand.(D) Pick the social networks for which you'd like to generate a statistics report about your publishing efforts.QUESTION #37 You need to send one social post to Facebook and Instagram simultaneously, tracking link clicks within the post. You also need to share the results of this test with a colleague. Which Hootsuite features/products should you use to accomplish these activities? (Pick all that apply)(A) Owly Shortener.(B) Hootsuite Analytics, Reports.(C) Hootsuite Planner.(D) Hootsuite Composer.(E) All of the above.(F) Amplify.QUESTION #38 When setting up an Instagram account in Hootsuite, there are two locations the account can live. What are they?(A) Under Accounts in the publisher, or in Impact.(B) In a Hootsuite Organization, or as a personal channel.(C) In Insights, or within Assignments.(D) Downtown or in the Suburbs.(E) In streams, or in channels.QUESTION #39 When managing Instagram with Hootsuite, we recommend using Instagram Business accounts. Why is this?(A) Business profiles that are linked to Hootsuite are more discoverable on Instagram natively.(B) Profile metrics for Personal Instagram accounts require 10K+ followers.(C) Business profiles allow you to upload videos that are more than 60 seconds long.(D) You can publish directly to Instagram without using your phone or the Instagram app.QUESTION #40 Let's say you want to monitor all the comments on a specific YouTube video. To do this, create a "My Videos" stream, find the video, and then select _____.(A) Monitor playlist.(B) YouTube Search.(C) Create content stream.(D) Geo-search.QUESTION #41 To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, which Hootsuite feature should you use?(A) geo-targeted messages.(B) The Hootsuite surveillance feature.(C) geo-search streams.(D) location tags.(E) internal/external tagging.QUESTION #42 When using Hootsuite's Bulk Composer, what should you do in advance to ensure your posts be scheduled ahead of when the CSV file is uploaded into Hootsuite?(A) 1 day.(B) 2 hours.(C) 10 minutes.(D) 30 minutes.(E) 2 hours.QUESTION #43 When sharing Analytics data with Team Members using Hootsuite Analytics, one way to safeguard the integrity of the data you're sharing is to(A) provide Super-Admin access to all Team Members.(B) only share drafts of Reports.(C) share reports in read-only form.(D) encourage them to review metrics reports on your computer.(E) click the Lock icon on outgoing Reports and PDFs.QUESTION #44 In Hootsuite Inbox you can view _____ on connected social media accounts.(A) all reactions, views, and comments.(B) private messages only.(C) both public and private messages.(D) public comments only.QUESTION #45 You're leading a small social media team, and need to green-light and publish all social posts created/scheduled by your team. However, you're time-poor and rarely sitting at your desk. What tools do you and your team need to effectively collaborate on drafts and publish posts while on the go?(A) Hootsuite's Drafter Integration.(B) Hootsuite Alerts.(C) Hootsuite Mobile App.(D) Hootsuite Planner.(E) Google Cloud.(F) Amplify.(G) Hootsuite Composer.QUESTION #46 Which Hootsuite feature would you use to draft and schedule a post with two images to Twitter and Facebook?(A) Assignments.(B) Composer.(C) Streams.(D) Contexts.(E) Impact.QUESTION #47 After you've uploaded posts into Hootsuite's Bulk Composer, what's the best place to vet and preview those scheduled posts?(A) Impact.(B) Planner.(C) Analytics.(D) Boards and Streams.(E) Insights.QUESTION #48 The Post Performance area within Hootsuite Analytics is the best place to(A) receive insights into our campaign future.(B) review metrics for your published posts, by network.(C) build special posts out of previously published posts.(D) produce a pie chart of your social share of voice.(E) get a professional critique of your social media strategy.QUESTION #49 YouTube is a great source for curating interesting content for your audience. Hootsuite helps with its YouTube _____ This lets you discover new videos based on keywords or dates.(A) Filter videos.(B) My Content Find.(C) Stream.(D) Suggested Content.(E) content curation board.QUESTION #50 The top of the 'Hootsuite Organizations' structure is the(A) executive level.(B) super-admin level.(C) team admin level.(D) owl level.(E) admin level.QUESTION #51 What is the best way to collaborate with your team when publishing Instagram Stories from Hootsuite?(A) Implement a robust approval process with multiple touch points so every team member has input.(B) Save the Story as a draft, then share it with your team via Hootsuite Inbox to gather feedback before publishing.(C) Schedule Stories in the Planner so they can be reviewed and edited by the approver directly.(D) Add specific publishing notes in the composer to help guide the teammate ultimately publishing the Story.QUESTION #52 Let's say you're working on a post for a Campaign, and want to create several variations of that post, without altering the original. Which technique or feature would you use?(A) Duplicate a Campaign.(B) Array a Post.(C) Duplicate a Draft.(D) Draft Variant.(E) Cascade a Message.QUESTION #53 Which two methods can be used when publishing an Instagram Business post in Hootsuite?(A) Direct Publishing and Mobile Notification workflow.(B) Auto-publishing and the Manual Publishing workflow.(C) Proxy Publishing and the Manual Publishing workflow.(D) Direct Notifications and Auto-publishing workflow.QUESTION #54 What Hootsuite Analytics feature allows you to share an unlimited amount of customizable social analytics data, to surface the performance of your organization's social accounts to key stakeholders?(A) The Insights feature.(B) The Reports feature.(C) Social Return Transparency.(D) The Social Data Share feature.(E) The Metrics module.(F) SOC. ROI. DIST.QUESTION #55 Hootsuite Publisher is an area of the dashboard where users can(A) Gather insights into publishing analytics, such as click-through rates, impressions, and CPCs.(B) Schedule posts to publish directly to social networks.(C) Build special posts out of previously published posts.(D) Produce a pie chart of your social share of voice.(E) Get a professional critique of your social media strategy.QUESTION #56 In the Composer, there are 3 ways you can attach an image, profile picture, and at least 5 images or videos.(E) Go to Instagram natively and tap the Hootsuite icon in your settings.QUESTION #36 The purpose of the social profile picker in the Hootsuite Composer is to(A) identify the social networks to which you'd like to publish your post.(B) Select or deselect social networks to connect with your Hootsuite account.(C) Select the social networks you'd like to monitor for activity relevant to your brand.(D) Pick the social networks for which you'd like to generate a statistics report about your publishing efforts.QUESTION #37 You need to send one social post to Facebook and Instagram simultaneously, tracking link clicks within the post. You also need to share the results of this test with a colleague. Which Hootsuite features/products should you use to accomplish these activities? (Pick all that apply)(A) Owly Shortener.(B) Hootsuite Analytics, Reports.(C) Hootsuite Planner.(D) Hootsuite Composer.(E) All of the above.(F) Amplify.QUESTION #38 When setting up an Instagram account in Hootsuite, there are two locations the account can live. What are they?(A) Under Accounts in the publisher, or in Impact.(B) In a Hootsuite Organization, or as a personal channel.(C) In Insights, or within Assignments.(D) Downtown or in the Suburbs.