



Certification Exam Guide

# SALESFORCE CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST

Summer '18

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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 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. Along with the awareness of social media terminology and best practices, the Marketing Cloud Social Specialist candidate has the experience, skills, and knowledge to:

- Utilize all capabilities of Social Studio.
- Design workflows to support business processes and reporting requirements.

A candidate for this exam is not expected to have knowledge about add-on applications beyond Publish, Engage, and Analyze.

## SECTION 3. ABOUT THE EXAM

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

- Content: 60 multiple-choice/multiple-select questions\* (5 unscored questions will 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 as of November 16, 2017, all Salesforce certification exams will contain five additional, randomly placed, unscored questions to gather data on question performance. The duration of each exam has been evaluated and adjusted to accommodate the inclusion of the unscored questions. These five questions will be in addition to the 60 scored questions on your exam, and will have no impact whatsoever on your score.

## 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**.

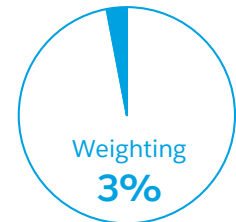
Trailhead trails can be accessed [here](#).

## 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.

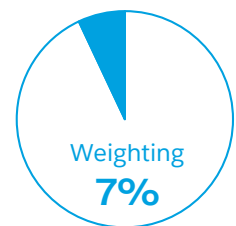
### SOCIAL MEDIA BEST PRACTICES

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



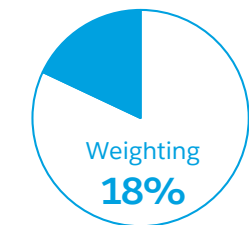
### SOCIAL STUDIO OVERVIEW

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



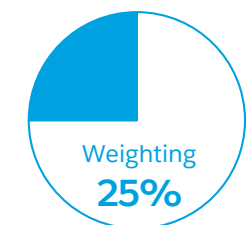
### ADMINISTRATION

- 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

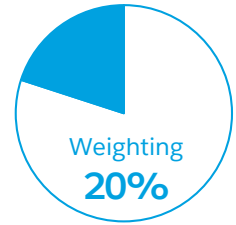
- Describe the collaboration aspect of the calendar.
- Explain how to create a post in and describe the nuances of each social channel.
- Explain how to create Publish Macros.
- Determine deployment parameters for an immediate or scheduled post(s) within Publish.
- Describe how to manage posts within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





## ENGAGE

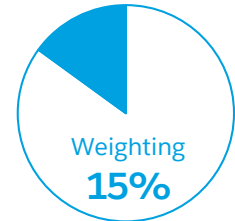
- Given a scenario, explain how to create and rename a Tab.
- Given a scenario, explain how to create and manage a Column.
- Describe how to manage posts within the Inspect Post Panel.
- Given a scenario, explain how to create and apply Engagement Macros to posts.
- Describe how to apply Engagement Macros.



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## ANALYZE

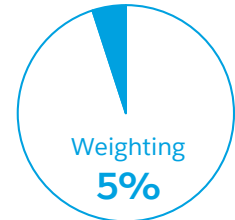
- Given a scenario, explain how to create Dashboards or Workbenches specific to social channel.
- Given a scenario, explain how to build a Topic Profile.



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## MOBILE

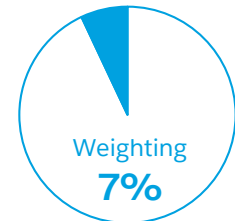
- Describe the features of the Social Studio Mobile application.



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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.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Credential Status Request Overview](#)
- [Overall Maintenance Requirements](#)

**Don't let your hard-earned credential expire!** Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

### ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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The fun way to  
learn Salesforce

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Learn at your own pace, from our experts, and your peers.

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