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GCCC Strategic Communication Management Professional Sample Questions (Q98-Q103):

NEW QUESTION # 98

If a communication manager wants to convince senior leaders that using peer-driven social media is highly likely to increase sales, which of the following steps should be taken to convince them?

- A. Sign senior leaders up on social media platforms.
- B. Provide senior leaders with a list of websites with good examples of research.
- C. Create a business case that demonstrates results based on research.
- D. Show senior leaders a report written for a previous employer.

Answer: C

Explanation:

In strategic communication management, senior leaders are persuaded by evidence that links communication initiatives directly to business outcomes. Creating a business case grounded in credible research is the most effective way to demonstrate how peer-driven social media can increase sales. Option D is correct because it aligns communication recommendations with leadership priorities such as revenue growth, return on investment, and risk management.

A well-constructed business case translates research findings into organizational relevance. It connects peer influence, social proof,

and engagement metrics to measurable outcomes such as conversion rates, customer acquisition, and purchase intent. Strategic communication management emphasizes that leadership decisions are rarely driven by anecdotes or exposure alone; they require structured analysis, assumptions, projections, and clearly articulated benefits.

The other options fail to meet this standard. Simply signing leaders up on social platforms builds familiarity but does not demonstrate value. Providing examples of research without synthesis places the burden of interpretation on leaders and weakens the communicator's advisory role. Sharing a report from a previous employer may lack contextual relevance and credibility within the current organization.

By contrast, a tailored business case integrates internal data, external research, competitive context, cost estimates, and success measures. It anticipates leadership concerns, such as budget impact and organizational readiness, while demonstrating how peer-driven social media aligns with strategic goals. This approach positions the communication manager as a strategic partner rather than a channel advocate.

Strategic communication management prioritizes outcome-based reasoning. When communicators present research-backed business cases, they move conversations from preference and trend adoption to informed decision-making—significantly increasing the likelihood of leadership support and successful implementation.

NEW QUESTION # 99

Which of the following should be considered when creating a more effective corporate social media strategy?

- A. The data that are most relevant for the purpose of each platform and show engagement related to corporate goals
- B. Any engagement with the corporate social media accounts
- C. How many impressions the corporate social media accounts receive in a particular time period
- D. The volume of engagement with the corporate social media accounts

Answer: A

Explanation:

In strategic communication management, an effective corporate social media strategy is driven by relevance and alignment—not by raw volume metrics. Option B is the correct answer because it emphasizes selecting data that directly reflects the purpose of each platform and demonstrates engagement that supports corporate goals. Social media effectiveness is not measured by activity alone, but by meaningful outcomes tied to strategy.

Different social platforms serve different functions. Some are designed for dialogue and community building, others for thought leadership, employer branding, customer support, or issue monitoring. Strategic communication management stresses that metrics must be chosen based on the role each platform plays within the broader communication ecosystem. Engagement data should therefore be evaluated in context—focusing on indicators such as quality of interaction, message resonance, stakeholder sentiment, and behavior change.

Metrics like impressions or total engagement volume (options A and D) are surface-level indicators. While they show reach or activity, they do not explain whether communication is effective or advancing organizational objectives. High engagement may even be misleading if it reflects controversy, misunderstanding, or audiences that are not strategically relevant. Similarly, counting any engagement at all (option C) ignores the distinction between positive, neutral, or negative interaction and fails to account for strategic intent.

Strategic communication management prioritizes outcome-oriented measurement. Effective social media strategies connect engagement data to goals such as trust-building, reputation strengthening, issue awareness, recruitment, or stakeholder alignment. This approach enables communication leaders to refine content, adjust channel use, and demonstrate value to senior management. By focusing on platform-specific, goal-aligned data, organizations move beyond vanity metrics and use social media as a strategic tool—supporting innovation, engagement, and long-term organizational effectiveness rather than simply generating noise.

NEW QUESTION # 100

Which course of action is BEST to take when a client asks that inaccurate revenue information be shared with a major publication during an interview?

- A. Compromise with the client to share revenues 25% higher than reported.
- B. Advise the client to only share accurate information.
- C. Refer the client to another firm.
- D. Agree to do what the client wants.

Answer: B

Explanation:

Ethical responsibility is a core pillar of strategic communication management, and professional communicators are expected to serve

as trusted advisors-not simply message executors. When a client requests that inaccurate revenue information be shared publicly, the most appropriate and ethical response is to advise the client to share only accurate information. This approach aligns with professional standards of honesty, transparency, and accountability that underpin effective communication and long-term reputation management.

Providing false or misleading financial information to a major publication exposes both the client and the communication professional to serious reputational, legal, and credibility risks. Strategic communication emphasizes safeguarding organizational trust among stakeholders, including investors, media, regulators, and the public. Once inaccurate information is published, corrections rarely receive equal visibility, and trust- once lost-is extremely difficult to restore. Ethical communicators therefore have a duty to intervene early and counsel clients on the consequences of misinformation.

