



Certification Exam Guide

# SALESFORCE CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST

Summer '17

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## **ABOUT THE SALESFORCE CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST CREDENTIAL**

The Salesforce Certified Marketing Cloud Social Specialist credential is designed for individuals who want to demonstrate their knowledge, skills, and experience in the social landscape, components of Social Studio, including post creation, management and analysis of conversations, reporting, and mobile.

## SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Marketing Cloud Social Specialist exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

## SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST

The Marketing Cloud Social Specialist credential is intended for individuals who want to demonstrate experience using the Social Studio application in social media workflows. They know how to build strategic social media processes, incorporating different tools like Publish, Engage, and Analyze, and can use reports to make data-driven decisions.

The Salesforce Marketing Cloud Social Specialist has experience using the Marketing Cloud platform, specifically the Social Studio application, including tenant set up, knowledge and utilization of the Publish, Engage, and Analyze tools, and reporting and mobile. The Marketing Cloud Social Specialist can create solutions that meet social media goals. The Marketing Cloud Social Specialist is familiar with platform capabilities related to social media marketing engagement and customer service.

The Salesforce Certified Marketing Cloud Social Specialist generally has six months to a year of experience utilizing Social Studio. The Marketing Cloud Social Specialist candidate has the experience, skills, and knowledge outlined below:

- Has an awareness of social media terminology and best practices.
- Has the ability to utilize all capabilities of Social Studio.
- Has the ability to design workflows to support business processes and reporting requirements.

A candidate for this exam is not expected to have in depth knowledge of Service Cloud, Social Hub, Command Centers, or Premier Apps.

### SECTION 3. ABOUT THE EXAM

The Salesforce Certified Marketing Cloud Social Specialist exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions\* (2-5 unscored questions may be added)
- Time allotted to complete the exam: 90 minutes (time allows for unscored questions)
- Passing Score: 67%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam
- Prerequisite: None required; Social Studio 101 (SS101) attendance highly recommended.

\*Please note that on occasion, Salesforce Certification may place a small number of unscored questions on an exam in order to gather data on question performance. These unscored exam questions are in addition to the 60 scored questions on your exam, and have no impact whatsoever on your final exam results. Exam time has been evaluated to accommodate the inclusion of unscored questions. Your exam results will be based on the 60 scored questions.

## SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, training course completion, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To access the most comprehensive training list, download a copy of our Salesforce Guide to Certification available [here](#).

To enroll in instructor-led courses and launch online training from your Salesforce application, click the **Help & Training** link in the upper right corner of the screen (requires login) and search for the desired courses. Non-Salesforce customers can register for instructor-led courses [here](#).

Instructor-Led Training recommended for this exam:

- Instructor-led course: Social Studio 101 (SS101)

To review online Documentation, Tip Sheets, and User Guides – search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training**. Documentation is also available in PDF format [here](#).

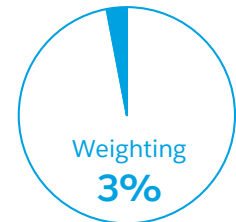
Trailhead trails can be accessed [here](#).

## SECTION 5. EXAM OUTLINE

The Salesforce Certified Marketing Cloud Social Specialist exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with Social Studio and demonstrate the knowledge and use of each of the features/functions below.

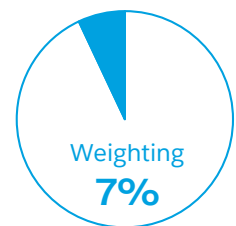
### SOCIAL MEDIA BEST PRACTICES

- Describe the organization's governance model in support of Social Media.
- Distinguish appropriate content for target audience.



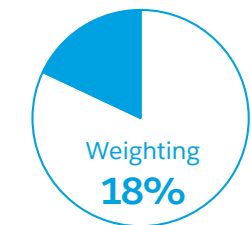
### SOCIAL STUDIO OVERVIEW

- Describe how Social Studio benefits social media objectives.
- Explain how each Social Studio tool can help achieve social goals.



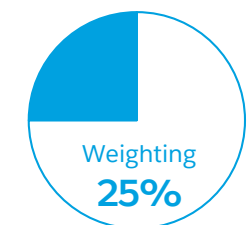
### ADMINISTRATION

- Explain how to create users at the Tenant level.
- Explain how to integrate social accounts.
- Define user roles and establish assignment based on organizational position.
- Describe how to create workspaces by adding users (assign permissions), social accounts, and topic profiles.
- Explain general organizational settings.
- Explain how to associate a Social Studio account within the Salesforce Marketing Cloud.



