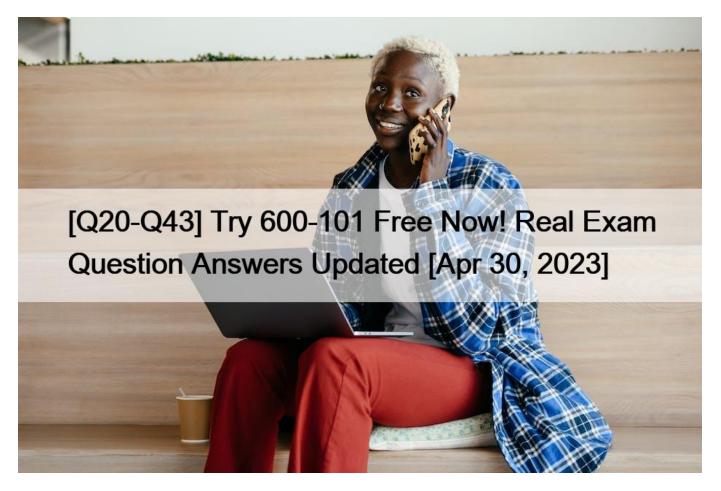# [Q20-Q43 Try 600-101 Free Now! Real Exam Question Answers Updated [Apr 30, 2023

Try 600-101 Free Now! Real Exam Question Answers Updated [Apr 30, 2023 Get Ready to Pass the 600-101 exam with Facebook Latest Practice Exam

The Facebook 600-101 Certification Exam is a valuable certification for professionals who want to demonstrate their expertise in community management. It covers a range of topics, and passing the exam demonstrates your ability to manage online communities using Facebook's tools and best practices. The certification provides several benefits, including access to a global community of certified professionals, exclusive resources and updates from Facebook, and improved career prospects.

QUESTION 20

A private institution that educates about political issues runs a public Facebook group to increase awareness of the importance of politics for young adults (ages 18-25). The goal is to promote healthy debate.

Which two strategies should its community manager implement to help achieve this goal? (Choose 2)
* Mute members who repeatedly violate group rules.

* Post applicable community guidelines and pin that post as an announcement.
* Tag members in every topic discussion to encourage them to comment.
* Use an analytics tool to determine which content is best to provide.

QUESTION 21

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

QUESTION 22

A growing business wants to create a yearly summit for current and prospective customers to increase awareness and drive sales. The community manager needs to convert 30% of existing community members into buying tickets for the inaugural event.

Which two steps should the community manager take to accomplish this task? (Choose 2)
* Post a link to the event website with a daily reminder to purchase
* Schedule event speakers to host Q&As in the community leading up to the event
* Provide discount codes to community members who buy early bird tickets
* Reach out privately to community members who might be interested in attending

QUESTION 23

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

QUESTION 24

The community manager of a small business group joins a Facebook networking group as a member and leaves responses on multiple posts.

The community manager’s comments negatively compare the management styles of both groups, which goes against the rules of the networking group.

The community manager of the networking group wants to reinforce to the whole community that every group has its own rules and

culture.

Which two actions should the community manager of the networking group take? (Choose 2)
* Delete the member's comments and mute them for seven days
* Repost a group rule and mute them for seven days
* Reply to the member's comment and tag them in the rule post
* Remove the member from the group

QUESTION 25

A community manager works for a company that is debuting a new product globally at noon PST. The community manager wants to generate engagement consisting of initial product feedback from the target audience within the first hour of the launch.

Which two ways should the community manager generate valuable product feedback? (Choose 2)
* Include a discussion question about the product that is being launched
* Ask follow-up questions as people leave feedback
* Post a link to a press release announcing a product launch
* Partner with influencers to generate posts about the launch

QUESTION 26

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

QUESTION 27

A community manager for a national chain department store has many internal stakeholders to manage, particularly across the departments of home and garden, men's fashion and women's fashion, which represent the highest sales volume.

The community manager needs to create a monthly content calendar that includes posts that represent each department.

What should the community manager do first?
* Review briefs from internal stakeholders outlining key messaging, details and targets
* Review previous post results and reuse the content that performed best
* Prioritize the content from the department that is the most polished and ready to post
* Research competitors and replicate popular creative tactics that perform well for them

QUESTION 28

A community manager runs a Facebook Page for a global banking organization. This is an established group with clear guiding principles and internal escalation protocols. A community member comments on a recent post to threaten the organization unless the member receives a resolution to a recent problem.

Which step should the community manager take?
* Call the local authorities immediately to report the threat
* Open a conversation with the community member and discuss their concerns
* Delete the comments and ban the community member from the Page
* Raise the issue to the most relevant point of contact internally

QUESTION 29

The management team of a mobile app has expectations of maintaining a high level of efficiency. A community member of a group for the app has posted the same question several times over the past few weeks. The team has responded several times that the solution for that problem is still being developed. The member has started to repeatedly ask the same question in comments on unrelated posts.

The community manager needs to ensure this community member does not negatively affect other members.

How should the community manager proceed?
* Invite other members to clarify that the question has been answered.
* Block the member from the group to avoid the subject.
* Remove the comment with the appropriate rule and explain possible disciplinary actions.
* Reach out privately to the member to ask if responses from the team are unclear.

