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GCCC Strategic Communication Management Professional Sample Questions (Q76-Q81):

NEW QUESTION # 76

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. Create a business case that demonstrates results based on research.
- C. Provide senior leaders with a list of websites with good examples of research.

- D. Show senior leaders a report written for a previous employer.

Answer: B

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 # 77

Which step should be taken FIRST when establishing a successful social media ambassador program for an organization?

- A. Scan channels to see which employees are already speaking about the organization.
- B. Automatically make members of the communication team the ambassadors.
- C. Create a social media account for the CEO and post on their behalf.
- D. Establish social media guidelines for ambassadors.

Answer: A

Explanation:

In strategic communication management, the first step in creating a successful social media ambassador program is understanding the existing landscape of employee advocacy. Option B is correct because effective ambassador programs build on authentic behavior that already exists rather than imposing participation from the top down.

Scanning social media channels to identify employees who are already talking about the organization provides valuable insight into who is naturally engaged, credible, and comfortable communicating online. These individuals often have established networks, authentic voices, and genuine enthusiasm for the organization—qualities that cannot be manufactured through policy or assignment. Strategic communication management emphasizes that credibility in social media comes from authenticity, not formal authority or job title.

Starting with identification also reduces risk. By understanding what employees are already saying, communication leaders can assess tone, accuracy, alignment with organizational values, and potential reputational vulnerabilities. This diagnostic step informs later decisions about training, guidelines, and program structure. Without this insight, organizations risk designing ambassador programs that feel forced, ineffective, or misaligned with real employee behavior.

The other options are premature or strategically flawed. Guidelines are important, but they should be informed by actual employee practices and risks. Automatically appointing communication team members limits diversity of voices and undermines peer credibility. Posting on behalf of the CEO contradicts the principle of authenticity and can damage trust if discovered.

Strategic communication management views ambassador programs as relationship-based initiatives rather than control mechanisms.

By first identifying employees who are already active and influential, organizations can design programs that amplify genuine advocacy, foster innovation in engagement, and strengthen trust with external audiences. This foundation greatly increases the likelihood of long-term success and sustainable impact.

NEW QUESTION # 78

A communication manager works in an external stakeholder relations position. A business executive must deliver difficult news to a variety of stakeholders, industries, and association representatives. It is expected that the organization's changes will cause much

dismay, but the communication manager believes there is an opportunity to engage external stakeholders in order to effectively influence opinion. The BEST way to deliver bad news to the stakeholders includes:

- A. conducting quarterly surveys to monitor their opinions.
- B. providing weekly statements to explain why the changes are necessary.
- C. writing position papers to justify the changes.
- **D. holding face-to-face meetings to create open conversation.**

Answer: D

Explanation:

In strategic communication management, the most effective way to deliver difficult or unpopular news to external stakeholders—particularly when long-term relationships and influence are at stake—is through face-to-face engagement. Option C is correct because it enables dialogue, empathy, and mutual understanding, all of which are essential when managing sensitive change and reputational risk.

Bad news often triggers emotional responses such as fear, anger, or mistrust. Face-to-face meetings allow leaders and communication professionals to acknowledge these reactions directly, demonstrate respect, and show that stakeholder concerns are taken seriously. Strategic communication management emphasizes that trust is built through interaction, not transmission. Open conversation provides stakeholders with the opportunity to ask questions, challenge assumptions, and feel heard—key conditions for acceptance, even when agreement is unlikely.

Face-to-face engagement also allows communicators to adapt messages in real time based on stakeholder reactions. Non-verbal cues, tone, and immediate feedback help leaders clarify intent, correct misunderstandings, and reinforce credibility. This adaptive capacity is especially important when changes affect multiple industries or associations with diverse priorities.

The other options rely on one-way communication. Surveys monitor sentiment but do not influence it. Written statements and position papers explain rationale but can appear defensive or impersonal, especially when stakeholders feel impacted by decisions made without their input. These tools may support communication later, but they should not replace direct engagement when delivering difficult news.