(E) In streams, or in channels.QUESTION #39 When managing Instagram with Hootsuite, we recommend using Instagram Business accounts. Why is this?(A) Business profiles that are linked to Hootsuite are more discoverable on Instagram natively.(B) Profile metrics for Personal Instagram accounts require 10K+ followers.(C) Business profiles allow you to upload videos that are more than 60 seconds long.(D) You can publish directly to Instagram without using your phone or the Instagram app.QUESTION #40 Let's say you want to monitor all the comments on a specific YouTube video. To do this, create a "My Videos" stream, find the video, and then select _____.(A) Monitor playlist.(B) YouTube Search.(C) Create content stream.(D) Geo-search.QUESTION #41 To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, which Hootsuite feature should you use?(A) geo-targeted messages.(B) The Hootsuite surveillance feature.(C) geo-search streams.(D) location tags.(E) internal/external tagging.QUESTION #42 When using Hootsuite's Bulk Composer, what should you do in advance to ensure your posts be scheduled ahead of when the CSV file is uploaded into Hootsuite?(A) 1 day.(B) 2 hours.(C) 10 minutes.(D) 30 minutes.(E) 2 hours.QUESTION #43 When sharing Analytics data with Team Members using Hootsuite Analytics, one way to safeguard the integrity of the data you're sharing is to(A) provide Super-Admin access to all Team Members.(B) only share drafts of Reports.(C) share reports in read-only form.(D) encourage them to review metrics reports on your computer.(E) click the Lock icon on outgoing Reports and PDFs.QUESTION #44 In Hootsuite Inbox you can view _____ on connected social media accounts.(A) all reactions, views, and comments.(B) private messages only.(C) both public and private messages.(D) public comments only.QUESTION #45 You're leading a small social media team, and need to green-light and publish all social posts created/scheduled by your team. However, you're time-poor and rarely sitting at your desk. What tools do you and your team need to effectively collaborate on drafts and publish posts while on the go?(A) Hootsuite's Drafter Integration.(B) Hootsuite Alerts.(C) Hootsuite Mobile App.(D) Hootsuite Planner.(E) Google Cloud.(F) Amplify.(G) Hootsuite Composer.QUESTION #46 Which Hootsuite feature would you use to draft and schedule a post with two images to Twitter and Facebook?(A) Assignments.(B) Composer.(C) Streams.(D) Contexts.(E) Impact.QUESTION #47 After you've uploaded posts into Hootsuite's Bulk Composer, what's the best place to vet and preview those scheduled posts?(A) Impact.(B) Planner.(C) Analytics.(D) Boards and Streams.(E) Insights.QUESTION #48 The Post Performance area within Hootsuite Analytics is the best place to(A) receive insights into our campaign future.(B) review metrics for your published posts, by network.(C) build special posts out of previously published posts.(D) produce a pie chart of your social share of voice.(E) get a professional critique of your social media strategy.QUESTION #49 YouTube is a great source for curating interesting content for your audience. Hootsuite helps with its YouTube _____ This lets you discover new videos based on keywords or dates.(A) Filter videos.(B) My Content Find.(C) Stream.(D) Suggested Content.(E) content curation board.QUESTION #50 The top of the 'Hootsuite Organizations' structure is the(A) executive level.(B) super-admin level.(C) team admin level.(D) owl level.(E) admin level.QUESTION #51 What is the best way to collaborate with your team when publishing Instagram Stories from Hootsuite?(A) Implement a robust approval process with multiple touch points so every team member has input.(B) Save the Story as a draft, then share it with your team via Hootsuite Inbox to gather feedback before publishing.(C) Schedule Stories in the Planner so they can be reviewed and edited by the approver directly.(D) Add specific publishing notes in the composer to help guide the teammate ultimately publishing the Story.QUESTION #52 Let's say you're working on a post for a Campaign, and want to create several variations of that post, without altering the original. Which technique or feature would you use?(A) Duplicate a Campaign.(B) Array a Post.(C) Duplicate a Draft.(D) Draft Variant.(E) Cascade a Message.QUESTION #53 Which two methods can be used when publishing an Instagram Business post in Hootsuite?(A) Direct Publishing and Mobile Notification workflow.(B) Auto-publishing and the Manual Publishing workflow.(C) Proxy Publishing and the Manual Publishing workflow.(D) Direct Notifications and Auto-publishing workflow.QUESTION #54 What Hootsuite Analytics feature allows you to share an unlimited amount of customizable social analytics data, to surface the performance of your organization's social accounts to key stakeholders?(A) The Insights feature.(B) The Reports feature.(C) Social Return Transparency.(D) The Social Data Share feature.(E) The Metrics module.(F) SOC. ROI. DIST.QUESTION #55 Hootsuite Publisher is an area of the dashboard where users can(A) Gather insights into publishing analytics, such as click-through rates, impressions, and CPCs.(B) Schedule posts to publish directly to social networks.(C) Build special posts out of previously published posts.(D) Produce a pie chart of your social share of voice.(E) Get a professional critique of your social media strategy.QUESTION #56 In the Composer, there are 3 ways you can attach an image, profile picture, and at least 5 images or videos.(E) Go to Instagram natively and tap the Hootsuite icon in your settings.QUESTION #36 The purpose of the social profile picker in the Hootsuite Composer is to(A) identify the social networks to which you'd like to publish your post.(B) Select or deselect social networks to connect with your Hootsuite account.(C) Select the social networks you'd like to monitor for activity relevant to your brand.(D) Pick the social networks for which you'd like to generate a statistics report about your publishing efforts.QUESTION #37 You need to send one social post to Facebook and Instagram simultaneously, tracking link clicks within the post. You also need to share the results of this test with a colleague. Which Hootsuite features/products should you use to accomplish these activities? (Pick all that apply)(A) Owly Shortener.(B) Hootsuite Analytics, Reports.(C) Hootsuite Planner.(D) Hootsuite Composer.(E) All of the above.(F) Amplify.QUESTION #38 When setting up an Instagram account in Hootsuite, there are two locations the account can live. What are they?(A) Under Accounts in the publisher, or in Impact.(B) In a Hootsuite Organization, or as a personal channel.(C) In Insights, or within Assignments.(D) Downtown or in the Suburbs.(E) In streams, or in channels.QUESTION #39 When managing Instagram with Hootsuite, we recommend using Instagram Business accounts. Why is this?(A) Business profiles that are linked to Hootsuite are more discoverable on Instagram natively.(B) Profile metrics for Personal Instagram accounts require 10K+ followers.(C) Business profiles allow you to upload videos that are more than 60 seconds long.(D) You can publish directly to Instagram without using your phone or the Instagram app.QUESTION #40 Let's say you want to monitor all the comments on a specific YouTube video. To do this, create a "My Videos" stream, find the video, and then select _____.(A) Monitor playlist.(B) YouTube Search.(C) Create content stream.(D) Geo-search.QUESTION #41 To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, which Hootsuite feature should you use?(A) geo-targeted messages.(B) The Hootsuite surveillance feature.(C) geo-search streams.(D) location tags.(E) internal/external tagging.QUESTION #42 When using Hootsuite's Bulk Composer, what should you do in advance to ensure your posts be scheduled ahead of when the CSV file is uploaded into Hootsuite?(A) 1 day.(B) 2 hours.(C) 10 minutes.(D) 30 minutes.(E) 2 hours.QUESTION #43 When sharing Analytics data with Team Members using Hootsuite Analytics, one way to safeguard the integrity of the data you're sharing is to(A) provide Super-Admin access to all Team Members.(B) only share drafts of Reports.(C) share reports in read-only form.(D) encourage them to review metrics reports on your computer.(E) click the Lock icon on outgoing Reports and PDFs.QUESTION #44 In Hootsuite Inbox you can view _____ on connected social media accounts.(A) all reactions, views, and comments.(B) private messages only.(C) both public and private messages.(D) public comments only.QUESTION #45 You're leading a small social media team, and

