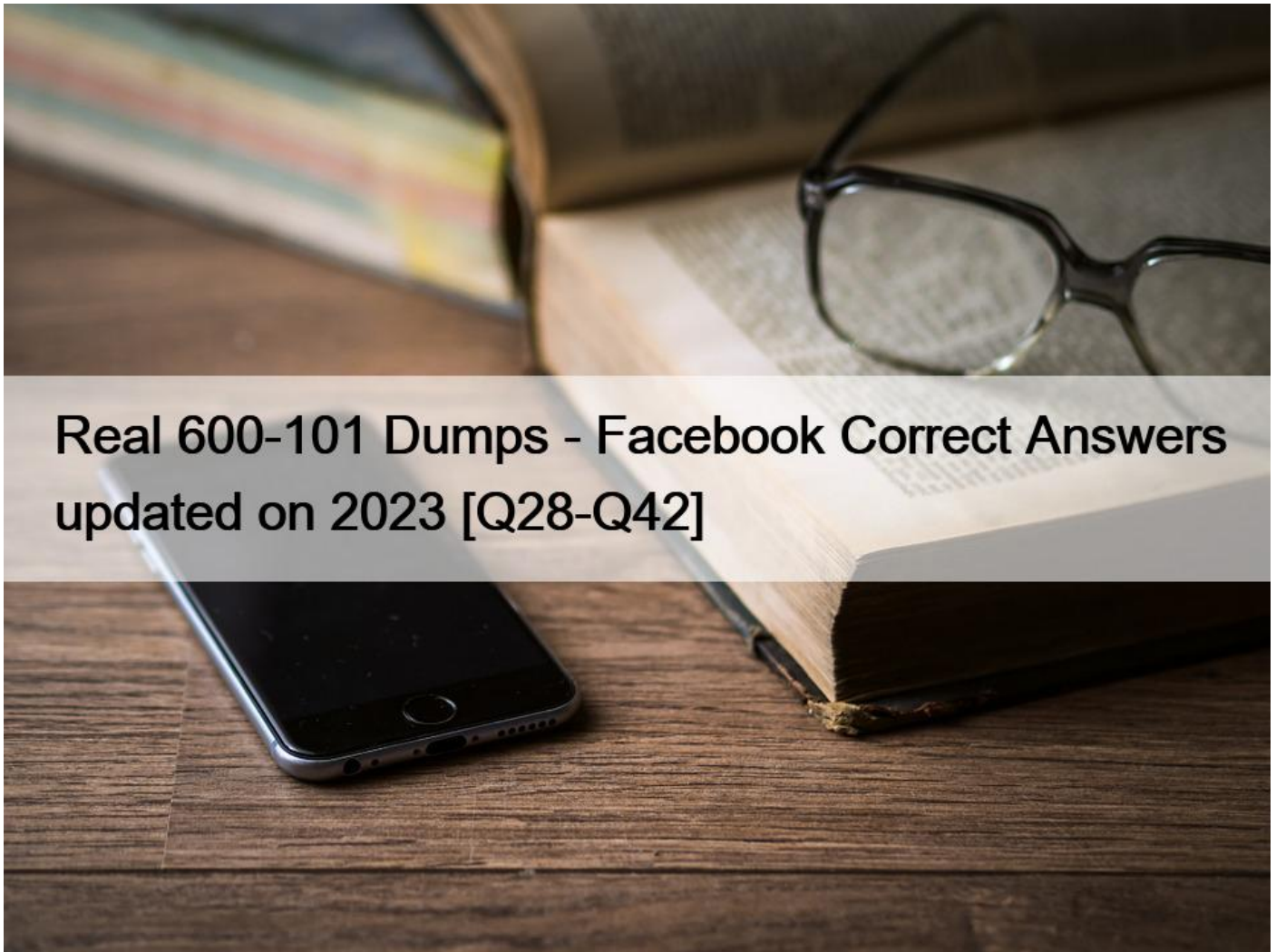


Real 600-101 Dumps - Facebook Correct Answers updated on 2023 [Q28-Q42]



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Facebook Certified Professional 600-101 Exam Practice Dumps

The Facebook 600-101 Exam is a certification program designed for those interested in becoming a Facebook Certified Community Manager. The certification exam focuses on testing the candidate's knowledge of community building, engagement, and management strategies on Facebook. This exam is a great way for individuals to showcase their skills and knowledge in managing Facebook communities effectively.

NO.28 A newly appointed community manager learns of a conflict regarding a post in the community. This community has recently added new guidelines stating that only links from credible sources are allowed. Several members start to post links on the thread from unreliable sources, and other members are starting to get upset. The post has been reported several times. The community manager wants to educate the community about the new guidelines.

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

- * Remove and block members who violated the guidelines.
- * Remove comments from unreliable sources on the post.
- * Delete the post immediately and message involved members.
- * Post a link to the group rules that are relevant to this topic.

NO.29 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

NO.30 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.31 A company offers marketing training for a monthly fee. In addition to training, paying members are given access to an exclusive online community to connect with their peers. The community is very active, and members report they are getting value from the group. However, the CEO is concerned that the community does not increase revenue or decrease cost for the company and is considering closing the community aspect of the offer.

What action should the community manager take to build a case for keeping the community open?

- * Survey members for positive community experiences to share with the CEO
- * Determine if members of the group are more likely to retain their monthly membership
- * Post a poll in the community asking members if the company should close the group
- * Document the number of members and engagement statistics for the CEO to review

NO.32 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.33 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

NO.34 In an established community, members have been posting the same questions repeatedly.

Which three group tools should be used to help members find the answers they are looking for more easily? (Choose 3)

- * Pin a post as an announcement in the group
- * Ask members to tag an admin every time someone asks a repetitive question
- * Direct members to report repetitive questions using the Report to Admin tool
- * Add useful posts to a topic tag dedicated to frequently asked questions
- * Create a frequently asked questions learning unit

NO.35 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.36 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.

NO.37 The leaders of an organization in Chicago that supports new mothers decide to create an online community to help expand their fundraising opportunities. They plan to take advantage of an upcoming baby show to grow this community at a faster pace.

Which three recommendations should the community manager provide the organization when they create this online community? (Choose 3)

- * Discuss shared values and how they want the community to feel
- * Invite all of their friends into the community
- * Determine the community mission
- * Set the community objectives
- * Create the community and define plans once it's established

NO.38 A pharmaceutical brand announces a new drug to stop the spread of a major disease. After the brand shares a press release on its social channels, 10 people claim that another one of the brand's drugs causes serious side effects. A health reporter for a major newspaper picks up the story and shares the comments on their own channel. Dozens of additional relevant comments are shared on the brand's press release post. Leadership asks the community manager to document organic, relevant comments over the next two weeks.

Which course of action should the community manager take to efficiently monitor the conversation for potential escalations?

- * Create and track relevant keywords on social media channels
- * Review comments on the company's press release post
- * Activate a news alert for additional articles
- * Create a post specifically to gather feedback from the community

NO.39 A community manager runs a group for a local rugby team. The group only allows current and former team members to join. A request from an 11-year-old player is declined. The player complains and claims that the community manager is discriminating against them.

What should the community manager do?

- * Ignore the request on the basis that the membership criteria are well displayed
- * Allow the 11-year-old as a member of the group so that they do not report the group
- * Respond to the complaint with a link to Facebook Community Standards
- * Ask the community to vote on allowing others in the group

NO.40 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

NO.41 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.42 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

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