

New 2023 Latest Questions 600-101 Dumps - Use Updated Facebook Exam [Q24-Q43]



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The Facebook 600-101 Exam is a certification exam designed to evaluate the knowledge and skills of individuals seeking to become certified community managers on Facebook. The exam is offered by Facebook and is designed to test the ability of candidates to effectively manage and grow a community on the platform. The exam covers a range of topics, including community management best practices, content creation and curation, engagement strategies, advertising, and analytics.

The Facebook Certified Community Manager certification exam is a valuable credential for community managers who want to demonstrate their expertise in managing online communities on Facebook. With the right preparation and training, community managers can earn this credential and take their careers to the next level.

QUESTION 24

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

QUESTION 25

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 26

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.

QUESTION 27

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

QUESTION 28

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 29

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.

QUESTION 30

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

QUESTION 31

It's April, and Earth Day is approaching. A parenting group has shown interest in sustainability, so the community manager brainstorms new ideas to engage the community.

What are the two most efficient steps for the community manager to take to inform campaign planning? (Choose 2)

- * Review the geographic locations of group members

- * Conduct a search of sustainability keywords
- * Launch a poll to understand which topics are of interest
- * Analyze post themes from the last three Aprils
- * Watch the top three nature documentaries released this year

QUESTION 32

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

QUESTION 33

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.

QUESTION 34

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 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 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

QUESTION 37

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 38

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 39

A jewelry brand has a Facebook Page it uses to attract people to its website.

The community manager regularly selects top performing organic posts to be repurposed into creative for paid ads on Facebook.

The community manager has the following pieces of content: Post type Reach Engagement Website clicks Conversion rate
Livestream 15,745 5,432 805 5%

Image 7,998 2,362 799 10%

Poll 4,770 1,520 175 3.6%

Video 10,523 5,480 429 4%

Which piece of content should the community manager expect to perform best in an initial advertising campaign?

- * The video
- * The livestream
- * The poll
- * The image

QUESTION 40

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 41

An established Facebook group has more than 1 million members. The community managers decide to register it as a nonprofit organization. To organize more events, they will leverage the community to help with charity events. They receive positive organizational support from their community, but the group needs a more sustainable revenue model.

Which two tactics should the community managers use to set up a sustainable funding model for their nonprofit organization? (Choose 2)

- * Claim a membership fee for current members of the Facebook group
- * Prepare materials for influencers that highlight recent community impact
- * Create a Facebook Page and use the fundraising tool to share the fundraisers with the community
- * Create a Facebook Page and organize events using the paid events functionality

QUESTION 42

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

QUESTION 43

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

To prepare for the Facebook 600-101 Exam, candidates are encouraged to review Facebook's best practices for community management, including guidelines for content creation and moderation. Facebook also offers a range of training and certification programs, including online courses and instructor-led workshops. These resources cover topics such as community building, content creation, and audience engagement, and can help candidates develop the skills and knowledge needed to pass the certification exam.

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