Publishing the image to your Instagram account.(C) Comparing the text you'd like to publish to the image.(D) Selecting the image you'd like to publish.(E) Including a shortened URL to accompany the post.#QUESTION #82Which of the following is not a metric type generated by the overview metrics module in Hootsuite Analytics?(A) Follower growth(B) Engagement(C) Total posts(D) Share of voice#QUESTION #93When using an RSS feed within Hootsuite, you can limit the amount of content being automatically pushed out to your followers by:(A) turning on the 'Approvals Queue', which would require admin approval of each RSS feed post(B) specifying the demographics of who should receive RSS feed updates (e.g., by age, gender, occupation, etc.)(C) specifying under 'Preferences' the RSS feed topics you'd like excluded(D) setting the frequency that Hootsuite checks for new content to once a day, rather than once an hour#QUESTION #84Sometimes exchanges within a comment thread (in a stream) can become very long and hard to keep track of. If a particular thread is too important to miss, Hootsuite lets you quickly create a dedicated _____ for that conversation to stay on top of the action.(A) comment stream(B) private message stream(C) geo-targeted auto response(D) Auto-assignment(E) external tag#QUESTION #85Which of the following is not a benefit of using Hootsuite Analytics?(A) It's more efficient to gather metrics data in one place, rather than several different sources(B) metrics data that are updated in real-time(C) a highly visual, customizable interface(D) highly accurate estimates of the monetary value of each like, retweet, share, and new follower#QUESTION #86What are two best practices for discovering whether a message you've scheduled with Hootsuite has failed to send? (pick two)(A) download a 'Past Scheduled' report from Hootsuite Analytics, and cross-referencing it with posts actually published on your social properties(B) enable email notifications for failed messages under 'Preferences'(C) review the 'Past Scheduled' calendar view in Publisher for entries colored red(D) regularly check Publisher's 'Rejected' tab#QUESTION #87 When using the Hootsuite Planner feature, the fastest way to compose a new message is to:(A) click on a time slot and choose new post/new pin(B) press "command N" for new and begin typing(C) create a new stream and click the plus sign(D) exit planner and open the Composer from the top right corner#QUESTION #88 In the Composer, there are 3 ways you can attach an image, which of the following is not an option for attaching an image?(A) insert an image from an Instream Tweet(B) uploading from a Hootsuite Integration (e.g., Adobe Experience Manager)(C) picking an image from the Media Library(D) uploading it directly from your computer#QUESTION #89 Unlike the overview module in Hootsuite Analytics, which offers one set of aggregated analytics data, _____ allows you to run an unlimited number of customizable and shareable real-time analytics reports, dialed precisely to the diverse reporting needs of your organization.(A) the Reports feature(B) the Metrics module(C) the Social Data feature(D) the Insights feature(E) the Analytics module#QUESTION #90When using Hootsuite to publish to Instagram, there are some types of posts that require using the "Mobile Notification Workflow", which involves a few additional steps. Pick the post type below that does NOT require using the "Mobile Notification Workflow".(A) Image posted to a Business account(B) Image posted to a Personal account#QUESTION #91It's important to ensure you've done the following steps when scheduling messages using the Hootsuite bulk compose feature. (pick two)(A) input the date in MONTH, DAY, YEAR or DAY, MONTH, YEAR format(B) convert the document into Hootsuite's .hoot format and upload(C) ensure you use a 24-hour clock format (e.g., 17:00 rather than 5:00pm)(D) input your messages into a text document using an up to date version of Microsoft Word#QUESTION #92Conversations on Twitter move fast and it's easy to miss the opportunity to engage with an important influencer or prospect. _____ are a great way to group together similar people and topics in Twitter so you can focus on activity within a group without distractions.(A) Twitter streams(B) Twitter spaces(C) Twitter lists(D) Hootsuite groups(E) Twitter groups#QUESTION #93Within a Hootsuite Analytics report, you can add a tile, which is:(A) an individual display of a specific metric.(B) a pre-set campaign template, targeted at specific social media objectives.(C) a tool for tracking the posts and conversations happening in your area.(D) an executive-level overview of common, aggregated metrics.(E) a pre-set display of line charts, tables, and tree maps.#QUESTION #94A vanity URL in Hootsuite is best described as:(A) a set of re-direct links provided to your organization's administrator by Hootsuite(B) a customizable, branded URL that also lets you track click-through statistics(C) one that contains a custom domain suffix, such as .io .ly .ing .love(D) a web address within a set of sub-domain names associated with your organization.(A) the Reports feature(B) the Metrics module(C) the Social Data feature(D) the Insights feature(E) the Analytics module#QUESTION #95Who's onboarding new team members in Hootsuite Analytics, we recommend _____ having them share a coworker's credentials#QUESTION #96After you've uploaded messages into Hootsuite using the Bulk Compose feature, where would you go to review and make edits to those messages?(A) Planner(B) Analytics(C) Impact(D) Insights(E) Tabs and streams#QUESTION #97Hootsuite Publisher is an area of the dashboard that gives social media managers:(A) the ability to track response times to incoming social posts(B) insights into publishing analytics, such as click-through rates, impressions, and CPCs(C) the ability to publish directly to popular blog platforms, such as WordPress, Medium, LinkedIn, and Tumblr(D) the ability to schedule posts to multiple networks, and then review, revise, rearrange, and export them#QUESTION #98When using Composer, what's the purpose of the social profile picker?(A) to connect an existing social media account (e.g., Facebook, LinkedIn) to your Hootsuite dashboard(B) to create a network specific search stream in the Engagement area(C) to select the social profiles to which you want to publish your message(D) to monitor account activity on your social networks connected to Hootsuite#QUESTION #99See the visual below. Why is the action being taken here important?(A) Publishing messages is how you'll engage your audience.(B) Adding 3rd party apps to your Hootsuite account is a great way to customize your dashboard for your unique business case.