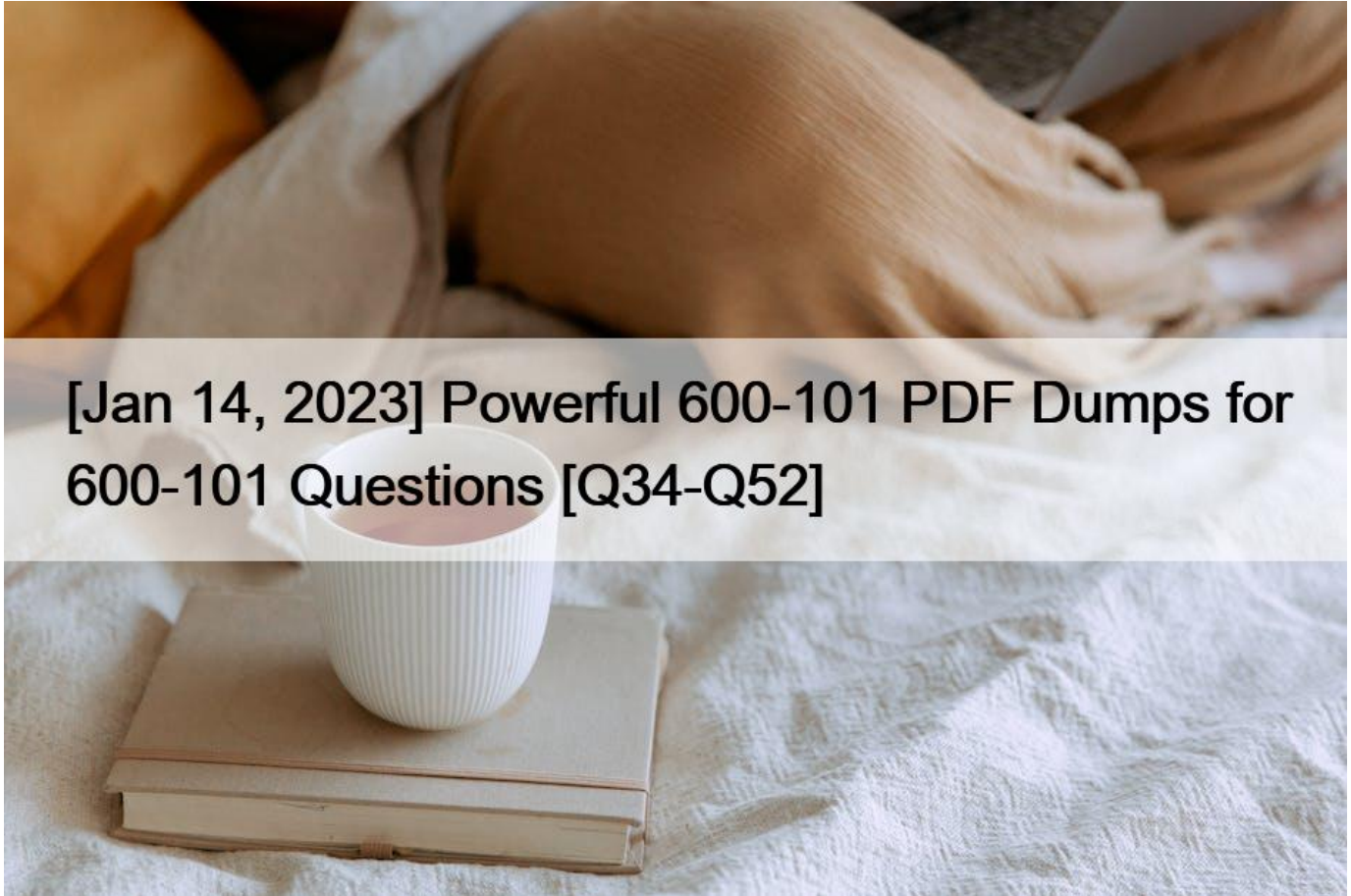


[Jan 14, 2023 Powerful 600-101 PDF Dumps for 600-101 Questions [Q34-Q52]



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Authentic 600-101 Dumps - Free PDF Questions to Pass

Q34. A toddler milk formula company with a large community asks the community manager to help due to low community engagement.

Parents join the community for support and to create connections with other parents. However, most members are disengaged.

What should the community manager do to increase meaningful connections among members in the closed group?

- * Develop content that encourages sharing photos and stories.
- * Create a poll for feedback on the milk formula.
- * Ask members to share their favorite post from the group on their profiles.
- * Create a post announcing the release of the latest formula milk

Q35. A well-established community of over 50,000 reports a universally high satisfaction rate from members via surveys and polls. However, a contingent of 2,000 members plan to form their own community organization due to ideological disagreements within the incumbent community. The new community has a similar mission but different branding. The members of the new community want to continue to participate in the existing community but put more effort into the new organization.

