

Are you ready for a Social Media Manager?

S.M. READINESS QUESTIONNAIRE

SOCIAL MEDIA GOALS

Platform specific Social Media goals.



MONTHLY SOCIAL MEDIA TASKS

List of tasks you currently do on your own: content creation, styled photos, graphic design, social scheduling, analytic tracking, promotions...

NON-SPECIFIC MONTHLY TASKS

List of tasks you could delegate to someone else: Social scheduling, analytic tracking, promotions, ad management, research...

SOCIAL MEDIA S.W.O.T. ANALYSIS

Evaluate the Strengths, Weaknesses, Opportunities, and Threats of your current online presence.

STRENGTHS: *(What are some of your strengths? What are you doing that's worked well?)*

WEAKNESSES: *(What are some weak areas in your social media presence or strategy? Where are you lacking?)*

OPPORTUNITIES: *(What are some areas of opportunity you see for your brand but haven't had the time or skills to explore yet?)*

THREATS: *(Are there any seriously dangerous issues or threats in your social media strategy/presence? Any problem areas that need attention immediately?)*

SOCIAL MEDIA ASSISTANT REQUIREMENTS:

Are there any specific qualification you'll need in a potential Social Media assistant?

Social Media Manager

INTERVIEW QUESTIONNAIRE

SOCIAL MEDIA EXPERIENCE:

Platform specific Social Media experience and expertise. What are their top platforms? Which social media networks do they work with?



PROFESSIONAL TOOLS:

What kind of tools does the Social Media Manager use to manage their clients' accounts?

SCOPE OF WORK

What is the scope of services the Social Media Manager will be performing?

MONTHLY REPORTS:

Can they report on analytics? What kind of reports do they collect and how do they track your data?

SOCIAL MEDIA ASSISTANT REQUIREMENTS:

Are there any specific qualification you'll need in a potential Social Media assistant?