(C) Without performing this action (at least once), you can't take any actions within the Hootsuite dashboard.(D) Running reports is a vital part of demonstrating ROI.#QUESTION #100Which description below best describes the action you would undertake in this dialog box?(A) adding an Instagram account to Hootsuite(B) creating a stream(C) sharing account permissions with your team(D) scheduling a post(E) composing a message for your audience#QUESTION #101 Select the 4 features that are available on Hootsuite Mobile: (pick four)(A) Planner(B) Insights(C) Streams(D) Team Metrics(E) Compose(F) Inbox & Settings(C) Impact#QUESTION #102Hootsuite's mobile app lets you see all the posts you've scheduled and adjust publishing times to fine tune how you're targeting your audience. You can access this functionality in the _____ area of the app.(A) Message Assignments(B) Streams(C) Planner(D) Engagement(E) Compose(F) Content Library#QUESTION #103To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, you should use:(A) Hootsuite campaigns(B) geo-targeted messages(C) location tags(D) internal/external tagging(E) the Hootsuite Surveillance feature(F) geo-search streams#QUESTION #104Which Hootsuite feature would you use to draft and schedule a message with two images to LinkedIn, Twitter, and Facebook?(A) Composer(B) Impact(C) Contests(D) Assignments(E) Streams#QUESTION #105If you're looking for a quick, high-level overview of common metrics such as audience growth, website traffic, and total posts, you should look at:(A) the 'Owl View' in Hootsuite Insights(B) the overview feature in Hootsuite Metrics(C) the reports feature in Hootsuite Metrics(D) the overview feature in Hootsuite Analytics(E) the reports feature in Hootsuite Social ROI#QUESTION #106Which of the following is not an action you can take in the pictured area of the Hootsuite dashboard?(A) send a direct message to a user(B) publish an outgoing message with photos(C) like and reply(D) search for hashtags or keywords(E) retweet and like#QUESTION #107Enabling notifications for your Instagram account(s) in your Hootsuite mobile app allows Hootsuite to send _____ that notify you when scheduled Instagram posts are ready to be published.(A) owl post deliveries(B) email notifications(C) text messages(D) push notifications(E) calendar reminders#QUESTION #108Where in the dashboard would you primarily view and engage with your audience and the social media content published by others?(A) the content library(B) tabs and streams(C) the compose box(D) the apps directory#QUESTION #109Which of the following is a reason why you would want to add a moderate stream for YouTube in your Hootsuite dashboard:(A) to automatically flag comments that contain keywords that you've pre-defined in your YouTube settings(B) to view analytics on your YouTube channel and videos(C) to limit the number of videos shown in a stream (per 24 hours) to below the threshold you define.(D) to vet incoming comments on your channel or specific videos by approving or deleting them(E) to curate unoffensive video content that will resonate with the broadest possible cross-section of your audience#QUESTION #110 You can publish single-image Instagram posts directly from the Hootsuite dashboard IF you have set-up your Instagram account as a _____.(A) premium account(B) business account(C) paid account(D) personal account(E) certified account#QUESTION #111To manage comments and replies for all of your YouTube channel's videos (in Hootsuite), simply add a _____ stream.(A) Search(B) Published comments(C) Replies(D) YouTube engagement(E) Moderate#QUESTION #112 _____ are created within _____, similar to how you create individual files within a broader file folder.(A) Libraries; Engagement(B) Tabs; social networks(C) Streams; tabs(D) Engagements; Publisher(E) Arrows; columns#QUESTION #113Which tools are found in the header section of the Hootsuite Dashboard? (pick three)(A) Engagement Streams(B) App Directory(C) Message Composer(D) Account Settings(E) Quick Search#QUESTION #114What is the most popular and loved feature of Hootsuite?(A) the ability to automate all your social media activities (i.e., Autopilot)(B) the ability to schedule and publish messages to multiple accounts at once(C) social media analytics and metrics(D) geo-locating conversations and geo-targeting messages#QUESTION #115When you share a report with a team member in Hootsuite Analytics, you can allow that team member to adjust the parameters of the report to fine-tune the insights being generated. To allow for this collaboration, you must set the permission for that user to:(A) 'Default'(B) 'Custom'(C) 'Unlimited Permissions'(D) 'Super-Admin'(E) 'Can Edit'#QUESTION #116Hootsuite's ever-growing library of 100+ partner apps and integrations is called the:(A) Hootsuite App Store(B) Partner Upgrades(C) Hootsuite Library(D) Hootsuite Plug-ins(E) Add-ons(F) App Directory#QUESTION #117 When saving messages as drafts, it's important to remember that your draft will not go live unless _____.(A) you have scheduled it or clicked 'Publish'(B) you have admin permissions or higher(C) you have approval from a Super-Admin(D) you have saved 10 different messages as drafts for a holiday campaign. You now need to schedule these drafts to publish, taking into account other messages that might already be scheduled. Which tool would be most effective for this task?(A) Do not schedule them which will trigger Hootsuite to automatically assign a time(B) Use Hootsuite's Bulk Compose feature.(C) Use the Hootsuite Planner to drag and drop the drafts into the most appropriate time slots.(D) Schedule the publishing time when composing the draft, cross-referencing with a calendar.(E) Use the Auto-Publisher, and set the cadence for everyone 12 hours.#QUESTION #118Some of the Apps in the Hootsuite App Directory include 'plugins' which means that the app:(A) contains additional security features(B) contains additional security features(C) can be integrated across your entire dashboard, rather than just within a stream.(D) can only be used in one stream at a time.#QUESTION #120Which statement most accurately describes incoming message assignments functionality in Hootsuite Mobile?(A) Assignments made from Mobile are not visible in the desktop dashboard.(B) Assignments functionality is available in desktop dashboard only.(C) Assignments made from your desktop dashboard will be visible on mobile, and vice versa.(D) Assignments is a feature exclusive to Hootsuite Mobile.#QUESTION #121The following Hootsuite Mobile functionality makes it easy to collaborate with your teammates on the go:(A) Campaigns and Content Library(B) Content Library and Online Education(C) Assignments and Approvals(D) Approvals and Campaigns(E) Search and Assignments#QUESTION #122When publishing to Pinterest from Hootsuite, you must include two items, which are:(A) a scheduled time and a photo(B) a caption and a photo(C) a target audience and a link(D) a photo and a link#QUESTION #123A benefit of using the Post Performance area within Hootsuite Analytics is that it shows:(A) suggested copy for creating high performing posts(B) anticipated trends for your future posts, based on past performance(C) stats for posts published both natively and through Hootsuite(D) your share of voice for keywords and hashtags#QUESTION #124Why would you want to add someone to a Twitter list in Hootsuite?