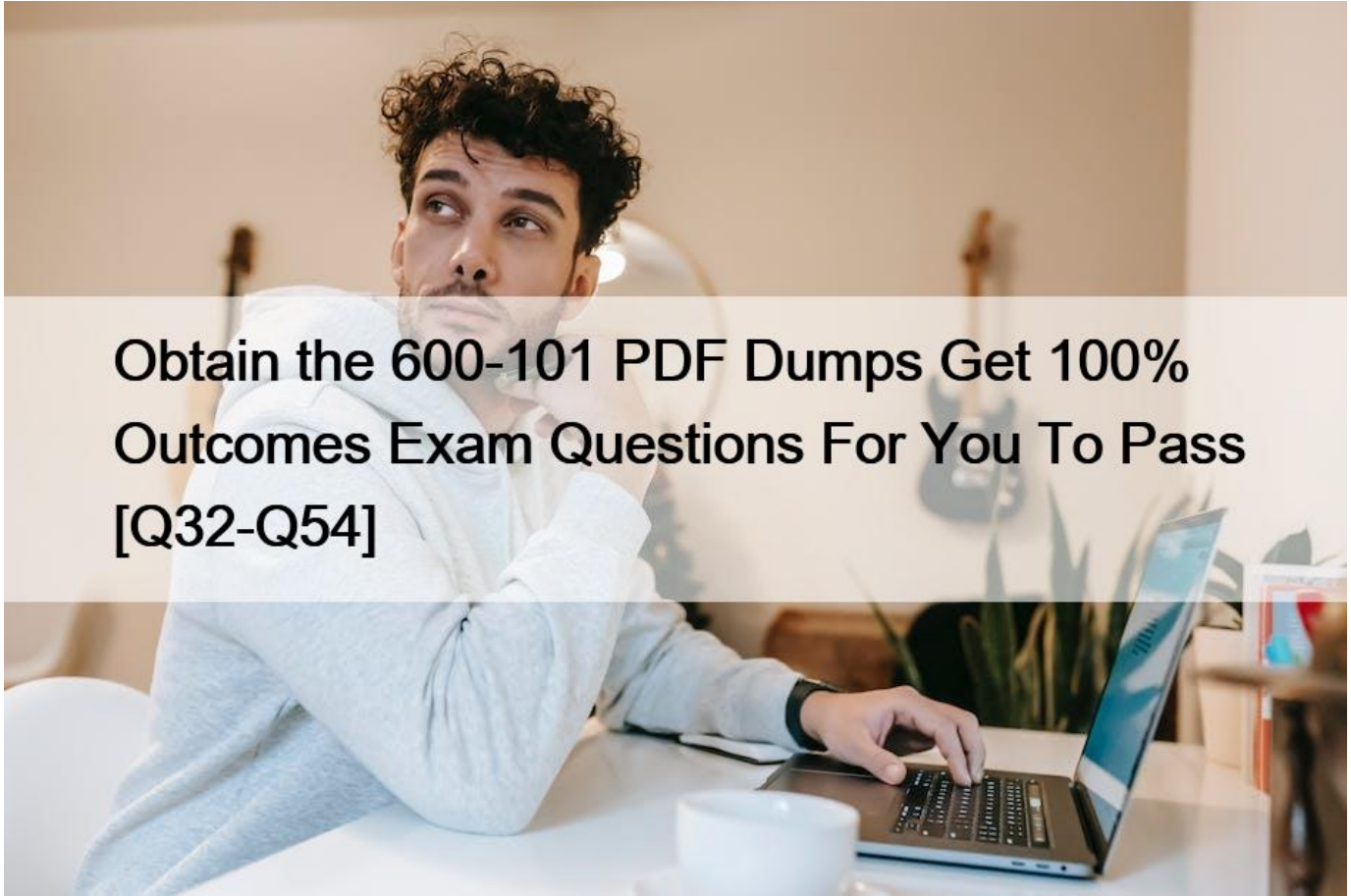


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The exam consists of 60 multiple choice questions and lasts for 90 minutes. It covers topics such as community strategy, content creation, audience engagement, and data analysis. The exam is available in several languages and can be taken online from anywhere in the world.