How should the incumbent community manager proceed?

- * Create a post that discourages members from joining the new community
- * Link to the new community and encourage people to join it
- * Continue to focus on the original community
- * Remove the members who are joining the new community

Q36. A hiking community plans to bringing together a large number of members to complete a mountain climbing challenge for charity.

This is the largest fundraiser the community will host, and this year is the third year they plan to run it.

Which two things can the community manager do to ensure they succeed in getting the most members to join the challenge?

(Choose 2)

- * Create posts to encourage people to sign up and have moderators answer any questions.
- * Message new members and invite them to participate in the challenge.
- * Start a secret group for people doing the challenge and post everything there.
- * Highlight past photos and success stories and tag members who have joined past challenges.

Q37. Members in a group for software users are submitting posts that recommend competitor products. This goes against a group rule that prohibits mentioning competitors in posts or comments. Post approval for the community is turned on.

Which two actions should the community manager take? (Choose 2)

- * Ask the members who go against group rules to explain themselves in the comments
- * Create and schedule content to reinforce the guiding principles of the community
- * Use the decline with feedback tool to remind people of the group rules they have violated
- * Create a poll in the community to ask whether new guiding principles should be introduced

Q38. An interest-based community with a culturally diverse membership often shares a variety of posts about empowerment. Post approval is not turned on, so conversations are carefully monitored to make sure heated debates and comments do not become personal. A longtime member who has not posted for a year leaves a comment that violates the guidelines for marketing and spam. The comment is removed, and feedback is provided in a private message.

The member is upset and posts again sharing their thoughts on having their comment removed. They challenge the community management team and its approach to the guidelines.

What should the community manager do to handle this conflict?

- * Use the Branded Content manager to signify which promotional posts have been approved by the admin team.
- * Share the rules and guidelines as a comment on their post and monitor for future violations.
- * Remove the member from the group and delete all comments and posts from the last 30 days.
- * Review the admin activity log to analyze the effectiveness of the admin team in enforcing their guidelines.

Q39. A business consultant offers a free Facebook group to support potential clients. He aims to create consistent daily engagement.

Which two strategies could the consultant use to achieve his goal? (Choose 2)

- * Look at engagement insights to compare the daily number of posts.
- * Enlist a scheduling tool to create daily topical posts to encourage conversation.
- * Highlight top commenters in a special weekly post.
- * Create a group rule that requires daily engagement to remain in the group.
- * Comment on every post that members make in the group.

Q40. A local museum is opening a new exhibition. The museum director asks the community manager to use social media to generate excitement for the new exhibition. The community manager runs an organic campaign on Facebook through a mix of influencer posts, visitor testimonials and press quotes.

Which approach should the community manager use to measure how well received the exhibition was?

- * Measure the engagement rate on the influencers' posts
- * Analyze the reach of exhibition-related posts through Ads Manager
- * Determine the sentiment by scanning positive and negative comments
- * Record the total number of campaign comments through native insights

Q41. A parenting support group of deeply connected people has started growing quickly. The leadership team receives several reports that the group is now too big and discussions frequently stray from the intended topic. To continue to develop the tight bonds the community previously cultivated and to address the concerns of long-standing members, the community manager needs to create new groups that focus on specific topics.

In which two ways can the community manager establish these topically focused groups? (Choose 2)

- * Create a poll to ask members what interests them and what they want these new groups to focus on
- * Launch a few groups, announce them in the current one and begin to create content for those new groups
- * Analyze the most popular posts for the last six months and create groups based on those post topics
- * Join similar groups to see what they are discussing and create groups related to those topic

Q42. The community manager of a professional networking group hosts an annual in-person event. The community needs to rapidly transition the event to an online environment.

What should the community manager do to keep people engaged during the online event?

- * Create a schedule and invite attendees to sessions that align with their interests
- * Ask attendees to create sub-communities and monitor conversations
- * Start a new community and post event content there
- * Create an ad and target attendance from outside communities

Q43. The community manager of a 25,000 member rock painting community in Dublin is concerned about low engagement in the group over the last six months and wants to increase conversations between members.

Which three actions should the community manager take to achieve this goal? (Choose 3)

- * Highlight the top engaging contributors in regular announcements to the community
- * Message every member of the community individually to ask them to engage more
- * Revise the content calendar to focus on member engagement tools
- * Survey the community and reposition the content in line with their feedback
- * Remove members who have not posted or commented in the last month

Q44. An online book club has a strict policy regarding self-promotion in the group. Community members are encouraged to share content about their favorite books or an upcoming release from an author, but they cannot promote their own work.