QUESTION 30

A community with a strong online and in-person offering received funding 12 months ago to grow and scale the community globally. To secure similar future funding opportunities and brand partnerships, the community manager needs to compile a report that shows that the community achieved its goals with the original funding.

Which data should the community manager include in this report?
* Share quotes and a detailed word cloud to illustrate key sentiments and powerful member recommendations
* Compile a set of community recommendations and testimonials with individual demographic information
* Compile insights that include dates, demographics of members across the community and growth numbers
* Show a graph that includes online and offline community membership growth numbers for the past 5 years

QUESTION 31

A new member of a parent group asks for advice on how to handle a bullying incident. The member’s question has been posted for several hours. No other members have responded.

What is the most effective action to promote discussion and collaboration regarding this topic among parents in this group?
* Recommend external resources about the topic
* Repost the question as an announcement
* Post a comment tagging other members who can help
* Message some relevant members to ask them to comment

QUESTION 32

An Instagram influencer from Switzerland uses a unique region-specific content approach. A community manager is helping the influencer expand into a neighboring country, Austria. The primary goal is to be the number one information source in the region.

Which two actions should the community manager take to support the goal? (Choose 2)
* Adapt the local dialect and reuse highly successful content
* Run targeted ads to lookalike audiences in Austria
* Measure the audience of Austrian followers on existing platforms
* Ask community members to send profiles in Austria to follow

QUESTION 33

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

QUESTION 34

The head of community management for an online tourism company hires 15 regional community managers. Each community manager is responsible for one regional Facebook Page and Instagram account. The head of community management needs to provide leadership with overall metrics and sentiment.

To set up a global reporting system, what should the head of community management do?
* Ask each regional manager to submit an individual report, then merge those into one report
* Create a template and require each regional manager to complete that template every month
* Hold a daily meeting with the full team to track progress for each region
* Create a template and require each regional manager to submit results that are above the benchmark

QUESTION 35

A new member joins a local group for mothers. The group has strict guidelines, including ”No buy, sell, or swap posts allowed”. The new member creates a post that she has used baby clothes for sale.

What should the community manager do first?
* Approve the post but tag the member on the guidelines.
* Post a welcome post including a link to the guidelines.
* Decline the post and provide the member with feedback.
* Post a reminder of the guidelines to the whole group.

QUESTION 36

A community manager needs to develop a leadership team to manage content for a community in which members share private information.

Historically, two visible members led this community, and community members are resistant to a larger leadership team.

The expanded leadership team must lead with a consistent voice and maintain an inclusive environment.

How can the community manager achieve these requirements?
* Highlight the leadership team with photos, announcements and by tagging them regularly.
* Create an admin team profile for all team members to use when they make an official team action.
* Task specific admin team members to enforce rules, and assign others to maintain an inclusive environment.
* Create a team page for official communications and encourage the admin team to use their personal profiles.

QUESTION 37

The community manager of a nonprofit contacts local government officials with an idea for an elderly-only fitness park in a local green space.

The community manager needs to provide evidence to the nonprofit that will help it to build relationships with potential government partners.

Which two proactive tactics should the community manager use in this situation? (Choose 2)
* Run ads across digital platforms that ask for feedback on the park idea
* Create a poll for the community to assess interest in the park and report findings to the nonprofit
* Put a sign in the green space asking for the fitness park to be built and share it on social media
* Monitor elderly-only audiences on social media for outdoor recreational conversations

QUESTION 38

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

QUESTION 39

A personal trainer wants to grow their online presence. To generate more leads, they create a Facebook Page, a Facebook group and an Instagram profile.

However, the trainer struggles to manage this social media marketing, because of the time required to create content and promote each platform. The results are simply not worth the investment of time. The Instagram profile generates the most reach, while the Facebook group gets the most engagement. The trainer contacts a community manager for help to determine which of the platforms to focus on.

Which critical piece of information does the community manager need to make this decision?
* How much the trainer enjoys using each platform
* How many current clients found the trainer on each platform
* How much engagement each platform gets
* How much time the trainer spends on each platform

QUESTION 40

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

QUESTION 41

A well-known women's fashion brand has a significant online presence and a strong customer base in the 50-65 age group. To attract a younger demographic, the company contracts with a famous designer to launch a new line, which launches in one month.

Which two actions should the community manager take to increase brand awareness? (Choose 2)
* Ask community members to create a post and tag several friends.
* Run targeted ads across all the platforms that the brand uses.
* Invite fashion influencers to promote the new line during a live launch.
* Start new social media accounts to target the new demographic.
* Comment on competitor posts so that their community learns about the new line.

QUESTION 42

An inclusive football player community wins a civic award, which grants it an income to hire a community manager. Many of the community members are visually impaired.

Which two activities should the newly hired community manager take to engage the community? (Choose 2)
* Post visuals that are aligned with the corporate identity
* Create a highly engaging text-based question of the day series
* Share viral videos to spark discussion
* Frequently encourage members to describe their best football tricks

QUESTION 43

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

The exam covers a wide range of topics, including community strategy development, content planning and creation, engagement and moderation, insights and analytics, and Facebook policies and guidelines. Candidates who successfully pass the exam will earn the Facebook Certified Community Manager credential, which demonstrates their expertise in managing and growing online communities on Facebook. This certification can help individuals stand out in the competitive job market and advance their career in social media and community management.

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