QUESTION 32

Refer to the table.

Published Type Reach Engagement Promote

02-24-2020 Link 1,400

90 post clicks

24 reactions, comments and shares

Organic

02-21-2020 Video 2,300

333 post clicks

112 reactions, comments and shares

Organic

02-20-2020 Picture 4,500

172 post clicks

243 reactions, comments and shares

Organic

A local activist runs a test with different mediums on a Facebook Page. The activist wants to improve organic results and create more awareness of human rights violations.

What information should a community manager provide to the activist?

- * The link and video post garnered more awareness than the picture post
- * The link post should be promoted with ads if the primary goal is reach
- * The picture post is the most successful if reach is more important than engagement
- * The video post should be promoted with ads if the primary goal is engagement

QUESTION 33

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

QUESTION 34

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 35

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?

- * Website traffic Sentiment Audience growth
- * Reach Website traffic Audience growth
- * Reach Sentiment Website traffic
- * Reach Audience growth Sentiment

QUESTION 36

An established mid-range coffee brand is launching a new line of high-end espresso products. It needs to promote its products through new social channels to reach premium consumers. The community manager must create a launch strategy to present to internal stakeholders to support this new product range.

Which two factors must the community manager address in this presentation? (Choose 2)

- * Determine launch goals and milestones to achieve
- * Decide on the target audience and which platforms to use to reach them
- * Review existing channel performance and replicate strategy
- * Define partnership criteria with key food and beverage influencers

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

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 39

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 40

A community for social media experts wants to encourage engagement and growth. To do this, they want to offer more unique opportunities to meet and connect online.

They would like to produce regular sessions where influencers share their expertise.

What can the community manager do to meet this goal?

- * Post content customized by the influencers into the group and boost the posts
- * Share exclusive access to the influencers Page and content for members
- * Host live video Q&A sessions in the group where the influencers host the session
- * Host a Q&A on Instagram Stories where members can submit questions to influencers

QUESTION 41

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 42

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.

QUESTION 43

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 44

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 45

A community manager for an influencer is focused on thought leadership and well-being.

The influencer has the following assets:

A Facebook Page with 500,000 followers

A Facebook group with 30,000 members

An Instagram account with 200,000 followers

The community manager needs to evaluate possible revenue streams.

Which three approaches should the community manager recommend? (Choose 3)

- * Position the influencer as a thought leader and charge speaking fees
- * Implement a fee for members who post more than once per week
- * Comment publicly on sponsor accounts to propose a partnership
- * Set up a Page button to increase online sales on the influencer's website
- * Organize affordable community meetups to attend a live show of the influencer

QUESTION 46

The only community manager of a Brazilian national football fan group with 2 million members needs support to ensure content is on topic. The community manager notices an increase of spam videos in other languages in the group.

Which three options should the community manager use to keep the group relevant? (Choose 3)

- * Encourage members to report content to admins
- * Set up post approval for all members
- * Remove all members who post in a non-local language
- * Reject all new membership requests
- * Use Group Insights to identify potential moderators

QUESTION 47

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 48

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

QUESTION 49

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

QUESTION 50

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 51

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 52

The community manager of a 25,000 member rock painting community in Dublin is concerned about low engagement in the group over the last six months and wants to increase conversations between members.

Which three actions should the community manager take to achieve this goal? (Choose 3)

- * Highlight the top engaging contributors in regular announcements to the community
- * Message every member of the community individually to ask them to engage more
- * Revise the content calendar to focus on member engagement tools
- * Survey the community and reposition the content in line with their feedback
- * Remove members who have not posted or commented in the last month

QUESTION 53

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.

QUESTION 54

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

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