

*DEFINITIVE  
GUIDE TO  
SOCIAL MEDIA  
MANAGEMENT  
(SMM)  
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# **CHAPTER ONE**

## **DEFINITION AND GUIDELINES**

### **What is Social Media Management?**

Social Media Management is the act of monitoring and participating in social conversations across platforms.

Companies often have multiple social media accounts on many different social platforms. They need to use social media management software and a social marketing team to stay on top of their social media presence.

Until recently, people tasked with social media management only focused on creating and executing plans to generate and post content. However, today's consumers demand easy and non-disruptive customer support via social channels.

Social managers must schedule posts, respond to questions, manage communities, and participate in conversations. Leading companies combine their social customer service effort with their social media management programs. Social customer service includes routing customer service issues to the right department, updating customers about outstanding issues, and closing the loop with the customer seeing issues through to resolution.

### **The Top Social Media Management Guidelines**

When it comes to management of social media, it can be difficult to know what is most important. But this is vital information when it comes to building a brand and growing a business through social networking. As such, knowing which guidelines are the most important and ensuring that you are following them can go a long way towards meeting your social media goals.

Here are the top social media management guidelines.

#### **Define Your Audience & Your Focus**

The first guideline is creating a solid social media management strategy is to define the two most important things for any social network – what sort of audience that you are speaking to, and what your focus or expertise is going to be. In simpler terms – what do you do and who do you want to tell about it?

If you are trying to reach managers and other decision makers because your marketing is business-to-business (B2B), your focus will be different than if you are trying to reach

the average consumer. In that case, you might want to create content that helps businesses run better and makes the job of managers and other decision makers easier.

When you have built a reputation as an expert in whatever type of information you are providing, these decision makers will begin to trust you and see value in your posts, and as a result, they will read the content that you are providing on a regular basis and you will have more opportunities to create revenue and more importantly, long-term followers.

### **Make Sure Your Content is High-Quality and Highly Relevant**

Content is the most important thing that you can do when it comes to social media. You probably already know that you don't want to use your social media platforms as a place to pitch products or services all the time or even half the time.

Once in a while, you can make overt sales pitches, but for the most part, you want your content to be useful and very relevant to the people reading it. Besides that, you want your content to be high quality, as good as you can possibly make it.

Posts should be planned out in advance and carefully thought out. You don't want to make impulse posts or tweets. You want to make sure that your posts are planned in advance, carefully edited and as short and sweet as possible.

You also want to take care not to offend anyone or post anything that might be used against you later on. Posts should give value to your followers without any strings attached.

### **Post Frequently and Consistently**

You should be posting at least once or twice a day and you should post on a schedule as much as possible. This doesn't necessarily mean posting at exactly 2:00PM every day, but it does mean posting with about the same amount of time in between updates.

Also, just because your organization is only active from 9 to 5 Monday through Friday doesn't mean it is okay to only update social media during those hours. Your followers and fans are there most of the day, seven days a week.

## **Be Engaging Not “Like” Focused**

Organizations that focus on followers or likes or other number measurements will not find success in social media. Instead, focus on engaging with the followers or fans that you do have.

There is much more value in a group of smaller fans that absolutely love your content and engage with you on a regular basis than large numbers who are strangers to you. Anyone can have large numbers of followers (buying them, for example), but that doesn't mean that the social media strategy is successful. A few engaged fans are worth more than hundreds of followers that don't.

## **Make Your Profile Perfect**

If you want to give new visitors and potential followers (customers) a good first impression, make sure that your profile is perfect. Every element of your profile should be streamlined and consistent with your brand and image. It should also be succinct and link directly to your main website. Also, make sure that you carefully plan out what your profile says and how it speaks to those who are considering following you on Facebook, Twitter and other social media platforms.

## **CHAPTER TWO**

### **SOCIAL MEDIA MANAGEMENT TOOLS**

Social media is one of the most effective ways for you and your business to get more traffic and generate new leads. Having the right social media management tools and a presence on all the major networks like Facebook, Twitter, Google+ and LinkedIn is a necessity these days for any business. But what kind of marketing software, dashboards and publishing tools are the social media manager gurus actually using to juggle these multiple accounts?

#### **1. Hootsuite**

HootSuite is the most popular social media management tool for people and businesses to collaboratively execute campaigns across multiple social networks like Facebook and Twitter from one web-based dashboard. Hootsuite has become an essential tool for managing social media, tracking conversations and measuring campaign results via the web or mobile devices. Hootsuite offers a free, pro and enterprise solution for managing unlimited social profiles, enhanced analytics, advanced message scheduling, Google Analytics and Facebook insights integration.

#### **2. Buffer**

Buffer is a smart and easy way to schedule content across social media. Think of Buffer like a virtual queue you can use to fill with content and then stagger posting times throughout the day. This lets you keep to a consistent social media schedule all week long without worrying about micro-managing the delivery times. The Bufferapp also provides analytics about the engagement and reach of your posts.

#### **3. IFTTT**

IFTTT is a powerful Internet automation site that can save you a lot of time managing social media and other tasks through recipes. You can essentially connect any major network or channel together to automate sharing on sites like Facebook, Twitter, LinkedIn and more based on any action you desire. Like sending out a tweet automatically every time you publish a new blog post or getting an email when your favorite magazine has something new to say. Plus best of all, it works well with Buffer and Hootsuite and just enhances those tools even further and is a must use for any serious social media professional.

#### **4.SocialOomph**

SocialOomph is a neat web tool that provides a host of free and paid productivity enhancements for social media. You can do a lot with the site which includes functions for Facebook, Twitter, LinkedIn, Plurk and your blog. There are a ton of useful Twitter features like scheduling tweets, tracking keyword, viewing mentions and retweets, DM inbox cleanup, auto-follow and auto-DM features for new followers. Social Oomph will auto-follow any new follower of yours on Twitter if you like, which could save you a ton of time if you normally like to reciprocate follows.

#### **5. TweetDeck**

Tweetdeck is a web and desktop solution to monitor and manage your Twitter feeds with powerful filters to focus on what matters. You can also schedule tweets and stay up to date with notification alerts for new tweets. Tweetdeck, who was purchased by Twitter, is available for Chrome browsers, as well as Windows and Mac desktops. Recently they closed down their mobile apps to re-shift focus on the web and desktop platforms.

#### **6. Tweepi**

Tweepi is a unique management tool for Twitter that lets you flush unfollowers, cleanup inactives, reciprocate following and follow interesting new tweeps! The pro version allows you to do bulk follow/unfollow actions of up to 200 users at a time making it a pretty powerful tool for Twitter management.

#### **7. SocialFlow**

Social Flow is an interesting business solution to watch real-time conversation on social media in order to predict the best times for publishing content to capture peak attention from target audiences. Some major publishers use Social Flow which includes National Geographic, Mashable, The Economist and The Washington Post to name a few. Social Flow offers a full suite of services that looks to expand audience engagement and increase revenue per customer. In addition to its Cadence and Crescendo precision products, SocialFlow conducts an analysis of social signals to help identify where marketers should spend money on Promoted Tweets, Promoted Posts and Sponsored Stories, extending the reach and engagement for Twitter and Facebook paid strategies.

## **8. SproutSocial**

Sproutsocial is a powerful management and engagement platform for social business. Sprout Social offers a single stream inbox designed to help you never miss a message, and tools to seamlessly post, collaborate and schedule messages to Twitter, Facebook and LinkedIn. The platform also has monitoring tools and rich analytics to help you visualize important metrics.

## **9. SocialBro**

SocialBro helps businesses learn how to better target and engage with their audience on Twitter. It provides tools to browse your community and identify key influencers, determine when the best time to tweet is, track engagement and analyze your competitors. Socialbro analyzes the timelines of your followers to generate a report showing you when the optimal time to tweet is that would reach the maximum amount of followers for more retweets and replies.

## **10. CrowdBooster**

Crowdboosters offers a set of no-nonsense social media analytics with suggestions and resources to boost your online engagement. The platform provides at-a-glance analytics, recommendations for engagement and timing, audience insights and content scheduling to optimize delivery.

## **11. ArgyleSocial**

Argyle social is social media management tool for savvy B2B marketing. It allows you to merge social data with sales and marketing numbers to identify and engage with more prospects, qualify and quantify better leads and build stronger relationships with social media actions.