(A) to block them from commenting or re-sharing your posts to send targeted direct messages in bulk(B) to boost the SEO of your posts(C) to group together your published tweets by topic for easier reference(D) to create a focused feed of similar users such as industry influencers, advocates, or competitors#QUESTION #125You want to drive traffic to a new landing page for a campaign, and want a web address that's short, easy to remember, trackable, and reflective of your brand. Hootsuite supports you with:(A) custom top-level domain suffixes(B) vanity URL(C) enterprise URL(D) a batch of custom redirect links#QUESTION #126A report in Hootsuite Analytics has a flexible, interactive interface into which you can drag and drop an unlimited number of:(A) Templates, which are individual displays of a specific metric(B) Tiles, which are individual displays of a specific metric(C) Overviews, which are pre-set collections of metrics data(D) Trendwatchers, which are pre-set displays of line charts, tables, and tree maps(E) Campaigns, each of which are targeted at a social media objective or goal#QUESTION #127Publishing to Pinterest with Hootsuite saves time because:(A) it automatically edits any image you upload into a more 'pin-able' version.(B) you can schedule and post to multiple accounts and boards at the same time.(C) It guarantees your pin will receive more engagement than posting natively.(D) The Composer window suggests popular content for you to repin.#QUESTION #128 What best describes the benefit of using Hootsuite, as compared to engaging natively from specific social networks?(A) Hootsuite provides deeper insights into users' profiles than is found on the networks themselves.(B) When engaging on social networks natively, you can't use the 'auto-respond' feature for comments and mentions.(C) Hootsuite lets you monitor and engage with all your social networks in one place, decreasing the risk of missing an important engagement opportunity.(D) Hootsuite allows you to see the contents of private profiles, providing thorough and accurate customer insights.(E) Hootsuite more accurately estimates the dollar value of a like, share, and retweet.#QUESTION #129Which of the following is not a feature of Hootsuite?(A) the ability to schedule and publish messages to multiple accounts at once(B) geo-locating conversations and geo-targeting messages(C) the ability to fully automate your social media marketing activities (i.e., the Autopilot feature)(D) the ability to monitor conversations and engage with your audience across multiple social networks#QUESTION #130Let's say you draft a message in Hootsuite, but #102Hootsuite's mobile app lets you see all the posts you've scheduled and adjust publishing times to fine tune how you're targeting your audience. You can access this functionality in the _____ area of the app.(A) Message Assignments(B) Streams(C) Planner(D) Engagement(E) Compose(F) Content Library#QUESTION #103To find and engage in Twitter conversations happening in specific geographical areas that are relevant to your company, you should use:(A) Hootsuite campaigns(B) geo-targeted messages(C) location tags(D) internal/external tagging(E) the Hootsuite Surveillance feature(F) geo-search streams#QUESTION #104Which Hootsuite feature would you use to draft and schedule a message with two images to LinkedIn, Twitter, and Facebook?(A) Composer(B) Impact(C) Contests(D) Assignments(E) Streams#QUESTION #105If you're looking for a quick, high-level overview of common metrics such as audience growth, website traffic, and total posts, you should look at:(A) the 'Owl View' in Hootsuite Insights(B) the overview feature in Hootsuite Metrics(C) the reports feature in Hootsuite Metrics(D) the overview feature in Hootsuite Analytics(E) the reports feature in Hootsuite Social ROI#QUESTION #106Which of the following is not an action you can take in the pictured area of the Hootsuite dashboard?(A) send a direct message to a user(B) publish an outgoing message with photos(C) like and reply(D) search for hashtags or keywords(E) retweet and like#QUESTION #107Enabling notifications for your Instagram account(s) in your Hootsuite mobile app allows Hootsuite to send _____ that notify you when scheduled Instagram posts are ready to be published.(A) owl post deliveries(B) email notifications(C) text messages(D) push notifications(E) calendar reminders#QUESTION #108Where in the dashboard would you primarily view and engage with your audience and the social media content published by others?(A) the content library(B) tabs and streams(C) the compose box(D) the apps directory#QUESTION #109Which of the following is a reason why you would want to add a moderate stream for YouTube in your Hootsuite dashboard:(A) to automatically flag comments that contain keywords that you've pre-defined in your YouTube settings(B) to view analytics on your YouTube channel and videos(C) to limit the number of videos shown in a stream (per 24 hours) to below the threshold you define.(D) to vet incoming comments on your channel or specific videos by approving or deleting them(E) to curate unoffensive video content that will resonate with the broadest possible cross-section of your audience#QUESTION #110 You can publish single-image Instagram posts directly from the Hootsuite dashboard IF you have set-up your Instagram account as a _____.(A) premium account(B) business account(C) paid account(D) personal account(E) certified account#QUESTION #111To manage comments and replies for all of your YouTube channel's videos (in Hootsuite), simply add a _____ stream.(A) Search(B) Published comments(C) Replies(D) YouTube engagement(E) Moderate#QUESTION #112 _____ are created within _____, similar to how you create individual files within a broader file folder.(A) Libraries; Engagement(B) Tabs; social networks(C) Streams; tabs(D) Engagements; Publisher(E) Arrows; columns#QUESTION #113Which tools are found in the header section of the Hootsuite Dashboard? (pick three)(A) Engagement Streams(B) App Directory(C) Message Composer(D) Account Settings(E) Quick Search#QUESTION #114What is the most popular and loved feature of Hootsuite?(A) the ability to automate all your social media activities (i.e., Autopilot)(B) the ability to schedule and publish messages to multiple accounts at once(C) social media analytics and metrics(D) geo-locating conversations and geo-targeting messages#QUESTION #115When you share a report with a team member in Hootsuite Analytics, you can allow that team member to adjust the parameters of the report to fine-tune the insights being generated. To allow for this collaboration, you must set the permission for that user to:(A) 'Default'(B) 'Custom'(C) 'Unlimited Permissions'(D) 'Super-Admin'(E) 'Can Edit'#QUESTION #116Hootsuite's ever-growing library of 100+ partner apps and integrations is called the:(A) Hootsuite App Store(B) Partner Upgrades(C) Hootsuite Library(D) Hootsuite Plug-ins(E) Add-ons(F) App Directory#QUESTION #117 When saving messages as drafts, it's important to remember that your draft will not go live unless _____.(A) you have scheduled it or clicked 'Publish'(B) you have admin permissions or higher(C) you have approval from a Super-Admin(D) you have saved 10 different messages as drafts for a holiday campaign. You now need to schedule these drafts to publish, taking into account other messages that might already be scheduled. Which tool would be most effective for this task?(A) Do not schedule them which will trigger Hootsuite to automatically assign a time(B) Use Hootsuite's Bulk Compose feature.(C) Use the Hootsuite Planner to drag and drop the drafts into the most appropriate time slots.(D) Schedule the publishing time when composing the draft, cross-referencing with a calendar.(E) Use the Auto-Publisher, and set the cadence for everyone 12 hours.