

SIMPLY SOCIAL

What is Social Media Management?

- ✓ Hiring a skilled social media manager ensures you get the best results from your social media efforts
- ✓ As competition for eyeballs on social networks is steadily increasing, it's beneficial to start as soon as possible and do it right from the start
- ✓ Be prepared to not have complete control over everything your social media manager posts to your properties; trying to micromanage everything will only lead to less efficiency and a bad experience for everyone involved
- ✓ Let the person you hire know that it's always better to ask you if they're uncertain about something, rather than acting on their own and risking making mistakes
- ✓ Spending some extra time on researching and checking up on your new manager's background minimizes the risk of hiring someone who's unprofessional or unsuited for the job
- ✓ Expect to pay at least \$20/hour for a native English-speaking social media manager, more if you want someone with lots of experience
- ✓ While it may seem expensive, keep in mind that it's likely only going to be a couple of hours per day at the most, unless your online following is huge
- ✓ Once you've hired someone, make sure you plan out the entire strategy together so there will be no misunderstandings later
- ✓ Also establish what the goal of your social media efforts is - are you looking for more sales, increased customer loyalty or something else?
- ✓ Be prepared to wait for results - things will move slowly at first and then start to snowball

Do I Need Help?

- ✓ If you don't enjoy participating on social media in general, you'll most likely find it difficult to handle your properties yourself
- ✓ Lack of enthusiasm may lead to lower quality postings, and ultimately poor results from your social media efforts
- ✓ You don't have to hire a manager for all social networks, it's fine to hire a manager for just the networks you don't enjoy participating on yourself
- ✓ Consider the time required if you were to do it all yourself - not just for the postings and discussions, but also the time you need to put in to keep up with current trends and best practices (which are ever changing and evolving)
- ✓ If you know you're not good at writing it is probably a bad idea to try to handle it all yourself, as every update requires at least some bit of writing, and the better writer you are the easier it will be to engage the audience
- ✓ Social media is all about interacting with all kinds of people, and if you're not a patient "people person" you may find it taxing and even annoying at times
- ✓ If you don't deem social media to be that important to your business it may not be a good idea to spend the money on a social media manager
- ✓ Don't forget to plan for the future too - how will your social media strategy look in a year or two?

What to look for

- ✓ Finding the ideal candidate can take some time as there are a number of traits and skills they should have

- ✓ It almost goes without saying, but a good social media manager should have a friendly personality with heaps of patience
- ✓ If your candidate has previous experience in the niche/industry your business operates in, that should be considered a huge advantage
- ✓ Social media managers should master all major platforms, and be willing to learn new techniques as they are invented
- ✓ Since response times and regular postings are important, the person you hire should be available to check in with your pages at least a few times per day (your fans and followers wouldn't appreciate having to wait hours/days for a response)
- ✓ Make sure the person you hire isn't working for one of your competitors, as that can lead to a conflict of interest
- ✓ Look for complementary skills like ability to create and edit videos and images, these can be very helpful and add more value to the postings
- ✓ Consider whether you'd like to work with an agency, a freelancer or hire an employee - they all have their pros and cons

Where to Look

- ✓ Perhaps the most common way to recruit a social media manager is using one of the major online freelancing sites, like oDesk, Elance and Freelancer.com
- ✓ Keep in mind that even if applicants from developing countries are inexpensive and may look good on paper, they may not be completely fluent in English and there may be cultural differences as well
- ✓ Expect to have to go through a large number of unqualified applications on the freelancing sites

- ✓ Another option to find candidates is simply searching for them in Google/ Bing - generally you'll find more agencies than individuals this way as they'll have more resources to ensure higher rankings
- ✓ Online classifieds can also work well, especially if you're looking to recruit someone local to you
- ✓ Don't rule out asking friends and colleagues for recommendations, as that can save you a lot of time and deliver the perfect candidate directly to you with no need for a lengthy recruiting process
- ✓ If you already have employees in your business, consider giving social media responsibilities to one of them ("outsourcing" in-house)
- ✓ Regardless of where you recruit from, make sure you spend plenty of time researching and background checking every candidate to avoid a nasty surprise later on