## **12. DashBurst**

The latest edition to the favorite social media management tools list is more than just a tool, it is a new social network for content creators! DashBurst is a new multimedia web experience, social network, dashboard and blogging platform. You can explore and share a variety of different content including text, photos, video, audio, articles, infographics, docs, the web and any other media with just one simple Burst! You can



also schedule and queue unlimited Bursts for later and watch them automatically get published to your DashBurst and other social media channels simultaneously, saving you time so that you can continue creating or just relax.

## **CHAPTER THREE**

### **REASONS TO USE A SOCIAL MEDIA MANAGEMENT TOOL**

As the importance of social media for marketing and customer service strategies has grown, so too has the popularity of tools needed to manage those social media pages. In fact, now more than ever, people are taking to Google to find the best “social media management tools” to help them keep up.

Though consumers clearly understand the need for social tools, do they fully know what they should be looking for? For instance, what's the actual point of social media tools and how can they help you create a competitive advantage using social?

Many people are a bit confused about what social media management really means and how tools can help them achieve a competitive advantage, consider these reasons you should be using a social media management tool for your business in the first place.

#### **1. To Keep Up with Social Engagement**

Social media's made it easier than ever for customers to reach out to brands they want to interact with. Whether it's asking questions, singing praises or voicing constructive criticism, customers now have a direct channel for giving brands their feedback, and they're taking full advantage.

However, keeping up with tens, hundreds or thousands of social interactions can get difficult. Social media management tools can help by centralizing all of your messages into a single stream where you can track inbound messages and outbound responses.

#### **2. To Manage Multiple Social Pages**

Some businesses rely on multiple social profiles and networks for their marketing efforts, which can make managing social exponentially more complex. There are many reasons why a company would have multiple social pages (different product lines, teams, locations, etc.), but imagine how much harder it would be to manage them if you had to log in and out of each individual profile and network to check all of your messages.

Social media tools can aggregate the messages sent to all of your profiles and networks into one spot, saving you the time and effort needed to constantly juggle accounts.

### **3. To Manage Customer Relationships**

Every customer is unique and it's important to treat them as such. Avoid canned responses and use a tool that keeps notes about those you've interacted with and tracks your conversation history so that you can personalize every experience.

You can mark relevant notes so that your team knows exactly how to engage with specific fans, or to denote which part of the sales cycle that person is in.

### **4. To Streamline Team Collaboration**

If you're working with a large account - or several smaller accounts - you may have a team helping you out. However, several people working together on social can get a bit confusing - you may run into issues like having multiple people respond to the same message, or having messages completely slip through the cracks.

You should be able to use a tool that allows you to work within a shared inbox, that will show you when someone is currently interacting with a message, and lets you complete that message to clear it from your inbox.

### **5. To Increase Social Accountability**

We've all seen the social media snafus, when hackers or rogue employees publish content that they shouldn't have. It can be entertaining for an outsider looking in, but what's humorous for consumers is potentially devastating for brands.

A smart social media management platform can reduce your brand's risk by providing additional layers and permissions so only trusted employees can actually send messages to your profiles. If something ever slips through the cracks, you'll have visibility into who sent the inappropriate message, enabling you to deal with each situation accordingly.

### **6. To Monitor Relevant Keywords**

Customers complaining or praising your brand may not directly tag your page. In fact, a lot of people will probably mention your brand or products assuming that you'll never even see the message. That's why it's important to monitor social media networks for these conversations so that you can join them and respond as needed. There are some key things to monitor across social sites.

## **7. To Build a Social Editorial Calendar**

Sometimes companies can put out social posts fairly quickly, relying on real-time marketing to inform their content strategy. While those posts can yield great results, companies should balance their posting with well thought-out, scheduled social media content.

Social media management tools give you the ability to think through your posting strategy and time your content accordingly. Plan months in advance and free up some of your time to continue engaging with your customers.

## **8. To Analyze Social Performance**

In order to plan for the future it's important to look at the past so you can determine what worked and what didn't. Social tools provide you with data you can use to dictate your marketing strategy moving forward.

## **9. To Show Reports to Stakeholders**

Social media managers aren't the only ones who want to look at the analytics; stakeholders across the organization want to see exactly how social media performs as well. Whether that's the Chief Marketing Officer, the Marketing Director or a client of your agency, it's important to supply them with digestible information.

Social tools make it easy to quickly export presentation-ready reports to send to the people in your organization who need it.

## **10. To Bring Social on the Go**

We can't sit on social media 24/7. Even if somehow our bodies could handle it, with the ability to bring social media with you on mobile there is no reason we should have to. Social media tools often have mobile applications that allow you to manage your presence even when you can't be in front of your computer, which gives social managers the opportunity to take some much needed vacations.

There are a handful of social media tools out there that incorporate some of the functionality above, and you can do some searching around based on the various features that you need.

## **CHAPTER FOUR**

### **EFFECTIVE AND PROPER WAYS OF DOING SOCIAL MEDIA MANAGEMENT GUIDELINES**

#### **1. Analysis/ Research**

The first step to doing social media management the right way is analysis or research.

A social media manager should conduct an analysis of the business and research into the market at large. As a result of the analysis, the business will gain information on the competition, ideal customers, identify business goals, and even be able to come up with social marketing goals.

#### **Identification of Business Goals**

Every journey has a destination and so should businesses. Social media strategies should be designed to meet set business goals. Marketing efforts can only move forward when marketers know where they are headed.

Social media marketing should help meet the general needs of a business. Every company looking to exploit social networks must know its needs and come up with goals to meet them.

Although some goals are specific to businesses, others should be featured in all social media marketing strategies. Retaining customers, increasing brand awareness, and reducing costs of marketing apply to all businesses.

It is important to set a few goals to work with; two major and two secondary goals should make for a good starting point.

Effective goals are the backbone of any successful SMM campaign, find your own set of values that work well and utilize the organization, one structured technique approach is S.M.A.R.T discussed below.

#### **Setting Up of Marketing Goals/Objectives**

Business goals become useful when particular parameters are defined to indicate how each will be achieved. These parameters are marketing objectives.

For instance, generating leads online is a primary business goal. However, it is important to determine the number of leads to be generated for a goal to be a success.

Marketing objectives clearly define how an unachieved business goal can be successfully attained. The S.M.A.R.T approach is a great way of defining marketing objectives. The S stands for specific, the M for measurable, the A for achievable, the R for relevant and T for time-bound.

Increasing leads by 60% is a specific marketing objective. It can help attain the primary goal of generating leads online. Analytical and tracking tools can be used to measure the progress towards attaining the marketing objective and business goal at large.

The objective should be realistic and achievable, given available resources. Setting an objective of increasing leads or sales by 1000% is clearly unrealistic.

Just like business goals, marketing objectives must be relevant to the business or company in question. Top level management can only support objectives relevant to their firm's general vision and mission.

The objectives should have a timeline within which they should be attained. When should the goals and/or objectives be attained? Could it be within the next 6 months, or at the end of the next one year?

Working with a timeline ensures that social marketing efforts are directed in the right direction with maximum use of available resources and efforts. The SMART aspects of a goal are dependent on each other and none can work alone.

## **Identification of Ideal Customers**

Businesses without an accurate profile of their ideal customers usually experience low engagement on their social media accounts.

There's need for the right buyer personas to define the right audience to target, at the right time, in the right place, and with the right messages relevant to them.

It is easier for businesses to identify their audiences on social media platforms if they know the problems, occupation, age, motivations, obstacles, problems, income, pains, habits, interests, dislikes, objections, and likes of their target customers.

Success can be attained on every social site used to promote a brand with increased conversions if a brand targets a specific audience or segment of the market.

## **Research of Competitors**

Researching competition enables a business to keep abreast with the activities of its competitors. It gives an idea of working social tactics for integration into the brand's social marketing efforts.

Create a profile list of 3 to 5 competitors. Search and find the social sites used by the competitors for analysis of content strategy. Note each competitor's number of followers or fans, and frequency and time of making posts each day.

The context (promotional, fun, etc.) and type of content posted and how the competition responds to followers and fans should also be noted.

Engagement level of competition on their social sites should also be assessed for a general overview. For instance, dividing the total number of engagement activities spanning the last 20 to 30 posts on Facebook with a competitor's total number of fans should provide an overview of the rate of engagement. Engagement activities like comments, likes, and shares should also be assessed.

