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Exam : **600-101**

Title : Facebook Certified
Community Manager

Vendor : Facebook

Version : DEMO

NO.1 A hair salon supplier wants to create an online community to boost online store sales. The goal is to track trends and showcase products.

Their mission is to become the leading source for style inspiration, which requires them to stay at the forefront of a fast-moving industry and maintain appeal among a mass audience.

On which set of KPIs should the community manager focus?

- A. Reach Audience growth Sentiment
- B. Reach Website traffic Audience growth
- C. Website traffic Sentiment Audience growth
- D. Reach Sentiment Website traffic

Answer: D

NO.2 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)

- A. Run ads across digital platforms that ask for feedback on the park idea
- B. Monitor elderly-only audiences on social media for outdoor recreational conversations
- C. Create a poll for the community to assess interest in the park and report findings to the nonprofit
- D. Put a sign in the green space asking for the fitness park to be built and share it on social media

Answer: A,C

NO.3 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)

- A. Create and schedule content to reinforce the guiding principles of the community
- B. Create a poll in the community to ask whether new guiding principles should be introduced
- C. Ask the members who go against group rules to explain themselves in the comments
- D. Use the decline with feedback tool to remind people of the group rules they have violated

Answer: A,D

NO.4 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?

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

Answer: B

NO.5 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?

- A.** Enter a list of potentially offending keywords into the moderation tool
- B.** Make the team's Facebook Page an admin of the group
- C.** Enforce a strict policy of blocking any profile that sends a message to a member of the admin team
- D.** Create a joint moderation account with the name of the group

Answer: B

NO.6 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?

- A.** How much engagement each platform gets
- B.** How much the trainer enjoys using each platform
- C.** How many current clients found the trainer on each platform
- D.** How much time the trainer spends on each platform

Answer: C