Strategic communication management highlights that influence is achieved through relationship-building and dialogue. By holding face-to-face meetings, organizations shift from justification to engagement—creating space for understanding, reducing resistance, and preserving long-term stakeholder trust even in challenging circumstances.

NEW QUESTION # 79

Which action is MOST important in a leader's role for effective communication with employees?

- A. Provide information and feedback on individual performance only during formal reviews.
- B. Ensure all communication flows through the executive leadership.
- **C. Make information available so employees have the essential information to do their jobs effectively.**
- D. Provide organization information that is approved by executive leaders.

Answer: C

Explanation:

In strategic communication management, the most important responsibility of leaders in communicating with employees is ensuring that people have the essential information they need to perform their jobs effectively.

Option B reflects a fundamental principle of effective leadership communication: communication exists to enable action, not merely to transmit approved messages or reinforce hierarchy.

Employees judge communication effectiveness by its usefulness. When leaders make timely, relevant, and practical information accessible, they empower employees to make decisions, solve problems, and align their work with organizational goals. This supports productivity, engagement, and accountability. Strategic communication theory emphasizes that clarity and accessibility of information directly influence employee performance and trust in leadership.

The other options reflect more limited or outdated views of leadership communication. Restricting communication to executive-approved messages can slow information flow and reduce responsiveness.

Limiting feedback to formal reviews ignores the importance of continuous dialogue and coaching. Requiring all communication to flow through executive leadership creates bottlenecks and discourages open, two-way communication.

From an advising and leading management perspective, leaders are not just message transmitters—they are sense-makers. They help employees understand priorities, expectations, and how their roles contribute to broader objectives. Making essential information readily available demonstrates respect for employees' roles and professionalism, reinforcing a culture of transparency and competence.

Strategic communication management also highlights that effective leaders decentralize communication appropriately. They ensure the right information reaches the right people at the right time, rather than controlling every message. This approach builds trust, reduces

confusion, and increases organizational agility.

Ultimately, by prioritizing access to essential job-related information, leaders fulfill their most critical communication responsibility: enabling employees to succeed. This creates stronger alignment, higher engagement, and more effective organizational performance.

NEW QUESTION # 80

Where should the communication manager be looking to apply best practices in data analytics as a support to their work?

- A. To demonstrate to leaders that the communication manager uses best practices
- B. In aggregating and evaluating the reach and visibility of its communication output
- C. In aggregating and interpreting the behavior and communication channels for its relevant audiences
- D. In placing an economic value on its communication output

Answer: C

Explanation:

In strategic communication management, data analytics is most valuable when it informs decision-making rather than merely proving activity. Applying best practices in data analytics means moving beyond surface-level metrics such as impressions, reach, or volume of content, and instead focusing on understanding audience behavior and channel effectiveness. This is why aggregating and interpreting the behavior and communication channels of relevant audiences is the most appropriate application.

Strategic communication is inherently audience-centered. Communication managers must understand who their stakeholders are, how they consume information, which channels they trust, and how they respond to messages. Data analytics enables communicators to identify patterns in engagement, preferences, timing, and message resonance. By analyzing these behavioral indicators, communication strategies can be refined to better align with organizational objectives and stakeholder expectations.

Simply measuring reach or visibility (Option A) reflects tactical reporting, not strategic insight. While such metrics are useful, they do not explain whether communication influenced understanding, attitudes, or behavior. Assigning an economic value to communication output (Option C) can be helpful in certain evaluation models, but it is complex, often indirect, and not the primary role of analytics in everyday communication management. Using analytics merely to demonstrate professionalism to leadership (Option D) shifts the focus from impact to appearance, which undermines strategic credibility.

Best-practice analytics supports strategy development by enabling evidence-based planning, continuous improvement, and smarter resource allocation. When communication managers understand audience behavior and channel performance, they can advise leadership more effectively, design targeted messaging, and ensure communication efforts contribute meaningfully to organizational success. Data analytics, therefore, functions as a strategic intelligence tool—not just a reporting mechanism.

NEW QUESTION # 81

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