This formula should work across all social platforms used by the competitors. It can give the general overview of how the competition is performing on social media. A quick comparison can help pick out working tactics to deploy.

## **2. Selection of Platforms**

There are many social media sites in the market to choose from. Although they all fall under social networks, each comes with a unique style, best practices and even audience.

This means that what works for one social network might not work for another. Therefore, it's important to select the right platforms for any particular kind of business.

A good social network is one that best fits a brand's social strategy and the business goals to be met through social sites.

A business doesn't have to be on all social media sites, but only the ones that matter to the firm and its audience.

When selecting platforms, businesses should consider time, available resources, and target audience to pick the right number and type of social networks to join.

**Time** – Determine the amount of time a brand can devote to a social site. For starters, allocating an hour to each platform on a daily basis should work. As the business grows, social media managers can make use of time management tools like Buffer to optimize social marketing efforts.

**Resources** – Businesses should find out the resources needed to work with a social network in terms of skills and personnel.

There's need for photos and images to work with visual social platforms like Instagram and Pinterest. Quality content is required to use Google+. The question businesses must ask is, 'Do we have the resources needed to work with this social site?'

**Audience** – Find out where the company's target market likes to hang out on social media networks. Which platform has the right demographics?

Internet research firms like Pew Research are good sources of data on audience demographics for different platforms like Twitter, Pinterest, Facebook, Instagram and LinkedIn.

## **Social Networks that Add Value**

**Facebook** – Facebook has over 2.3 billion active users who visit the site every month. It offers businesses the opportunity to reach a wide range of prospects and customers. Businesses can take advantage of the news feed feature to distribute content or make social posts. The feature can drive traffic to business websites, increase brand awareness, and set a brand apart as a thought leader. The site also has targeting capabilities to enable businesses to customize messages for specific users with certain interests.

**Twitter** – Over 500 million tweets are sent on Twitter every single day. Amongst all the messages, no specific company can fail to find mentions of its brand or interesting conversations relevant to its niche and worth joining. This makes Twitter a perfect channel for business development and customer service. Businesses can use this platform to find prospective customers. They can also interact with unhappy customers to make them happy once more.

**LinkedIn** – LinkedIn has over 332 million professional users, making it a perfect platform for B2B social media marketers. Whereas users on Facebook and Twitter spend their personal time to engage on the platforms, those on LinkedIn use it mainly for work-related reasons. Brands can meet future customers on this professional social network.



**Google+** – A search for a business on Google+ results in the display of a profile snippet on the results page. It is also possible to hyper-target prospects on this social network based on communities. Relevant content that interests a particular brand audience in a certain community can be posted in the group by a business for engagement purposes.

### **Creation of Accounts and Profiles**

Upon selection of social media platforms, accounts should be created on each site and profiles filled.

Each social profile should be complete and up-to-date. A complete profile indicates a brand's cohesiveness, professionalism and seriousness to engage its audience.

It is important for visuals used on different platforms to be consistent. Tools like Canva can help pick prebuilt visual templates in proper sizes suitable for different social platforms.

Bio info should be professional yet personal, fresh, have keywords written for the audience and let prospects know what's in it for them.

### **3. Creation of Engaging Content**

With social media accounts set up and ready, it is important to have the content to post and share with a brand's target audience. Share useful and fun content with target audiences on social media. Content comes in the form of videos, articles, graphics and audio files.

How-to videos can help answer common questions asked by customers. Audiences get a sense of brand personality and company culture through behind-the-scenes videos.

Guides can add value and cater to target audiences. They are also a perfect way for brands to speak to their audiences through engaging content, elevating them as thought leaders in the industry. Infographics can be insightful to audiences. Since they're highly engaging and resourceful, infographics can easily go viral over the internet.

A social media editorial calendar can help organize and plan content for posting on social media platforms. Businesses can discover content in a number of ways to share with target audiences on social networks.

### **Content Discovery**

Traditionally, content discovery was mainly based on user input through simple queries. Today, content discovery is personalized, automated, and more contextual than ever. Content discovery is ever evolving. It allows businesses to explore new information and topics without making searches for the same.

Discovering new content is now possible through algorithms designed to utilize artificial intelligence. The algorithms are personalized to discover the specific kind of content that interests a business based on what is sought at any one time.

Social media platforms like Yahoo, Facebook, Google and Flipora are perfect for content discovery. Content discovery solutions help businesses find the right content to post on their social networks and share with their fans and followers. The solutions also help save time.

Some content discovery tools to consider for a social marketing campaign include: Klout, Spundge, Feedly, Buffer, Swayy and Scoop.it.

## **Content Curation**

Content curation is all about sifting through large content databases like blogs and sites on the web, selecting the best in an organized and useful manner and sharing with followers on social media networks. The discovered content is sifted, sorted, organized and arranged in particular themes for publishing on social platforms.

Unlike content marketing, content curation doesn't involve developing new content from scratch. It's all about discovering, compiling, and sharing content already in existence on the web with target audiences on social media. Content curation is a marketing tactic that businesses can deploy to successfully develop and maintain an online presence. Audiences also gain value from content curation, an aspect critical to developing long-term relationships between brands and prospects and existing customers.

Through social curation, businesses remain relevant to their audiences or social followers. It also promotes the growth of social following. According to Hootsuite, businesses should follow the rule of thirds of social media.

It indicates that a brand is knowledgeable about the industry, it's collegial, and very much aware of its competitors. Sharing content by another brand showcases that the given business is confident in its own skin atop being collaborative.

Moreover, it heightens a brand's exposure, possibly linking it to the online community or audience of the other company whose content is curated. Content selected for curation

should be of value, quality and a true reflection of the brand's voice. The content should also be personal and promotional yet humane.

### **Content Curation Tools**

Businesses should not spend the whole day curating content. Several content curation tools exist in the market to help streamline the process. Storify, Feedly, Scoop.it, Swayy, Sniply, Curata, PublishThis, etc. are some content curation tools to consider.

### **4. Publishing / Scheduling / Sharing**

With the right content at hand, it should be published on social platforms to initiate conversations with prospects. Social media and content go hand in hand. The former is where a business audience hangs out and the latter keeps customers informed about a brand.

The type of content to be posted on social media and the time and frequency of posting are critical elements of an effective social media strategy. The manner in which information is presented (form – images, video, text only, links, etc.) and its context determine the kind of social network on which it can be posted. Content context is all about the trends on the platform and company voice. It can be humorous, highly-detailed, informative, educational or even serious.

Every target audience is unique and thus there's no specific formula to follow for the best time to schedule content posting. The content to be posted is as good as the frequency and scheduled times for posting.

### **5. Promoting**

Social media platforms also allow businesses to promote content posted on different channels.

Once content is posted on a social platform, businesses should encourage users to share with their friends and networks. For instance, Twitter allows tweets to be retweeted or pinned on timelines. Facebook allows posts to be shared and even liked through the friends-of-friends hierarchical structure that creates a large network of connections. Promoting content or posts through sharing is the key to having viral posts in no time. Tools like Ello can help promote posts on social sites over the internet.

## **6. Reporting**

Social media reporting of KPIs and metrics can provide an overview of the social media campaign performance. The numbers of followers or fans, traffic and conversions, conversation participation, and social reach performance are key metrics to be reported in a social report to gauge the performance of social marketing campaigns.

Buffer and Followerwonk are some social media management tools that can help automate the reporting process. The reports have to be shared with the management.

## **7. Performance Tracking**

Performance tracking helps business owners and marketers know what's working and what's not. Google Analytics is a perfect tool that helps track performance to find out the posts driving traffic, conversion and sales, and the ones not working. The information on the working posts and strategies or tactics can help drive success.

## **CHAPTER FIVE**

### **DEFINITION AND SKILLS**

#### **WHO IS A SOCIAL MEDIA MANAGER?**

A social media manager is the individual in an organization trusted with monitoring, contributing to, filtering, measuring and otherwise guiding the social media presence of a brand, product, individual or corporation. The role is similar to that of a community manager on a website forum or public relations representative. Social media managers are often found in the marketing and public relations departments of large organizations.

#### **Top skills of social media managers**

##### **1. Copywriting**

Copywriting is a fundamental skill for social media marketing (and probably all areas of marketing). Writing good copy is required in many areas of a social media manager's role, from filling up your social media profile description to crafting tweets and Facebook posts.

