

## Social Media Manager Interview Questions

**How many years have you been a Social Media Manager?** – This is a great time to also ask to see examples of their social platform work.

- Which platforms is your business currently active on?
- Could I review those platforms?
- Can you show me the blog you write for your own company?
- Can I see samples of the content you prepare for your own business?
- What is your experience with paid online advertising campaigns – ie: [Facebook Ads?](#)

**Will you complete a social media marketing plan for my business?** – A [strategic plan](#) is essential for social marketing success. Without a plan there are no clear goals. Without written goals there is no effective way to evaluate your social performance.

- Can you show me samples of social marketing plans that you have written for other businesses?
- Can you tell me what are some key components that you will include when writing a plan for my business?
- What methods do you use to evaluate and make necessary changes to the plan?
- How often do we meet to discuss and review the plan?

**How long have you worked with your current clients for?** – Having a long-standing relationship with a company is a positive sign. Ideally, you should be looking for services over a year.

- What social platforms do you manage for your existing clients?
- Can you show me the social sites that you manage for (at least three) various companies?
- Can I speak to each of these companies and ask about your services?
- Can you show me various samples of content that you have created for the various companies? (This should include a variety of images, written blogs, videos ...)
- How much content do you create for your clients and how much are they expected to provide you?

## Social Media Manager Interview Questions - Pg.2

**What do you feel are your online marketing specialties?** – This answer should include a variety of areas and not just specific social platforms. You are looking for someone who cannot only create content, but understands that “*engagement*” is the underlying key to social marketing success.

- What do you spend most of your time on as a social media marketer?
- Can you tell me about social marketing etiquette and best practices?
- Can you tell me about a successful online campaign you managed?
- How do your social marketing specialties match my company needs?
- How do you handle a negative comment or a complaint on a social site?

**What is your opinion of our current online marketing presence?** – A social media manager should have taken the time to review your overall web presence before you meet. If they haven’t, then you should reconsider this applicant.

- What can you tell me about my companies target audience?
- Do you think we benefit from all social platforms?
- Which social platforms do you think will be the best choices for my business?
- What do you see as the short term goals for the business?
- What do you see as the long term goals?

**What can you tell me about your existing online network?** – An online network is crucial for marketing success. A social media manager should be able to show you a large network, and examples of that network in action.

- How will you build an online network for my business?
- Can you show me examples of when your marketing created Brand Ambassadors?
- Can you explain to me how an online network could help my social reach?

**How do you stay up-to-date on this rapidly changing industry?** – Online marketing and social media platforms are always evolving. A social marketer must stay current to stay successful.

- Who are some of the influencers in your industry that you rely on for support?
- Can you tell me about any online changes you have experienced and how you managed them for your clients?
- What do you feel are the key marketing trends for next year?

## Social Media Manager Interview Questions - Pg.3

**Can you explain your understanding of [social marketing principles](#) and [etiquette](#)?** – An experienced social media manager should be able to be able to answer this question without hesitation. This is the backbone of a successful social marketer's role.

- How is social media marketing different from traditional marketing?
- Do you follow the recommended [80/20 rule](#) in your content posts?
- How quickly do you respond to comments, mentions and messages?
- What strategies do you use to ["listen"](#) to what's being said about my business?

**How do you measure the effectiveness of your social marketing campaigns?** – Several tools are available to measure your web presence. A social marketer relies on these tools to analyze and make changes if necessary. These tools also measure what content or campaigns were successful.

- What is your understanding and experience with search engine optimization (SEO)?
- What metrics do you measure on various social platforms and how?
- How do you measure return on investment (ROI)?
- How often will you review our Google analytics?

Last and certainly not least, it is important that you take time to review the specifics of any contract. Don't sign a contract that doesn't include details!

It is in the best interest of your business, to NEVER hire a social media manager before you talk to several references! Social media management is a 24/7 job. Your clients and customers will be mentioning, messaging and commenting to, and about your brand day and night. Make sure you hire someone who can cover all the bases.

