

Community Management Practice Test Questions and Answers

1. What is the primary goal of community management?

- A) Generating immediate sales only
- B) Building and nurturing engaged communities around a brand or cause
- C) Promoting products aggressively
- D) Collecting personal data exclusively

2. How should community managers handle negative feedback or complaints?

- A) Delete all negative comments immediately
- B) Respond professionally, acknowledge concerns, and offer solutions publicly or privately
- C) Ignore all criticism
- D) Argue with community members

3. Which metric is most important for measuring community engagement?

- A) Number of followers only
- B) Active participation, meaningful interactions, and community growth quality
- C) Number of posts per day
- D) Total advertising spend

4. What is the best approach for creating community guidelines?

- A) No guidelines needed
- B) Clear, fair rules that promote respectful interaction and community values
- C) Extremely strict rules that discourage participation
- D) Different rules for different members

Answers: 1-B 2-B 3-B 4-B

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