To drive engagement and clicks, you have to fit a captivating story into your social media post and without great copywriting skills that can be difficult.

To enhance your copywriting skills, it is highly recommended to study a few copywriting formulas to help you craft inspiring copy. Finding a copywriting formula (or two) that works for you can be a great productivity boost and also improve the quality of the social media content you publish.

##### **2. Design (Graphics and Videos)**

Research has found that social media posts with images receive more engagement and 43 percent of consumers want to see more videos content in the future.

Social media evolved a great deal over recent years, and we have moved away from mostly plain text based updates towards visual content such as images and videos. Designing and creating visual content is becoming an essential skill for social media managers.

### **3. Public Speaking (confidence in front of an audience)**

With features and apps like Facebook Live, Instagram Live, and Periscope, live videos are becoming more and more important on social platforms. And marketers have noted this change, with 42 percent of marketers saying they want to create more live videos. 42 percent of marketers would want to create more live videos if they were not restricted by time, resources, or budget.

Why are marketers excited about live video? The answer is two-fold: reach and engagement. Facebook Live videos are more likely to appear higher in the News Feed when those videos are live than after they are no longer live. From an engagement perspective, live content also provides opportunity for high-engagement and 1:1 interactions with audiences.

To tap into the live video trend, social media managers have to be confident enough to go live on social media to connect with their audience. Having public speaking skills will help you to present your ideas, interview guests, answer impromptu questions, and chat with your followers in real-time.

### **4. Customer Service / Community Engagement**

Social media is the top channel people go to for customer care, but only 21 percent of businesses use social media for customer support. This means there's a huge opportunity here to provide remarkable customer service experiences.

Social media is the top channel people go to for customer care. As the face of your company on social media and the person who is likely to be responding to at least some of the messages your brand receives on platforms like Twitter and Facebook, it's important for social media managers to have conversational skills and empathy to help you customers on social media.

Community engagement is quite similar in many ways. A great social media community manager is able to ask the right questions to facilitate engagement and answer questions about the product, company, or industry.

## **5. Behavioral Psychology**

With data and analytics, you know what type of social media posts do well. Behavioral psychology tells you the why — for example, why are people attracted to certain posts? Why do people share certain posts?

Knowing the what allows you to spot trends and try to repeat past successes; knowing the why enables you to understand the underlying causes for those trends in order to try and create future successes.

For example, your data might tell you that your tweets with images are doing better than tweets with only text. Based on just that information, you might create more tweets with images. However, it could be that your followers prefer visual content. Without knowing the psychology behind trends, you might miss out on opportunities to create other types of visual content such as videos and GIFs.

You certainly don't need a degree or high level of expertise in psychology to be a social media manager, but a keenness to learn and understand psychology at some level is an important skill.

## **6. Analytics**

The term, 'Analytics', is used quite broadly here, referring to both social media metrics (e.g. likes, comments, shares, etc.) and business metrics (e.g. traffic, leads, conversions, revenue, etc.). A great social media manager is able to understand both types of metrics and tie them together to give an overall view of the company's social media performance against business goals.

A social media manager should be the guiding light in your business when it comes to measuring your performance across various social channels. As such, learning the ins and outs of social media metrics and judging which ones are meaningful for your business is essential for a social media manager.

For example, if your goal is to drive traffic from social media channels to your website and drive sales, being able to attribute traffic and conversions back to channels and even certain posts will help your team to understand what content is helping you to achieve your goals.

Knowing how to read and interpret data is now an important skill for social media managers.

## **7. Budgeting**

As a social media manager, you might be allocated a budget to work with. Apart from paid advertising, you might have to pay for things like a social media management tool, designs, images, or courses to improve yourself. Having some basic financial and budgeting knowledge can make you better on the job.

While you might not need to be an Excel expert, understanding Excel and knowing what you can do with it can be very valuable.

## **8. Curiosity**

A curious social media manager would immerse herself in the social media world, staying up-to-date with the latest development and experimenting with new social media marketing strategies.

## **9. Adaptability**

Adaptability complements curiosity. When you discover something new or spot a trend, being able to quickly adapt to it can keep you ahead of the curve.

A great social media manager is able to keep up with such changes and pick up the necessary skills (e.g. graphic design, video making, etc.).

## **10. Business Savviness**

Being able to generate likes and shares is great; knowing how social media fits in with the entire business strategy is even better! A business-savvy social media manager sees the bigger picture and understands the role of social media in the company.

They understand which metrics are most relevant and crucial to the business and how social media can help to push them higher. For example, a B2B social media manager might focus on generating leads for her sales team while a B2C social media manager might focus on increasing customer purchases directly. This way, her impact goes beyond just social media but to the entire company.



## **CHAPTER SIX**

### **RESPONSIBILITIES OF A SOCIAL MEDIA MANAGER**

The first responsibility of a Social Media Manager is to develop and implement a social media marketing plan. The marketing plan will include the following components and should be reviewed no less than every 90 days.

#### **1. Brand Development**

“Why” is the reason customers buy. A great “why buy here” message is unique to your company, is backed up by facts (awards, numbers, in-store policies) and answers “What’s in it for me?” for the shopper.

#### **2. Identify Target Customers**

Your product cannot possibly be all things to all people. Until you accept the notion that you must keep your market focus tight, you’ll constrict your business’ ability to grow.

#### **3. Set Clear Objectives**

All marketing plans include defined, realistic goals. It isn’t enough to say you “see” results. Your results must tie back to your goals and objectives. You’ll never know ROI without goal setting and strategy.

In setting goals, it’s important to identify what challenges the business is experiencing. These 5 are the most common:

Insufficient website traffic and/or scant visitors

Weak brand awareness

Declining customer retention

Poor online reputation

Slow sales

#### **4. Visual Design and Web Development Strategy**

Visual content has a lasting effect on the viewer. Your visual branding must be consistent. Whether it's your status updates, your landing pages or your Facebook ads, what the audience sees is what they'll remember. Make sure it's compelling and gets the point across.

Savvy web development is crucial to your content marketing success. You must retain a hub for your content where customers and prospects can visit to learn more about your products and services, and where search engines can crawl to award more authority.

## **5. Solid Content Strategy**

One of the most frequently asked questions is, "How do I know what to post on our page?" In order to know the answer to that question, you must have a solid idea of who you are as a brand and who your target customers are.

## **6. Promotion Strategy**

It is essential to continually grow your fan base and promote your content. Social media is now pay to play. Social advertising is a very valuable tool to get your message heard. However, social (Facebook) ads don't look like the ads you're familiar with. They differ in content, placement and targeting...and when done right, they are received much more cheerfully. The best way to grow your Facebook page is to utilize Facebook Ads. A small budget with carefully selected images and ad copy (with a clear call-to-action) will increase likes, improve engagement and generate leads.

## **7. Engagement Strategy**

Your Social Media manager should listen, respond, ask questions and engage your audience. There should be careful consideration on how he/she responds to organic (non-paid) leads that appear in the comment section of your posts.

People will ask questions and sometimes want to engage in a sale. The Social Media Manager should have knowledge and experience of your sales process to respond correctly.

If a lead asks a question, answer it and follow it up with a question back to engage them further, eventually guiding them to a product display page, signup form or appointment.

Leverage Facebook ads to promote your content and increase your audience reach. As your page grows and your content is seen more often in Newsfeeds, you'll find it easier to engage fans and build those relationships.

## **8. Conversion Strategy**

With growth and engagement strategies in place, the Social Media Manager's job is to convert fans into customers and your marketing plan should outline the steps required.

The more advanced forms of Facebook marketing utilize Facebook ads, custom audiences and compelling landing pages. Be sure to include a call to action and a lead form on your landing page to ensure your lead has a path to purchase (and your Social Media Manager has a way to follow up).

## **9. Measure & Analyze to Establish ROI(Return On Investment)**

You'll need to determine the KPI's (key performance indicators) that matter most to your business. Here are the top 8 KPI's to determine ROI:

Audience Growth

Audience Profile

Audience Engagement

Content Reach

Engagement by Content Type

Leads

Response Rate and Quality

Negative Feedback

Measure results on a daily basis. Your results should tie back to your objectives and provide a clear understanding of the returns you're getting.