Advising accuracy also reflects the communicator's role in boundary-spanning leadership. Rather than refusing service outright or blindly complying, the professional should explain why accurate disclosure protects the organization's interests and explore alternative ways to frame performance positively without misrepresentation. This advisory stance strengthens the client relationship while maintaining professional integrity.

The other options represent ethical failures. Compromising on false figures or agreeing to the client's demand directly violates ethical standards and risks professional misconduct. Referring the client to another firm may be appropriate only if the client persists after being advised, but it should not be the first response. Strategic communication management prioritizes ethical counsel as the initial and best course of action.

By insisting on accuracy, the communication professional upholds ethical standards, protects organizational reputation, and reinforces the credibility essential to effective strategic communication.

NEW QUESTION # 101

A local sports team has received a request from the media regarding the arrest of one of its players on a domestic dispute charge. A local television reporter has contacted the team's communication manager and shared that they plan to report the accusation on the next newscast in one hour. Which of the following should be the communication manager's FIRST response?

- A. Remind the reporter that everyone is innocent until proven guilty and the team's attorney will call the station manager about holding the story.
- B. Apologize promptly and explain what the team has done to address domestic violence in the past, along with resources available to team members.
- C. Stay calm, ask what the reporter has heard and gather as much information as possible, and ask for time to investigate with a promise to call back within an agreed-upon timeframe.
- D. Draft a written response, watch the broadcast to confirm exactly what is reported, and then edit and send the response before the story is broadcast again.

Answer: C

Explanation:

In strategic communication management, the first priority in a developing crisis is information gathering and situation assessment. Option B is the correct first response because it allows the communication manager to establish facts, understand the media narrative, and create space for an informed, responsible organizational response. Acting too quickly without full understanding can increase reputational risk and expose the organization to legal and ethical complications.

By calmly asking what the reporter knows, the communication manager gains insight into the scope of the information, sources being cited, and how the story may be framed. This situational awareness is critical in reputation management, particularly in sensitive matters involving alleged criminal behavior and personal conduct. Requesting time to investigate-while committing to a specific callback timeframe-demonstrates professionalism, accountability, and respect for the reporter's deadline.

The other options reflect reactive or premature actions. Drafting a response after the story airs cedes narrative control and delays engagement. Attempting to pressure the media or invoke legal arguments immediately can escalate conflict and damage credibility. Apologizing or explaining corrective actions before facts are confirmed risks implying responsibility or guilt and may contradict later findings.

Strategic communication management emphasizes that effective crisis response follows a disciplined sequence: assess, coordinate internally, clarify facts, align with legal counsel, and then communicate appropriately. The first response should never be defensive or speculative. Instead, it should focus on understanding the situation and preserving flexibility.

By choosing option B, the communication manager protects the organization's credibility, maintains constructive media relations, and lays the groundwork for an accurate, ethical, and well-coordinated response-key principles of effective reputation risk management.

NEW QUESTION # 102

Which is a PRIMARY reason a senior leader should support internal social media as an employee engagement tool?

- A. It offers an online marketplace.
- B. It will be a place to share company information.
- C. It will provide a location for employee profiles.
- **D. It builds connections and fosters collaboration.**

Answer: D

Explanation:

From a strategic communication management and innovation perspective, the primary reason senior leaders should support internal social media is its ability to build connections and foster collaboration across the organization. Internal social platforms are not merely information repositories; they are interactive environments that enable dialogue, knowledge sharing, and relationship-building among employees who may otherwise operate in silos.

Innovation thrives in networks, not hierarchies. Internal social media lowers structural and geographic barriers by allowing employees at different levels and functions to exchange ideas, ask questions, and co-create solutions in real time. This connectivity supports informal learning and accelerates problem-solving, which are essential conditions for organizational innovation. When employees feel connected and heard, engagement increases, and engaged employees are more likely to contribute ideas and support change initiatives.

While sharing company information and hosting employee profiles are useful features, they represent basic utilities rather than strategic value. These functions can be achieved through traditional intranets or directories. The distinguishing advantage of internal social media lies in its collaborative capability-enabling peer-to-peer interaction, community formation, and cross-functional dialogue that cannot be replicated through one-way communication channels.

Senior leadership support is critical because employee participation is strongly influenced by leadership behavior. When leaders actively endorse and model engagement on internal platforms, they legitimize collaboration and signal that knowledge sharing is valued. This reinforces a culture of openness and experimentation, both of which are foundational to innovation.

In strategic communication management, tools are evaluated by their ability to influence behavior and culture, not just distribute information. Internal social media's primary strategic contribution is its capacity to connect people, amplify collective intelligence, and embed collaboration into everyday work-making it a powerful driver of employee engagement and organizational innovation.

NEW QUESTION # 103

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