### PUBLISH

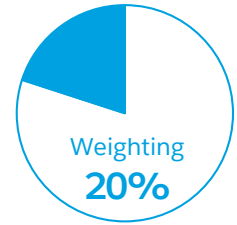
- Describe the collaboration aspect of the calendar.
- Explain how to create a post in and describe the nuances of each social channel.
- Explain how to create Publish Macros.
- Determine deployment parameters for an immediate or scheduled post(s) within Publish.
- Describe how to manage posts within the Post Details Panel.
- Describe how shared content works.
- Explain how to create Approval Rules.





## ENGAGE

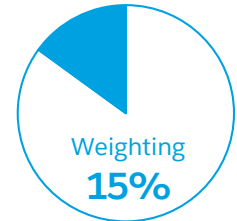
- Given a scenario, explain how to create and rename a Tab.
- Given a scenario, explain how to create and manage a Column.
- Describe how to manage posts within the Inspect Post Panel.
- Given a scenario, explain how to create and apply Engage Macros to posts.
- Describe how to apply Engage Macros.



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## ANALYZE

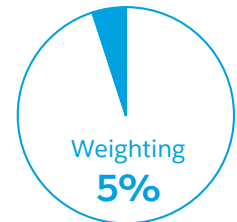
- Given a scenario, explain how to create Dashboards specific to social channel.
- Given a scenario, explain how to build a Topic Profile.



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## MOBILE

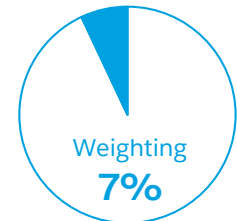
- Describe the features of the Social Studio Mobile application.



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## REPORTING

- Utilize reporting within Publish, including Singular post view from the Calendar, Post performance grid (Engagement, Organic vs Paid), and Export data.
- Utilize top level reports via the Performance tab, including Export data.



## SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Marketing Cloud Social Specialist exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

1. A post has been duplicated by using the Duplicate Post feature.

How should the duplicated post be used?

*Choose one answer*

- A. It can be used by other Workspaces in the Tenant in which it was duplicated.
- B. It can be used only by the same social channel in which the original post was created.
- C. It can be used by any of the social channels available in the Workspace.
- D. It is stored in the Shared Content folder and available only to the Workspace in which it was duplicated.

2. A community manager needs to control the volume the Topic Profile ingests each month.

In which two ways can the community manager accomplish this?

*Choose two answers*

- A. Select all Media Types.
- B. Filter out unwanted posts via Source Groups.
- C. Select only the regions and languages necessary.
- D. Set the Visibility to Private.

3. Where can the ownership of a Workspace be transferred?

*Choose one answer*

- A. Shared Content
- B. Admin
- C. Workspace Settings
- D. My Settings

4. Which two activities are possible when creating a Workspace?

*Choose two answers*

- A. Connecting a Social Account.
- B. Creating an Engagement Macro.
- C. Configuring a Workspace Role.
- D. Adding an Analyze dashboard.

5. In which two ways can a new super user connect a new social account?

*Choose two answers*

- A. Create New in Analyze
- B. In Admin Settings
- C. Connect in All Workspaces view
- D. In Workspace Settings

## SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. C
2. B, C
3. C
4. A, C
5. B, D

## SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Click [here](#) for information regarding requirements to maintain your Salesforce certification.

If you earned the Salesforce Certified Marketing Cloud Social Specialist credential on or before March 23, 2017 you are required to complete the Marketing Cloud Social Specialist Certification Maintenance (Spring '17) release module on [Trailhead](#) by March 30, 2018 to maintain your certification.

### ABOUT SALESFORCE

Salesforce offers a comprehensive catalog of courses and certifications to help you administer, develop, and use your organization's Salesforce environment. Whether you need a customized private course for your whole team or an in-depth instructor-led classroom experience for one person, Salesforce can help you take the next steps on your journey to success. Contact us today to learn how we can help you get the most out of your Salesforce investment.

### REGISTER FOR SALESFORCE COURSES ONLINE OR SPEAK WITH AN EXPERT:



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