#QUESTION #118Some of the Apps in the Hootsuite App Directory include 'plugins' which means that the app:(A) contains additional security features(B) contains additional security features(C) can be integrated across your entire dashboard, rather than just within a stream.(D) can only be used in one stream at a time.#QUESTION #120Which statement most accurately describes incoming message assignments functionality in Hootsuite Mobile?(A) Assignments made from Mobile are not visible in the desktop dashboard.(B) Assignments functionality is available in desktop dashboard only.(C) Assignments made from your desktop dashboard will be visible on mobile, and vice versa.(D) Assignments is a feature exclusive to Hootsuite Mobile.#QUESTION #121The following Hootsuite Mobile functionality makes it easy to collaborate with your teammates on the go:(A) Campaigns and Content Library(B) Content Library and Online Education(C) Assignments and Approvals(D) Approvals and Campaigns(E) Search and Assignments#QUESTION #122When publishing to Pinterest from Hootsuite, you must include two items, which are:(A) a scheduled time and a photo(B) a caption and a photo(C) a target audience and a link(D) a photo and a link#QUESTION #123A benefit of using the Post Performance area within Hootsuite Analytics is that it shows:(A) suggested copy for creating high performing posts(B) anticipated trends for your future posts, based on past performance(C) stats for posts published both natively and through Hootsuite(D) your share of voice for keywords and hashtags#QUESTION #124Why would you want to add someone to a Twitter list in Hootsuite?(A) to block them from commenting or re-sharing your posts to send targeted direct messages in bulk(B) to boost the SEO of your posts(C) to group together your published tweets by topic for easier reference(D) to create a focused feed of similar users such as industry influencers, advocates, or competitors#QUESTION #125You want to drive traffic to a new landing page for a campaign, and want a web address that's short, easy to remember, trackable, and reflective of your brand. Hootsuite supports you with:(A) custom top-level domain suffixes(B) vanity URL(C) enterprise URL(D) a batch of custom redirect links#QUESTION #126A report in Hootsuite Analytics has a flexible, interactive interface into which you can drag and drop an unlimited number of:(A) Templates, which are individual displays of a specific metric(B) Tiles, which are individual displays of a specific metric(C) Overviews, which are pre-set collections of metrics data(D) Trendwatchers, which are pre-set displays of line charts, tables, and tree maps(E) Campaigns, each of which are targeted at a social media objective or goal#QUESTION #127Publishing to Pinterest with Hootsuite saves time because:(A) it automatically edits any image you upload into a more 'pin-able' version.(B) you can schedule and post to multiple accounts and boards at the same time.(C) It guarantees your pin will receive more engagement than posting natively.(D) The Composer window suggests popular content for you to repin.#QUESTION #128 What best describes the benefit of using Hootsuite, as compared to engaging natively from specific social networks?(A) Hootsuite provides deeper insights into users' profiles than is found on the networks themselves.(B) When engaging on social networks natively, you can't use the 'auto-respond' feature for comments and mentions.(C) Hootsuite lets you monitor and engage with all your social networks in one place, decreasing the risk of missing an important engagement opportunity.(D) Hootsuite allows you to see the contents of private profiles, providing thorough and accurate customer insights.(E) Hootsuite more accurately estimates the dollar value of a like, share, and retweet.#QUESTION #129Which of the following is not a feature of Hootsuite?(A) the ability to schedule and publish messages to multiple accounts at once(B) geo-locating conversations and geo-targeting messages(C) the ability to fully automate your social media marketing activities (i.e., the Autopilot feature)(D) the ability to monitor conversations and engage with your audience across multiple social networks#QUESTION #130Let's say you draft a message in Hootsuite, but then want to create several variations of that message, without altering the original. Which of the following actions would you take?(A) Draft Variation(B) Compose Array(C) Duplicate a Draft(D) Message Cascade#QUESTION #131The data shown in the Post Performance area within Hootsuite Analytics is updated for the first _____ that a post is live.(A) 7 days(B) 24 hours(C) 14 weeks(D) 31 days#QUESTION #132When using Hootsuite's bulk composer, all messages must be scheduled at least _____ ahead of when you plan to import the CSV file into Hootsuite.(A) 2 hours(B) 30 minutes(C) 1 hour(D) 10 minutes#QUESTION #133When it's time to publish an Instagram message to a personal Instagram account, how does the Hootsuite mobile app alert you that it's time to press the publish button in the Instagram app?(A) Email(B) a gentle owl hoot followed by the sound of wind blowing through the trees(C) push notification(D) text message(E) calendar reminder#QUESTION #134 Hootsuite Mobile is useful for teams because of the following functionality:(A) Campaigns and Content Library(B) Search and Assignments(C) Approvals and Campaigns(D) Content Library and Online Education(E) Assignments and Approvals#QUESTION #135Which of the options below best describe the action being undertaken in the visual?(A) assigning an incoming social message to a team member for a response(B) publishing a social media message to several social media accounts(C) giving a top performing organic social post a paid boost(D) creating a new stream for engaging with your audience(E) adding a social network to your Hootsuite dashboard(F) running an analytics report to demonstrate ROI#QUESTION #136 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) Streams(B) Notifications(C) Analytics(D) App Directory(E) Publisher#QUESTION #137The reports feature in Hootsuite Analytics is:(A) a location search stream, with geocode set for your specific location(B) where you set up user-generated content contests(C) a fully customizable, real-time display of social metrics data(D) you undertake audience testing to determine the best ad product to purchase(E) where you set the parameters for a Hootsuite social media campaign#QUESTION #138What's the difference between a stream and a tab?(A) Streams are for searching out conversations, whereas tabs are for publishing content to your audiences. (B) Streams provide account analytics, Tabs are where geo-searches are performed.(C) Tabs are for searching out conversations, whereas streams are for publishing content to your audiences.(D) Streams display content from your social networks, and Tabs house a collection of streams.#QUESTION #139Which of the following is not an action you can perform in the pictured area of the Hootsuite dashboard?(A) like and reply(B) retweet and favourite(C) search for hashtags or keywords(D) send a direct message to a user(E) save a composed message as a draft#QUESTION #140 Geo-search streams are used to help you find tweets and Twitter conversations relevant to your brand that are happening in:(A) your home country(B) pre-set topic areas(C) specific physical locations or regions(D) private profiles or closed networks(E) specific social networks#QUESTION #141Which of the following actions can NOT be done in the Hootsuite Planner feature?