

Pass Your 600-101 Exam Easily - Real 600-101 Practice Dump Updated Sep 02, 2023 [Q16-Q31]



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2023 Realistic Verified Free Facebook 600-101 Exam Questions

Facebook 600-101 certification exam is a highly respected test that is designed for individuals who want to showcase their expertise in managing online communities. 600-101 exam is conducted by Facebook, and it is specifically designed to evaluate the skills and knowledge of community managers. Facebook Certified Community Manager certification is recognized globally, and it is highly valuable for individuals who want to build a career in community management.

NO.16 A well-regarded celebrity community member violates a group rule that does not allow posts that contain political discussion. Post approval is turned on in this group.

This is the first time that this community member has submitted a post and the first time that the community member has violated the guiding principles.

What are two courses of action the community manager can take in this situation to maintain the group's culture? (Choose 2)

- * Treat the celebrity according to the policy of the group
- * Approve the post with a warning to the celebrity
- * Decline the post with feedback to educate the celebrity on the group policy
- * Adjust the rules to allow political content and generate more group engagement
- * Approve the post and close commenting to prevent political discussion

NO.17 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

NO.18 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

NO.19 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.

NO.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.

NO.21 A regional chapter of a nonprofit organization is under threat of closure from its national committee. The community

manager has been invited to a meeting to provide evidence of the value that the local chapter brings to members in its geographic area and to discuss the proposed plans.

Which two actions should the community manager take to prepare for the meeting? (Choose 2)

- * Send a message to each of the community members requesting their opinions of the proposed closure
- * Initiate a petition against the proposed closure and ask community members to circulate it widely
- * Invite the community to submit their success stories so they can be shared with the national committee
- * Monitor sentiment across digital channels within the organization's area of focus

NO.22 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.

NO.23 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

NO.24 After several years of rapid growth, a highly engaged group loses its original community manager. When someone new assumes the role, they discover many posts violate community guidelines and require moderation. This new community manager therefore wants to establish a strong presence and clarify the group rules.

Which option is the most efficient method to re-establish communicate community guidelines?

- * Tag members in a post when they violate the community guidelines
- * Comment on posts with links to the community guidelines
- * Share the community guidelines in an announcement post
- * Remove members who have previously violated the community guidelines

NO.25 A community manager for an influencer is focused on thought leadership and well-being.

The influencer has the following assets:

A Facebook Page with 500,000 followers

A Facebook group with 30,000 members

An Instagram account with 200,000 followers

The community manager needs to evaluate possible revenue streams.

Which three approaches should the community manager recommend? (Choose 3)

- * Position the influencer as a thought leader and charge speaking fees
- * Implement a fee for members who post more than once per week
- * Comment publicly on sponsor accounts to propose a partnership
- * Set up a Page button to increase online sales on the influencer's website
- * Organize affordable community meetups to attend a live show of the influencer

NO.26 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

NO.27 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

NO.28 A community manager of a large community for professionals is developing a content calendar to offer themed content to help members who are in the early stages of their careers. The group has had low engagement for the past year.

Which strategy should the community manager use to plan the most relevant content?

- * Research popular content themes that may be relevant to the community.
- * Ask community members to share their most memorable community posts.
- * Review data for insights into high-performing content in the community.
- * Survey community members for their most frequently asked questions about content themes.

NO.29 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.

NO.30 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.

NO.31 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.

To prepare for the Facebook 600-101 exam, candidates can take advantage of various study materials available online, including study guides, practice exams, and online courses. Facebook itself offers a free online course called "Facebook Community Manager Certification" that covers all the topics included in the exam.

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