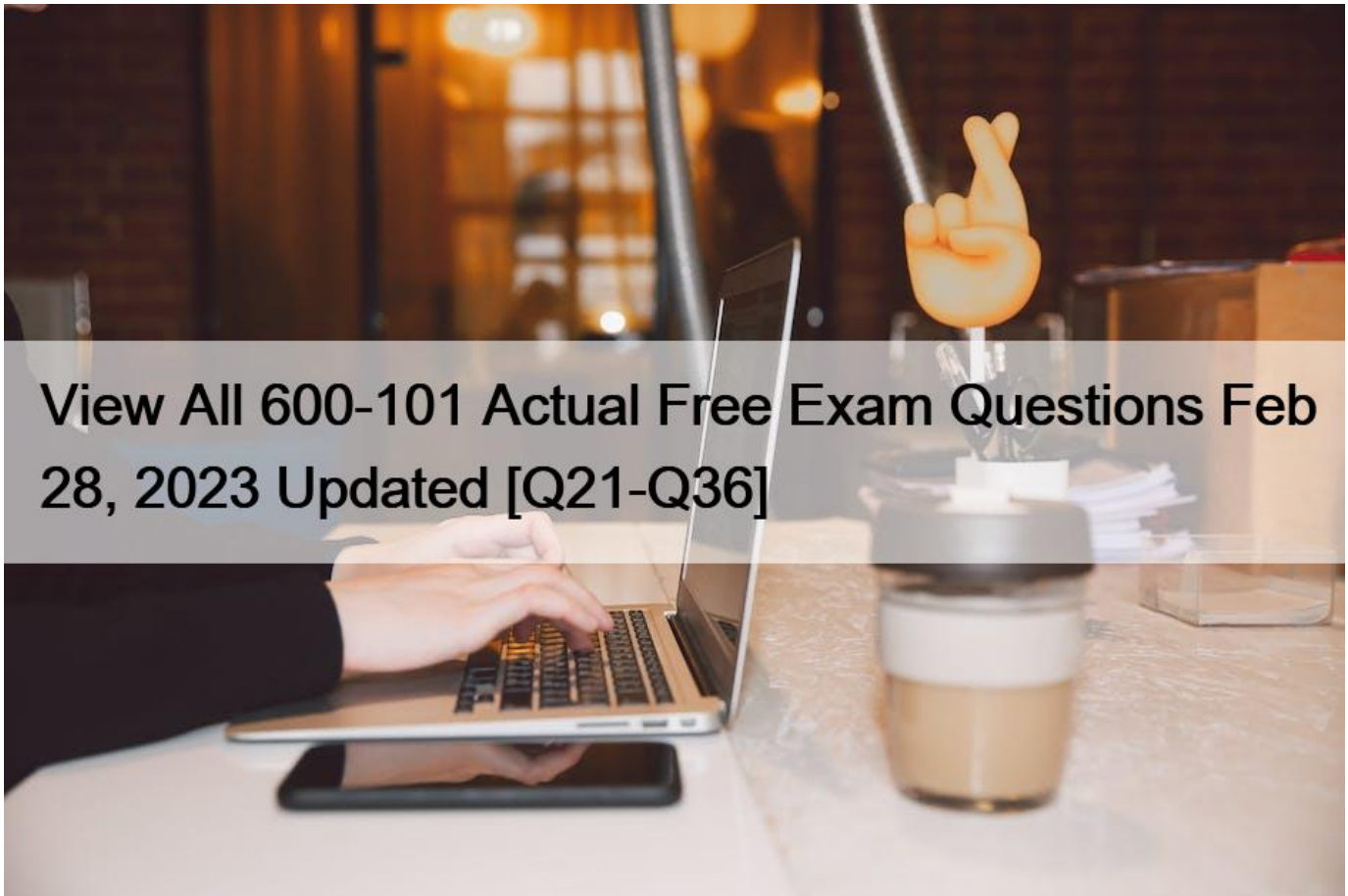


## View All 600-101 Actual Free Exam Questions Feb 28, 2023 Updated [Q21-Q36]



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**Q21.** 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.

**Q22.** The chancellor of a college wants to start a new alumni-matched funding campaign to raise money for a social sciences building.

However, most alumni lose touch a few years after graduation and don't engage with the alumni community. Before launching a fundraising campaign, the community manager needs to determine exactly when and why alumni engagement drops.

Which two tactics could the community manager take to learn this information? (Choose 2)

- \* Analyze drop-off for video content
- \* Interview alumni
- \* Study engagement trends on the school's Facebook Page
- \* Survey community members

**Q23.** 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

**Q24.** 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.

**Q25.** 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.

**Q26.** There's an online community that primarily supports single parents. The leadership team notices more parent narratives of isolation. One of the top priorities of the community is to connect parents who are geographically close.

What can the community manager do to help create connections between lonely parents?

- \* Organize a week-long online summit to focus on helping overcome isolation.
- \* Host an online meeting room for members that remains open 24/7.
- \* Publish a post asking members to provide their address in the comments.
- \* Create content encouraging offline gatherings, with graphics of local landmarks.

**Q27.** 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.

**Q28.** 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

**Q29.** 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

**Q30.** 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

**Q31.** 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

**Q32.** 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

**Q33.** 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

**Q34.** 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

**Q35.** 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

**Q36.** 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

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