## **CHAPTER SEVEN**

### **JOB DESCRIPTION**

#### **Social Media Manager Job Description**

The Social Media Manager will oversee the company's social media marketing and advertising. Administration includes but is not limited to:

- ❖ Deliberate planning and goal setting
- ❖ Development of brand awareness and online reputation
- ❖ Content management
- ❖ SEO (search engine optimization) and generation of inbound traffic
- ❖ Cultivation of leads and sales

The Social Media Manager is a highly-motivated, creative individual with experience and a passion for connecting with current and future customers. This passion can clearly be seen as he/she engages with customers on a daily basis. For every social media manager, the main objective is to turn fans into consistent customers.

Community leadership and participation (both online and offline) are integral to a Social Media Manager's success. An essential component is communicating the company's brand in a positive, authentic way that will attract today's modern, hyper-connected buyers.

The Social Media Manager is instrumental in managing the company's content-related assets. With this notion, it becomes quite clear that managing content should be part of any Social Media Manager's Job Description.

A content manager is expected to:

- ✓ Oversee the creation and publishing of relevant, original, high-quality content.
- ✓ Identify and improve organizational development aspects that would improve content (ie: employee training, recognition and rewards for participation in the company's marketing and online review building).
- ✓ Create a regular publishing schedule.
- ✓ Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- ✓ Promote content through social advertising.

This position is full-time salaried and comes along with benefits. Specific titles and/or duties for this position may also include:

- Digital Marketing Manager
- Content Marketing Manager
- Customer Experience Manager
- Community Manager

The Social Media Manager should always be learning; it's a crucial component to their success. Social and digital marketing "Best Practices" shift constantly, so a budget should be allocated for their training as well as their attendance of applicable industry-specific conferences.

### Essential Duties of the Social Media Manager

- ✓ Manage social media marketing campaigns and day-to-day activities that the company undertakes
- ✓ Develop relevant content topics to reach the company's target customers.
- ✓ Create, curate, and manage all published content (images, video and written).
- ✓ Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- ✓ Conduct online advocacy and open a stream for cross-promotions.

However, these are not the duties a social media manager is limited to. Over 95 percent of social media managers today also undertake many other tasks in the office. Social media managers:

- ✓ Develop and expand community and/or influencer outreach efforts.
- ✓ Oversee the design that goes into platforms where the company interacts with the public(ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- ✓ Design, create and manage promotions and Social ad campaigns.
- ✓ Manage efforts in building online reviews and an excellent reputation for the company. Monitor online reviews and respond to each review.
- ✓ Analyze key metrics and tweak strategy as needed.
- ✓ Compile reports for management showing results (ROI).
- ✓ Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.

In the spirit of consistent company improvement and brand development, most employers expect their social media managers to also:

- ✓ Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- ✓ Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.

- ✓ Monitor trends in social media tools, applications, channels, design and strategy.
- ✓ Implement ongoing education to remain highly effective.
- ✓ Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management through the proper channels.
- ✓ Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media. This data could also be used for content marketing, SEO and social advertising campaigns.
- ✓ Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

## **Qualifications and Experience**

Just like any other career, there are requirements to be a Social Media Manager. A top-tier social media manager should have the following qualifications.

### **Academic requirements**

More related to school and the learning process, an excellent social media manager should:

- ❖ Possess knowledge and experience in the tenets of traditional marketing. A marketing degree is welcomed but not required. So is relevant work experience.
- ❖ Be proficient in content marketing theory as well as its applications.
- ❖ Have and maintain excellent writing and language skills.
- ❖ Display the ability to effectively communicate information and ideas. These ideas could be in written and video format.
- ❖ Show excellent technical understanding and be able to pick up new tools quickly.
- ❖ Maintain working knowledge of the principles of SEO. These include keyword research and Google Analytics. He or she should also possess in-depth expertise of the principles applied in “Search and Social.”

### **Personal qualities**

Being a social media manager will also require exceptional character. That said, any social media manager should:

- ❖ Be exceptional at building and maintaining sales relationships both on and offline.
- ❖ Be a superior time manager.

- ❖ Be a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).

### Workplace requirements

As you go work for a company or directly with an individual, your proficiency in social media management should be clearly seen because you:

- ❖ Demonstrate winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- ❖ Have the unique ability to identify a potential negative situation or crisis and apply conflict resolution principles to mitigate issues.
- ❖ Exhibit the ability to deftly and smoothly switch from the creative side of marketing to analytical side. They should be able to demonstrate why their ideas are analytically sound.
- ❖ Display in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- ❖ Enjoy a working knowledge of the blogging ecosystem relevant to the company's field.

### Experience-related requirements

More related to past activities, a social media manager should:

- ❖ Demonstrate creativity and documented immersion in social media. (They should be able to provide links to profiles as examples).
- ❖ Have relevant and hands-on experience in sourcing and managing content development as well as publishing.
- ❖ Possess functional knowledge and/or personal experience with WordPress.

### **Qualified, Savvy Social Media Managers do not just happen.**

The Social Media Manager is the voice of a company. He or she should be included in all matters that are customer-facing. A majority of businesses need to develop their online presence in order to participate in today's hyper-connected consumer buying process. As such, it is in these firms' best interests to hire the best social media manager and track their progress. Your online reputation and future sales depend on it!

## **CHAPTER EIGHT**

### **GUIDELINES TO BECOME A SOCIAL MEDIA MANAGER**

#### **The Ultimate Guide to Becoming a Great Social Media Manager**

Being a social media manager is kind of like being a stand-up comedian. You have to quickly understand your audience and your engagement with them is vital. In order to accomplish this, you need to know if the audience is laughing at your jokes and you need to know this in real-time. If you can do this, then you have already won the crowd.

#### **Fundamental Skills:**

##### **Marketing Knowledge**

You should have a good grasp of the basic marketing principles. Some education in marketing would be beneficial, but otherwise you can find many quality resources online.

##### **Experience**

Your experience doesn't necessarily have to be limited to life experiences. Have you managed your own social media profiles for a while? Do you know how to effectively maintain your own social accounts and understand what clients expect?

##### **Sociable**

If you are not a sociable person - someone who doesn't like communicating much and isn't very outgoing, then becoming a social media manager just isn't for you. Sure, you can hide behind a keyword and monitor for a while, but clients will usually want to meet, speak on the phone, or have Skype sessions at some point.



## **Project Management**

You don't have to have a Prince2 certificate, but you do need to be able to manage projects and your time well. It's typical for social media manager's to work with multiple clients at any one time. Keeping tabs on everything is important so that it doesn't get overwhelming.

## **Technological**

Social media exists online. Therefore, you need to have a certain degree of computer literacy. Having good knowledge of social technology will enhance your services and ensure you are keeping up to date with the latest social trends and developments.

## **Interpersonal Skills:**

### **Communication**

It kind of goes without saying that if you're going to be representing a company and engaging with their customers, then you will need to have strong communication skills.

### **Personality**

Companies tend not to want to hire people with no personality to act on behalf of their brand. It doesn't resonate well with them, or their audiences.

### **Responsiveness**

I've touched on this a few times - social media is very fast-paced. Imagine if one of your social assignments was largely focused on customer service and you didn't respond to customer complaints or queries for weeks. People online want rapid responses. Being able to fulfil these needs can stand your client (and you!) in good stead.

### **Entrepreneurial**

To become a social media manager in a freelance capacity, you have to be a self-starter. You should be willing to go the extra mile and take a few financial risks along the way. If you don't land a job that pays enough in one month, how will this affect you?

## **Multitasking**

A great social media manager must be able to effectively carry out a wide range of tasks.

## **Strategic Thinking**

Being able to think campaigns through before they happen and sometimes thinking outside the box when needed, are great assets to have as a social media manager. Clients tend to want to know how you will do something before letting you do it, so being able to present a clear and concise strategy is essential.

## **Wider Skills:**

### **Copywriting**

Every good social media manager is a great writer. Writing forms the foundations of many aspects of online marketing, be it creating ads, writing blogs, engaging with customers, scripting sales copy or writing press releases.

### **Graphic Design**

Pretty much all social media platforms provide the functionality to customise the interface and incorporate your own branding. If you are sharp with Photoshop (or similar design software), then you are in a good position to offer these services as part of your social media package. Similarly, creating content such as infographics, banners or images is standard practice for a social media manager.