A new member joins the group and immediately posts a link to buy a book that he wrote. Upon seeing this post, several other group members comment with links to their websites to promote their work. The community manager wants to reinforce the group rules to the members.

Which two actions should the community manager take? (Choose 2)

- * Delete the post and use the Give Feedback feature.

- * Repost the group guidelines regarding self-promotion.
- * Reply to the post and explain that this behavior is not allowed.
- * Remove the member who created the post from the group.

Q45. A small, local online community of 5,000 members is launching a major outreach project to double membership by the end of the year. The community is focused on physical activity and doesn't show preference for any age group or gender.

The community is based on Facebook and uses a group as the primary hub where people can connect.

What's the most efficient way for the community manager to expand local reach?

- * Encourage the moderation team to comment more on the content
- * Place targeted ads for potential members using fitness and wellness interest targeting
- * Launch a referral program for current members to invite their neighbors to join the community
- * Partner with a national newspaper and publish an article about the community

Q46. A large parenting support group is open to all parents. It began in the UK without any advertising and now has a global community with members mainly in English-speaking countries.

The other location demographics are much smaller in size than the UK base but are steadily growing.

The group wants to be more culturally inclusive.

Which strategy can the community manager use to include all audience segments?

- * Repurpose content by reviewing and recycling previous posts.
- * Increase engagement-type posts and use only new content to create engagement.
- * Ask members which types of tools and content they want more of.
- * Research and change the content types to align with the demographics of all community members.

Q47. A hair care brand is launching a new product line for men. Its existing Instagram community consists primarily of women. The community manager wants to market to male followers and build an integrated strategy for both men and women.

What should the community manager do to meet this goal?

- * Change content strategy to target male followers during launch
- * Tag influencers to share the content and campaign hashtag
- * Create a social media account for the new product
- * Create targeted posts and ensure the content and tone are inclusive

Q48. A community manager of a tech startup wants to develop new customer acquisition channels. The startup has a Facebook Page and an Instagram account with a combined reach of 80,000.

The chief marketing officer of the startup directs the community manager to research how to launch a podcast. The startup has not previously used podcasts.

Which first step should the community manager take?

- * Research and purchase the appropriate tech equipment to record podcasts, and submit expenses to their manager.
- * Analyze the best-performing content across the current social media presence for potential reuse in the podcast.
- * Launch the podcast at the earliest possible time, and promote it exclusively on the Facebook Page.
- * Research all existing podcasts in the industry and find content that has not been produced previously

Q49. A community manager is launching a campaign for Earth Day. The goal is to generate a higher rate of engagement from

people outside of the community by inviting an influencer to go live on a Facebook Page.

Which metric should be used to determine if the goal is met?

- * Engagements based on new followers
- * Views on the video
- * Engagements generated from shares
- * Likes on the video

Q50. A men's grooming brand is hosting an exclusive event with a group of Instagram influencers, brand superfans and press contacts to try its new range of products. The community manager will be present at the event to capture photo and video content. The goal is to build excitement and engagement with non-attendees on Instagram around the new product range.

What should the community manager do?

- * Post teaser content Use Instagram Live at the event Encourage viewers to share their red carpet looks
- * Focus on video content Share the brand's Instagram story with close friends Use local hashtags to increase reach
- * Curate captured content Tag key attendees Plan a full narrative for Instagram Stories prior to sharing
- * Repost influencer content Share every story tagged with the event hashtag Share behind the scenes videos in real time

Q51. A community manager works on a Facebook group that handles sensitive subject matter. The personal identities of the group's admin team must be kept confidential. The community manager wants to enable the admins to moderate discussions while fully protecting their personal profiles from harassment.

What should the community manager do?

- * Enforce a strict policy of blocking any profile that sends a message to a member of the admin team
- * Create a joint moderation account with the name of the group
- * Make the team's Facebook Page an admin of the group
- * Enter a list of potentially offending keywords into the moderation tool

Q52. A community manager for an automotive brand has been asked to engage younger audiences on the brand's social channels.

The community manager has collected the following market research about social media usage:

Young audiences are 90% more likely to follow brand accounts on all networks

Young audiences are 25% more likely to engage with video content

Young audiences are 75% more likely to ignore paid ads on all networks

Young audiences are 82% more likely to comment on influencer posts on Instagram Young audiences are 15% more likely to recommend a brand they follow to a friend

Which initial strategy should the community manager share with leadership to grow the brand's younger audiences?

- * Increase video content across all platforms
- * Increase influencer content across all platforms
- * Increase paid spend targeting young audiences on all platforms
- * Increase community moderation on all platforms

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