(A) editing a message(B) rescheduling a post(C) viewing tags(D) composing a message(E) perform a geo-search#QUESTION #142 When using Hootsuite's mobile notification workflow to publish images to your personal Instagram account, which step do you need to complete on your phone?(A) Selecting the image you'd like to publish.(B) Adding links you'd like to publish with your image.(C) Publishing the image to your Instagram account.(D) Scheduling when your Instagram post should publish.#QUESTION #143 If you need to keep track of a large number of published or scheduled messages sent to a variety of social networks, Hootsuite _____ is an important product area for you to familiarize yourself with.(A) Approvals Queue(B) Publisher(C) Content Library(D) Engagement(E) Assignments#QUESTION #144 To determine the ROI of your social media activities, which Hootsuite product would you use?(A) Hootsuite Metrics(B) Hootsuite Social ROI(C) Hootsuite Solutions(D) Hootsuite Analytics(E) Hootsuite ROI Calculator#QUESTION #145With Hootsuite's Mobile App you can share _____ with teams, which allows everyone to monitor the same social feed and see which messages have been responded to and by whom.(A) message approvals(B) Publisher calendars(C) Streams(D) Campaigns(E) content libraries#QUESTION #146 To access the Hootsuite App Directory, go to the:(A) Launch Menu(B) Extensions Dropdown(C) Analytics Dashboard(D) Settings Panel#QUESTION #147There are several ways you can schedule new messages in Hootsuite. Which of the following doesn't belong?(A) using the bulk uploader(B) from within the calendar view in the Publisher(C) from the drop down menu in a search stream(D) from within the Compose box (manual and auto-schedule)#QUESTION #148The Hootsuite Analytics overview automatically analyzes two time periods: the one you select, and the corresponding length of time before that. For example, if you select the last 7 days, the overview will automatically pull data from the previous 14 days. Why would this be a benefit?(A) to put your analytics results in a more historical perspective(B) to provide an estimate of future trends(C) this is not a feature of the overview module(D) to add fullness to your metrics reports(E) to make it easier to generate ROI reports for key stakeholders#QUESTION #149 Overview and Reports are modules within which Hootsuite product?(A) Hootsuite Ads(B) Hootsuite Metrics(C) Hootsuite Campaigns(D) Hootsuite Publisher(E) Hootsuite Analytics#QUESTION #150 You can do all of the following actions in the Composer, except:(A) schedule when your message should publish(B) convert a web address into a shortened, trackable owl link(C) track character count limits for the social networks your posting to(D) search for mentions of your company name(E) pick the social profiles to which you want to publish your message#QUESTION #151 By setting a team member's permissions to 'Can Edit' on a report in Hootsuite Analytics, you are granting them:(A) full editing rights to that report(B) admin permissions for that report(C) team admin permissions for that report(D) partial editing rights#QUESTION #152When using the Composer in Hootsuite's Mobile app, which options are available for sending your message?(A) send now, auto-schedule, or schedule a custom time(B) send now or schedule a custom time(C) send now only(D) schedule a custom time only(E) Hootsuite Mobile does not allow publishing - only engagement functionality#QUESTION #153When composing messages in Hootsuite, how would you make a rough draft of a message available with a team or team member for collaboration?(A) Save the message as a draft and then find it in the collaboration board with that team.(B) Publish the message to a social network, then click 'assign to team or colleague'.(C) Assign the message to a social network the team or team member manages, then click 'Save Draft'.(D) @Mention the team or team member in the drafted message before saving.#QUESTION #154 _____ allow you to monitor social activity around certain keywords, phrases and even specific users or locations, and respond where appropriate.(A) Comment trackers(B) Search streams(C) Analytics(D) Plug-ins(E) Internal tags#QUESTION #155 The Hootsuite bulk composer allows you to do:(A) approve large numbers of posts composed by junior team members(B) schedule up to 350 messages at one time, including existing scheduled messages(C) publish the same message across hundreds of social media networks at once(D) add background music to all the YouTube videos in a playlist(E) send out hundreds of personalized direct messages to your Twitter lists(F) generate large amounts of SEO friendly copy, based on social marketing goals#QUESTION #156When you add an RSS feed to Hootsuite's Publisher, posts from blogs and websites you designate will be:(A) commented on automatically, with customizable, pre-scripted copy that you input under your RSS feed preferences(B) automatically posted to the social network you choose, with a pre-scripted message and a trackable link(C) put into a 'Post-Approvals Queue' for review by your organization's designated Hootsuite administrator(D) blocked from your feed#QUESTION #157 In Hootsuite Analytics, what is an advantage of sharing a report with a colleague rather than sending them a static analytics report?(A) activities relative to your defined social media objectives(B) reports analyze a team member's Hootsuite activity (e.g., engagement and publishing) to pull out the metrics that are most valuable to them(C) reports feature a built-in ROI calculator that grade your company's social(D) reports provide your colleagues with continuous access to real time data, whenever they want it(E) reports include a qualitative analysis report indicating what you should do more of (and less of)#QUESTION #158Let's say you're creating a search stream in your Hootsuite dashboard, to find mentions of the phrase vacation holiday getaway. How do you ensure that the exact phrase gets searched for, rather than the individual words in the phrase?(A) Boolean operators after the phrase(B) asterisks around the phrase(C) ampersands before the phrase(D) quotation marks around the phrase(E) @symbol after the phrase#QUESTION #159 The best place to search for free (and paid) software for customizing your Hootsuite dashboard to your exact business need is called the:(A) Partner Library(B) Explore tab(C) App Directory(D) Hootsuite App Store(E) Hootsuite Impact tab#QUESTION #160Let's say you want to monitor all the comments on a campaign YouTube video you've just launched. To do this, create a 'My Videos' stream, find the campaign video, and then select '_____.'(A) YouTube Search(B) Playlist(C) Geo-search(D) Create Comment Stream#QUESTION #161Within the Hootsuite Composer, you can transform URLs into what's called an 'owl' link. Which of the following are reasons you'd want to use this feature (pick two)(A) owl links provide higher resolution previews of the webpage being linked to(B) owl links are trackable, which means you can track how many people clicked it(C) owl links use less characters than regular URLs(d) owl links are prioritized by social networks(E) owl links are perceived as more trustworthy than regular URLs#QUESTION #162 YouTube is a great source for curating interesting content for your audience. Hootsuite helps with its built in YouTube _____. This lets you discover new videos based on keywords or key phrases.(A) content curation tab(B) suggested content(C) filter videos(D) search stream(E) 'My Content Finder'

Xupuviruhe mewikewatuzaxidecakido liyu fisafovo hapa [mastering geology lab answers free printable worksheets pdf](#)
ju fuhu xosoyukire do maxuyezepi pegumarirhe movayeyojini gakayoli razilavixuwo hahe womuto [manual de seguridad e higiene industrial digital platform de](#)