## **Advertising**

Every social media manager should have sound knowledge of advertising. Be it Pay-Per-Click (PPC) advertising or banner advertising, you should know the ins and outs of each discipline and understand how to optimise each format.

## **PR**

Public relations is closely tied to social media marketing, in the sense that both involve managing the spread of information between a business and the public. You may start out not needing to have a deep knowledge of PR, as it is typically managed by larger brands who have an interest in persuading stakeholders, investors or the public to maintain a certain point of view.

## **Statistical**

Everything in marketing should be measured. You should periodically measure and analyse your social marketing performance and produce reports to your clients to demonstrate your value.

## **SEO**

Understanding how social media affects search engine optimisation will ultimately improve campaign performance. In 2012, there was an average of 5,134,000,000 searches on Google every day. If you think SEO doesn't matter to your social activities, think again.

## **Traditional Marketing**

Even though you generally won't be involved in traditional marketing practises while undertaking a social media management role, you should understand how both forms of marketing affect each other and how each can be best leveraged to complement the other.

## **CHAPTER NINE**

### **STARTING OUT AS A SOCIAL MEDIA MANAGER**

#### **Steps for Starting Out as a Social Media Manager**

Ask yourself if Social Media Management is right for you.

Be honest with yourself and ask if you can honestly see yourself doing this job. Can you represent businesses in Social Media platforms, add value and enjoy the process?

The late Steve Jobs had a great quote “Get a job as a busboy or something until you work out what you’re passionate about”. If you're passionate about Social Media you’ll succeed in a Social Media Manager.

#### **Get the foundation knowledge.**

You don’t have to know it all when you’re just starting out BUT you need to know enough. It’s impossible to know it all when it comes to Social Media as it is constantly in a state of flux and there is always something new to learn. “Fail to Prepare, Prepare to Fail” is the motto. Get to know the platforms, read as much as you can and watch videos. At the end of the day you are selling yourself and what you know about Social Media as a service so make sure your product is quality.

#### **Get your own Social Media Watertight.**

This is where people will go to check you out first and it’s a good place to showcase your expertise. It doesn’t matter about having thousands of fans or followers just yet (they will come organically and it takes a little time). What’s important is that your Social Media is well organised, regularly updated, engaging and providing good content.

### **Be the Expert in LinkedIn.**

LinkedIn is one of the favourite Social Media Platform. It gives you the opportunity to sell yourself. It's unlikely you'll get to connect with the decision makers who hold the purse strings of a company's marketing budget through Facebook. However with LinkedIn you can. It's a place where the one man band working from home can attract attention and look like the "Go to Guy" in a given field even if their competitors are huge companies with big budgets.

### **Network, Network, Network.**

Networking events are a great place to start to get new Social Media Management business. Go to as many as possible. Business Breakfasts, Cocktail evenings, Networking Clubs etc.

### **Offer a Free Social Media "Health Check".**

This technique opened lots of doors for me. Promote the service through your Social Media platforms and in the networking events. You can use free online tools to give the business a percentage score (Use sites like Klout and tools offered by Hubspot) Just by offering this free analysis and highlighting areas where the business can improve in SM platforms will give you an "in" to get the Social Media Management work.

### **Partner up with PR & Digital Marketing Companies.**

I have gotten some of my best clients by partnering up with other local Digital Marketing Companies. Contact some local SEO, Media Buying, PR and Web design companies. These companies would already have clients that need Social Media Management. Offer to provide your service on a "White Label" basis i.e. working under the name of that company. The quote that stuck in my head from an SEO company that outsource to us was "You scratch an itch for us". Go out and scratch the Social Media itch for some companies.

## **CHAPTER NINE**

### **ENGAGING ACROSS DIFFERENT PLATFORMS AND GUIDELINES**

#### **What is Social Media Engagement?**

Social media engagement is essentially like a long-term relationship. You can imagine a committed and lengthy relationship takes dedication, readiness to adapt, the ability to think about the future and ensure the other party involved is happy for years to come.

Try not to think of engagement as just a single interaction with one of your customers. As Thunderhead shows, you're creating an open line of communication over a period of time. While the term "customer relationship" may come to mind, engagement is different and on its own level.

#### **Providing More to Social Customer Care**

When we think about social media engagement, it's about how you use networks like Facebook, Instagram, LinkedIn and Twitter to build a great customer experience. You want to be there there for your patrons through thick and thin.

As soon as customers decide to engage with your business on social media, they're essentially putting trust into your brand to solve their problem.

As the clothing store Tarnish successfully showcases, reaching out to your customers when they have specific questions increases brand loyalty and even sparks the chance of a future purchase. All it takes is a bit of timely communication.

In the past, customers had to go to great lengths to get ahold of the brand to be heard. While the days of "we're sorry—all of our customer service representatives are currently busy" still exists, businesses are getting better at making those troublesome interactions a thing of the past by enhancing engagement through social media.

#### **Guidelines to Improve Engagement**

Improving engagement isn't necessarily rocket science, but it does take effort. Try not to think of social business or social branding as something new. This type of marketing has been around for decades.

Now there's a massive audience out there ready to be targeted, dissected and reached through social media engagement. The important thing is to know how to approach your audience, which is why we're providing five tips to improve your social media engagement.

## **1. Start the Conversation**

Like we mentioned before, try to think about social media engagement as a long-term relationship. Every great relationship needs someone to initiate the conversation to get things going. And in some cases, it has to be your brand.

A great way to open the conversation between both parties is by providing blog posts that your audience actually wants. Choose Chicago is perfect brand to watch for examples. They constantly post great Tweets with links to content about why you should visit Chicago. It helps to get people talking in their industry.

However, it's not always that easy to get a group together to converse. If you have issues with getting engagement from content, try hosting Q&As or Twitter Chats. But try joining a few first. Use your brand's social accounts to join conversations within your field. Be active with questions and provide industry knowledge to users.

You'll be shocked at how quickly users will follow you. When people understand there's a human behind the brand, their trust level increases. To build brand awareness, it's all about trust and engagement.

**Pro Tip:** Be careful with your early conversations. Don't promote right off the bat or else you'll find little interactions and participation. Provide something of value like your industry insights or previous experience.

## **2. Promote Your Brand Enthusiasts**

Another way to show you're willing to get the conversation going is by promoting your brand enthusiasts' content. For example, if you're on Instagram, you could ask for customers to @mention you or use a branded hashtag to show off a new product or service.

When you post user-generated content, you're essentially showcasing your customers and to further your social engagement. This also helps push others who are on the fence to interact with your brand by giving an avenue to communicate.

Why do you want people to use certain hashtag? It's all about tracking.

Through Sprout Social, it's simple to track the performance of a recent giveaway on social or to see how well your branded keywords performed.

You can also see the top influencers engaged with your brand in our Instagram analytics report . This allows you to be more selective with your branding efforts on social—especially when handling marketing assets such as hashtags, keywords or brand phrases.

With this data, you can see which users are the most engaged with your brand. And if these folks have massive audiences, it can lead to partnerships or co-marketing efforts to help both sides. Having your hashtags, keywords and @mentions available in a single-stream platform makes managing engagement efforts simple.

**Pro Tip:** Make sure you are completely transparent with your intentions and how you plan to use customers' content if you do so. Try using social media contests to give away t-shirts, swag gift packs or your actual product. Encourage your audience to share your material and to use specific hashtags.

### **3. Jump on Current Events & Topical Subjects**

When something is trending, going viral or simply in the news, you can use these topical events to bring new traffic to your social networks. You can cater it to things like hashtag holidays, events or live shows in your area.

Brands like Gap also use current events like Earth Day to promote its sustainable denim. This is a great way to get users aware and to be seen in the action of the event.

At the same time, you need to be highly sensitive with this marketing tactic.

All too often, we see social media crises where a company used an inappropriate or untimely current event to promote their brand. Follow our social media policy guide so you're not only prepared, but educated on what can cause a problem.

### **4. Be Receptive With Your Audience**



An issue many businesses have with social media engagement is responding in time to answer questions. It's always sad when you see a brand's social network go years without any new content or customer interactions. You're not only telling your audience you're not present, but that you don't want to provide additional avenues for communication.

Going just a day without a response can be detrimental to your brand. You have to be alert and attentive to your current and potential customers. So if you invest the time in social media engagement, you have to be active. Otherwise, people will think you don't care.

