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Exam : **600-101**

Title : Facebook Certified
Community Manager

Version : DEMO

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

Answer: C

2. 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?

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

Answer: C

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

Answer: B

4. 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)

- A. Create a poll to ask members what interests them and what they want these new groups to focus on

- B. Launch a few groups, announce them in the current one and begin to create content for those new groups
- C. Analyze the most popular posts for the last six months and create groups based on those post topics
- D. Join similar groups to see what they are discussing and create groups related to those topic

Answer: A,C

5.A community manager runs a Facebook group for people who have challenged themselves to refrain from drinking alcohol for 30 days.

The group has grown organically over two years after the founder completed a 30-day challenge and invited people to join. The group now has includes over 3,000 members who use it as a resource for tips, guidance and support as they take on the challenge.

The community manager wants to make the group the recognized source for support.

Which step should the community manager take first?

- A. Define the brand guidelines for cohesive content in the community
- B. Review community posts and delete unprofessional content
- C. Ask the members to provide profitable ideas for the community
- D. Tell members they need to pay to stay in the community

Answer: A