



Facebook

600-101

Facebook Certified Community Manager

QUESTION & ANSWERS

Question: 1

A community manager runs a Facebook Page for a global banking organization. This is an established group with clear guiding principles and internal escalation protocols. A community member comments on a recent post to threaten the organization unless the member receives a resolution to a recent problem.

Which step should the community manager take?

- A. Call the local authorities immediately to report the threat
- B. Open a conversation with the community member and discuss their concerns
- C. Delete the comments and ban the community member from the Page
- D. Raise the issue to the most relevant point of contact internally

Answer: D

Explanation/Reference:

The correct answer is "Raise the issue to the most relevant point of contact internally".

Since the organization has clear internal escalation protocols, raising the issue internally is the best way to follow the processes.

Question: 2

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?

- A. Review previous post results and reuse the content that performed best
- B. Prioritize the content from the department that is the most polished and ready to post
- C. Research competitors and replicate popular creative tactics that perform well for them
- D. Review briefs from internal stakeholders outlining key messaging, details and targets

Answer: D

Question: 3

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

Answer: C

Question: 4

An established automotive brand has a current customer base that is 45-60 years old. The brand is launching a new car at a lower price point to encourage purchases from younger buyers.
Which two strategies should the community manager use to reach this new audience on existing social platforms?
(Choose 2)

- A. Review insights to determine what previous content resonates with this age group
- B. Optimize media strategy to target all people ages 16 and older
- C. Adjust content strategy to utilize slang and shift tone of voice in the content of the posts
- D. Conduct competitor research to understand how rival brands achieve success
- E. Design a competition among existing audience members

Answer: A,D

Explanation/Reference:

The correct answers are "Review insights to determine what previous content resonates with this age group" and "Conduct competitor research to understand how rival brands achieve success".
Reviewing Insights and conducting competitor research will provide the greatest understanding specific to this age demographic.

Question: 5

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. Create a poll for the community to assess interest in the park and report findings to the nonprofit
- C. Put a sign in the green space asking for the fitness park to be built and share it on social media
- D. Monitor elderly-only audiences on social media for outdoor recreational conversations

Answer: A,B

Question: 6

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)

- A. Treat the celebrity according to the policy of the group
- B. Approve the post with a warning to the celebrity
- C. Decline the post with feedback to educate the celebrity on the group policy
- D. Adjust the rules to allow political content and generate more group engagement
- E. Approve the post and close commenting to prevent political discussion

Answer: A,C

Question: 7

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)

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