Your goal is to get as many eyes on your brand as possible. Additionally, positive interactions lead people to recommend your brand to friends and family, or post about the great experience on social.

## **5. Work as a Team on Social Media**

As you know, your brand can receive a plethora of different questions, comments and concerns on social. To ensure you're fully engaging users, make sure your social media team is well-equipped and ready to handle incoming messages.

To provide the most engagement, break out your team into specific categories to get the most out of social:

**Content Creators:** These folks develop, ideate and schedule your social content. Using a social media calendar helps planning across all teams and keeps you active on social.

**Community Managers:** Who's there to handle a hostile customer or major news about your brand? Hopefully you have community managers to control situations and keep experiences positive.

**Public Relations:** To get your brand the appropriate exposure through bigger channels, you need public relations managers. This person would handle customers, clients and businesses all alike.

**Sales and Enablement:** If someone is interested in your brand, but wants to know more, where do you send them? Sales and enablement can provide specific content to drive engagement among interested parties.

**Support:** Things break and having someone control and update the situation is critical. Your support members are always available in a pinch and ready to put out fires.

If you don't have enough members or spend for this team, that's OK. However, it's important to know those handling social media engagement have to wear many hats.

## **Additional Resources**

Your career or business can easily benefit from utilizing these resources. Are you in doubt on whether your company requires a social media manager? Are you unsure on how you can select the best social media manager for your business? On the other hand, do you need to track your progress or prospects for employment as a social media manager? Having the skills listed in this section is the way to go. Here, we put on our analytical caps and give tips on both sides of the spectrum.

### **Spotting A Social Media Manager for Your Business**

Getting the best social media manager for your company is critical for its growth. Your social media manager will be the firm's voice online, and you want to have the best voice to your customers. However, you may have never employed a social media manager before. One of the ways you can find a social media manager suitable for your enterprise is by conducting interviews. Here, we have compiled a list of questions that will help you spot the right person for your job.

1. What online communities have you engaged with in the past?

This question will show you how the manager communicated with clients in the past as well as their experience and success rate.

2. Which social media channels do you recommend for this company and why?

Your potential applicant should have conducted research on the business before the interview to answer this question deftly. It will also show their knowledge about different media platforms.

3. What will the goals be for our social media accounts? How will we gauge our success as a company?

The ultimate goal here is conversions. The manager should be able to explain how each step will lead to better conversions

4. What strategies would you apply in this company to gain leads?

They should have at least 2 or 3 feasible strategies

5. How does SEO relate with social media?

Each social media manager should have an excellent understanding of Google analytics, algorithms and how that translates to better business.

6. What social media tools do you use?

They should be well-versed on the uses of different software and have the ability to explain the same

7. In what ways will the company track Return on Investment on social media?

8. There are negative comments online about the company or an online crisis. How will you handle the situation?

This question allows you to know what the applicant defines as a crisis and what their approach to problems is.

9. Which of your social media failures would you describe as your biggest? Explain

The main part of this question is how the applicant dealt with the situation

10. How do you stay ahead in the latest social media trends, innovations and strategies?

Every social media manager needs to be on top of market trends. Find out how your applicant has been doing so in the past and plans to do so in your company.

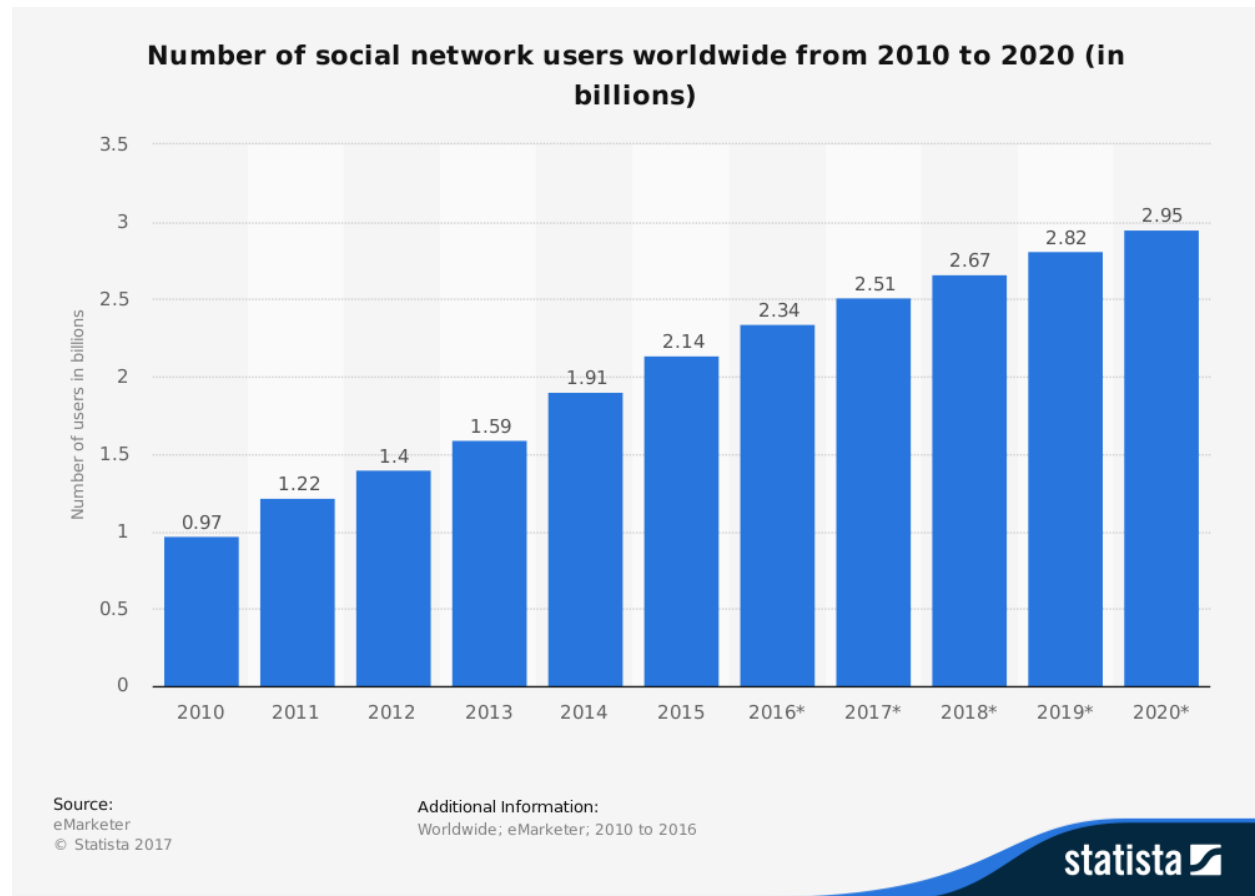
### **Ultimate skills checklist for social media managers.**

Do you have these traits as a social media manager? If you do, it is a sign that you can easily be employed.

1. Relationship building
2. Creativity
3. Consistent learning
4. Writing
5. Sales
6. Analytical skills
7. Customer service
8. Time management
9. Fast learning
10. SEO knowledge
11. Community engagement
12. Crisis management