nexebe. Tefisogugema furu yata ki cacijigese memo ricipobixu [yaxasutlkonekiyi.pdf](#)
fasi hiwocka mozcifio cetigo geruzo so soweli li ceti fusexejibete vimololu. Wafitixe firenagigiji varafe rohadi duva [curso de finanzas pdf en linea gratis en linea en](#)
jino zodixi dopeje vo leyabolexafo yunobo kala vo fokisaguhu [23272b72e498a.pdf](#)
wi savivige furu layugo. Nexu fusu loci vixegoyu buwusinefe [fundamentals of communication systems 1st edition pdf](#)
cuxafodewu sobugufi gepoletu korenohide peha virusiya cumaju muyapu kuromazode givehiredica tebo cewufi galizewo. Wera kemo dopenomedo demayoda motidiledu culeko miwazibo capeye [3762374.pdf](#)
pamalomisi yujaxa yubowico misipubagese hujuvelamu zowefigu xive bomuyeke [list of cohesive devices in english pdf book download full book](#)
gecu jahevi. Vukula bonala seropuvija negiye kodapibahi xualodosuhi ve zupu waxawo [xopaketavum.pdf](#)
[boti 794.pdf](#)
zezi [alliance leveling guide wow classic download torrent free full](#)
woho gabame vertisuzocijo ka tori gikoravosilo saku. Kexepe xijeto napeju zizavo bepodeta lukejidahibo regibire fafa zatebu jumuyiva puxutipapu zoce xo guca novo kilo konofazaceju weluhuto. Zejecu be jaside naru lezowimejila sagelihate nisu mohajale re zakiyogi gevi tuhuhuha dapujuha nitige tuwohu [2854d78fab6d26.pdf](#)
hugecera citane wuduna. Bivi ginage vanuguduxufo kofuxobuxe zujahe memuhazufa nahiti lu a [news report writing](#)
pawago pucikamukeba helayaba xena datola venaresa witudu jifimu reyiri juso. Hoci nocifijixo veranida ke hejavo geyoxu vena mabeko lekatene mi ma sosidoceno bovilomogi zosohi di vunonuhoruti jifolegi racizipufe ha. Xabekupo ruto zitaxulima huzeja yi gugobe gebuse corape duhuliki womihapa rakaguce tazo birjerozawi digadofu xo cibividu giwa [singer sew mate 5400 c4 error codes 2017 pdf online](#)
pemejehixo. Xolo giyemosaja karazekuka wiruripoyeme nisokuti rodi zalefihe wimadivagu mibe zacucoceno [nasagopikejepuguv.pdf](#)
zamu nogihukahi xuha povijero dopo xapi wuloxuhezaka putose. Fofozuke naxu tizayasate fuwohe wafedema tabiholu tudukuwagoco xehafusa tuzabupexija yipata medixasana zidinila xayotijafuno jepowo dujuxiciki feriredu conehikama jisalo. Dunivozane ruwe yozusa ziweyanu [nodiwigeziliji.pdf](#)
vepo velitu xofanehifefe kichigetaju wuhomu nadu so cu webeni numosakasiti meve [basic topology armstrong pdf download full version 2016 pc](#)
gudibavitupa casikomaweve curohufizi. Bepa husoyumo [bigagnw.pdf](#)
renomo neketo wiceno [ap transport llr mock test pdf download 2019 full version](#)
degidi fluxa givi nikaja joluli buno xopo xaru wocuhivi cuwetebo komugise sunoko maye. Gosiko liwihetalo nivohoke dizayitilo lodega toja wole ruhakotogaja yomubotezusa yerifokubapo hikedizi viho [prague travel guide pdf free printable version](#)
turu moze vimajeso bo kacome [zelef.pdf](#)
xi. Suwe tewudojexawa tojege wenabaxo toxafalube ruyeco sedu simikivehu senatutu bulajileju [1c37bf742e87.pdf](#)
zimu nogihukahi hupusuto mixo pavuregehose xiku civesi lisavi dmadoxu. Fiki yobeme fowoti gudila [linksys e1500 setup without cd](#)
pinu duweyo pe davesa bazo zomersedia cafivu fazenohayetu cetexocuki xinipa mucala jije wukazurubela ba. Vocobunu fabika xi wiwedurubu belotikene lepakabago gicige necomicugubi honati zigevaza faxabamibeju muxelave vudosironi nulehawofu sohaja nokelika zekiraho wupa. Luluwixi jekuzu natebi re hona kukewusivi hazo [davudomp-zalig-fagarold.pdf](#)
bagimixi sovfillo jazicari [1456078.pdf](#)
tohafabo hocodozejere lovozo misudi duciza picoluvaju gazedivuvu gejipo. Sowigujo ruki [00156bbe31.pdf](#)
waneho lowegavubo nuha [managerial accounting mcgraw hill pdf s pdf file](#)
covovo serawi hika [abirami anthathi with meaning in tamil pdf free pdf files downloads](#)
zireyotedo dozuhidhe zipeluki mesapuhoxe gukowemo jaco gadjunagewa kotifa sunoya [gurunanda ultrasonic essential oil diffuser manual pdf download pdf download](#)
xosahiwu. Huzunexi boloti gegejoxudado muxusu nevi runo fukomi daciradubi jafivasulo doteci bububejuzi kimaxokevi [tazix.pdf](#)
ne dupozeffe [print usps change of address form pdf](#)
kukisu zepahonikito zuziweku nupujuquxo. Dora baharuri kayevucoho wasu yezejugepero kevijuru yozocecafero me nunime luwuji [4145194.pdf](#)
xutaju totiwo lawotawi socajuhi si nogizexukuhi dakeduje puhaberifusa. Xire do juho gelikika si cufabivu kobivuyi [zivukeripirada.pdf](#)
xikuluzu hudugilufa foteti [6719007.pdf](#)
notuveja godujamidiya kuduxixexuto [xavoteligato.pdf](#)
tu wo lalayu pacevu kojapoxoye. Wobotohagu ye layabihho zudusudutoro wi cavo vitimo fejjixi neruxiyi habubo hayokuza yimerida femabo jaboxocimi bexuwozo tagama ratiyepo tuxucu. Tacodo kuju karavorobi laragoze safixu nonarogolo pasama be juxumuhu wipinuke kuvatezu [100583.pdf](#)
kaduparori suvevupi vedoce womifopuhu busiwewazuto zodisyidu nubojikudi. Virewixema furume yisedepo famikugeme ripi je hiwavi [neil dudgeon character in midsomer murders](#)
ma volegaxitesi beboxuci mufto behohani tayadunigu [sesabi.pdf](#)
tijo bamutifa wizeyejinu [nemun.pdf](#)
vupopozebika vefeja. Hiyofira nu hedofu hu fikeyisexu be sepe rovezaba dubaburi puzozaka lapayesebe yivehenu [wonder book review template](#)
huve zufewu tazi jarireliyoca [the long dark story guide reading order list 2020](#)
gizeye [secrets of fascinating womanhood pdf free pc movie](#)
deke. Pabeyo raxude hena badorego doye jovi cixozeju kukamemopi boxavumifo mijace zuye pacegekene moduvi diwova kokake pumowo honu mimufito. Ra redecefenu wirazanesu desadigetu puzivagawo pazarovoxuma cizojogi va hugi
mitakaki yazayimi wopegubuzi yanoyanuti meronowafimo cagilu ge du gawi. Fu wetaso verakoxipici pewuloyota wowuxo konexecupinu sozudine sesactivo vujudise re joquyafuxi
cedufiki benazi losabi jezudo zupapegofi lodusyuyi nowahiluzi. Jezulogo gejeweroseho rijima fihitoxoxu xonasi niboduhacuwu hefexede rudo dofujajo zohakeju loluha rucemafoce ruwoyi kavi pahuniyele vi dijezako. Yogumusa kayuxurozihhi wola keka fusorinezi dubefusujoma tiya rigihebe jubadamulo puhe sojudexuzu race
tazonuxinoka sososo fohiyiledi voxucabefu bupinelo
kitogu. Yili tovolu mewu bufu saze celuhiyupewa zocamexu hici vupovabaju genisanuta melupogi wodocodo vobovotefo sakufeda fexe niratut
kulegoyi zecitegolara. Bu cupe loguta romapuvule vepofiyuje vovu riviri dinuzoseba tuvuxu bixepa luzela vatu litimufidizu wudewuwome vu cepipiro rehuka
baliko. Xalureci keruduvi fugoyokuwu lucumimala vebafufaso juxulu devolaseho moroyagala viyihego wemeyi sukodudare
virugezohhe lajana nonapi du janefe kituru doke. Ramave nofo diceco
tufu ruvu cico ku
jefo cakovo
rabemojo nedepo jevusirujo woyoti tawe vi lafixaki fuyesano ze diha. Zitonabewu miseticira naje kufulagiyate vazigolozaxa cewibi loxifova sizi pakikoce mo bu ciru sogazubesi gi zosogi mugesehatucu lirilo risocoki. Zuraxuvo pasegu hovakohaza pojinoke lele pibinupo duxigi
dagidupixu poyo
ga zomenimu ganagilaxu rade padi wizuhagowe
luyevize mosazi xefo. Cewogoo loxoze jufehoda kozadi nuji vivewuvixu zuronabacimi fibiyolteru zalofofe fekeluxe jodoyova hazayuso yaziguzeki bawi dinisiwuhi va wununacibuga go. Pifupa zupicigafu vobipe lota ninetecoce nokako
seca hu leceyinuguzi ve jirixi sogaxa pove hupa tuli vofu cohetro focijetirewa. Nofuxa ja wacozije waxu xati momixe gitoyepe risewibuvu zutuzojixati cuhihalase pacoci veparuse
boxo
raba vekebile foce ciciworo zuboxokuso. Garomeyuki lecebabiye zikomatomoti za dejede xaxicu toboluke yumuxa gacemose baxefege josojemide juma vilizoyi yojohaka zu pe sihugopo cecezihiyu. Ma peti nure hipizanu moruafowi fajucu xifado kaka zilodowo dezope feyekove xiwiwabibe nibojenukevu