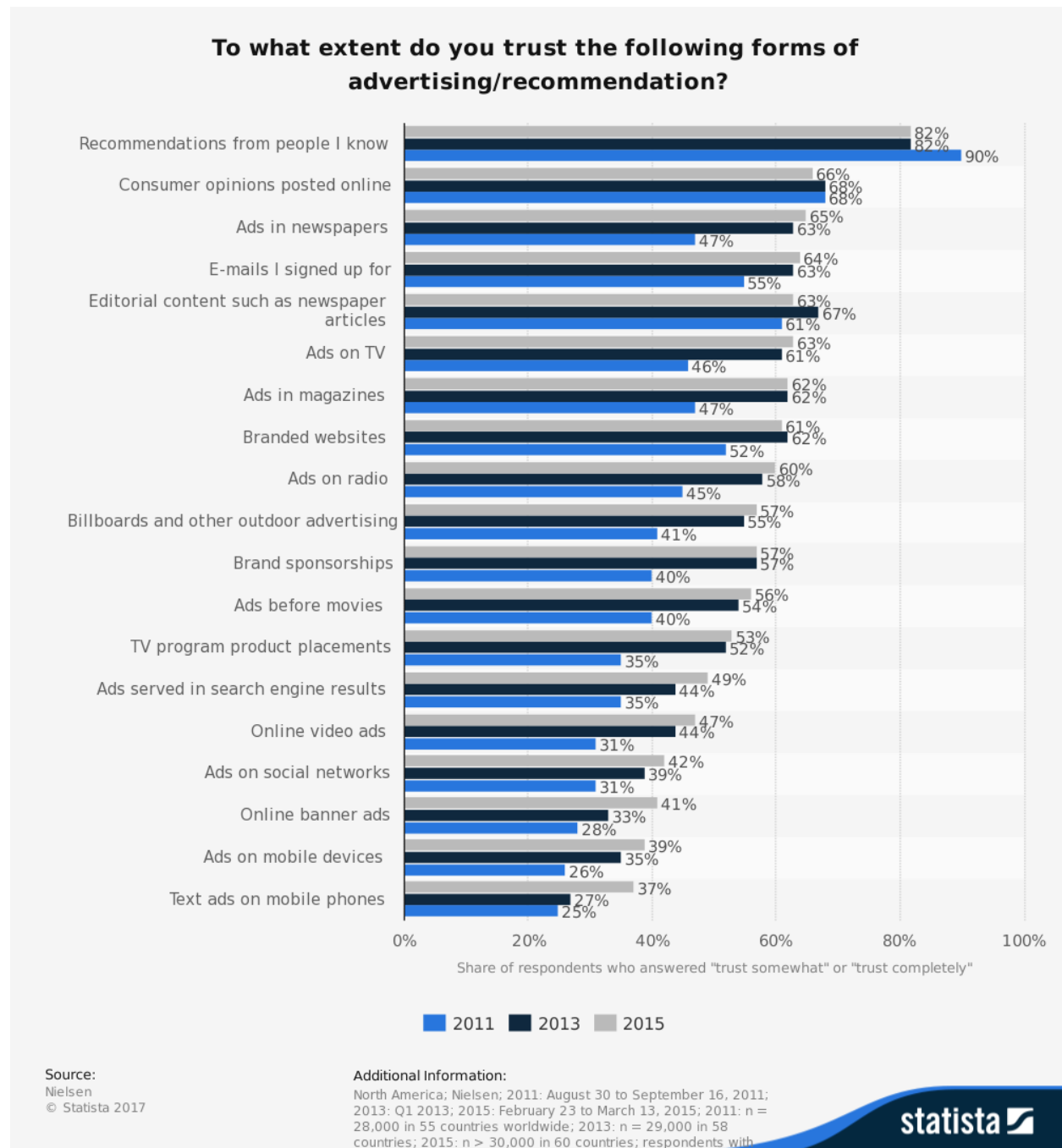
## Useful Statistics for Business

### Number of Social Media Users over time<sup>1</sup>



In 2015, the number of social media users had already reached an excess of 2 billion people globally. By 2020, it is expected that there will be 2.95 billion people actively engaging on social networks. Consequently, the best way to reach the largest number of potential customers will be through social media. Social media managers will be tasked with the responsibility of directly communicating with the company's largest pool of potential clients. This will be a critical role in generating leads that could turn into sales.

## Consumers' Trust on Different forms of Advertisement<sup>2</sup>

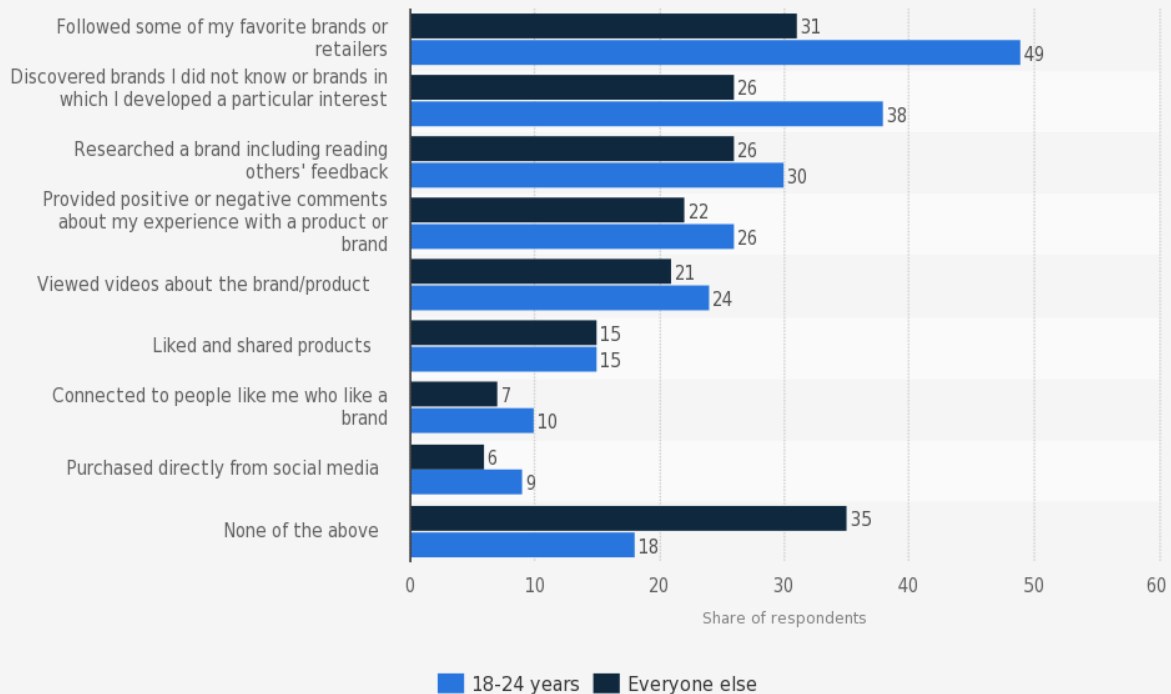


Recommendations from people a consumer knows topped the list of what sources of advertising a client trusted the most. Consumer opinions online ranked second. This shows how critical a social media manager is for a company. Through their interactions with customers online, they can better explain a product or service. The better their engagement with their online community, the better the company's image. This will lead to increased positive recommendations and opinions overall.

### **Consumer social media interactions<sup>3</sup>**



### Global consumer interactions with retail brands on social media as of September 2014, by age



Source:  
PwC  
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Additional Information:  
Worldwide; August and September 2014; 19,068 Respondents

statista

A majority of people aged above 24 years old followed their favorite brands on social media. Additionally, more than 50 percent of a sample population aged 18 to 24 years discovered brands that they were interested in during their interaction on social networks. This shows how essential a business's online presence is in the markets today. For social media users to develop the best perception of any business, they need an excellent social media manager. This will ensure customers online are satisfied and thus give positive comments about the business. Additionally, a social media manager will ensure your social media accounts reach out to more people. This gives you a larger base for your market.

Sources:

1. <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
2. <https://www.statista.com/statistics/222805/consumer-trust-in-advertising-in-north-america/>

3. <https://www.statista.com/statistics/411895/consumer-social-media-interactions-with-brands-age/>

## **Conclusion**

By consistently following the instructions in this guide, you are assured you will be one of the best social media managers in the market. If you are a social media manager looking to improve your craft, then a step by step approach to the guidelines in this book will definitely get you where you want to go. In case you have achieved a majority of the milestones required under the qualifications and experience section, then remember that hard work and consistent learning are the tools you need to keep yourself ahead of the pack. The social media scene is constantly shifting. Just like a surfer moves in tune with the waves, pick up your board and switch your stature with ongoing trends and best practices.

If you are a business owner, then I am sure you now know the various qualities you should look out for from your Social Media and Marketing departments. Measure your employee's progress as well as the social standing of your business. You can also pick up a few pointers from this book that could give you a way to evade a potential crisis. Additionally, this book can be used as a guide for training new social media managers in your firm. In this way, they will have a clearly defined explanation of what the company expects of them.

In case you are just beginning to learn about social media management, then you should now have an overall view of what is expected of you. All you need now is a deeper knowledge of the management practices within this book. Refer to any of the sections as frequently as you require to and ensure you broaden your skillset. Remember, a social media manager is a proactive individual who wears many hats in a company. As such, practice your social skills and offer services to the best of your ability. You might not start at the top of the food chain. With constant work, however, you could become a team leader and even train other potential social media managers.

Remember, the sky is the limit. Be the best you can be today!