

5 ways to find the perfect social media manager

There are many options available to you if you're looking to hire a social media manager. Before starting your search, it's important to know that the recruiting process can be lengthy and sometimes difficult. Just remember that it's always better to take some extra time and carefully research candidates, than rushing into sometimes with the risk of hiring the wrong person for the job. Here are a few ideas on where you can conduct your search:

Freelancing sites

Thousands of jobs are filled on a daily basis on the major online freelancing sites, and you shouldn't have a problem finding a skilled social media manager on a site like Elance or oDesk. Be prepared for a flood of applications though, especially if you specify a generous budget and you aren't too specific in your job description (actually, most people will not even read that but just apply anyway hoping for the best). The difficult part here is wading through all the unqualified applications looking for those few people who actually meet your criteria.

Search engines

A surprisingly effective method of finding skilled labor is simply using Google (or Bing if you're so inclined). Just search for a term like 'social media manager' and you'll get many results - hopefully at least one will meet your requirements. Keep in mind though that in order to rank highly in Google, a company or freelancer needs a significant budget. This may mean that it's mostly larger and more expensive agencies that appear highly in your searches, so if you're looking for someone more modest you shouldn't be afraid of clicking past page 2 or so in Google.

Classified ads

Classifieds have always been a great place to look for workers, especially if you live in a big city and you're looking to hire someone locally (perhaps you need someone to come in to your office to work). If you live in a less populated area it may not be very effective, however.

Recommendations

If you have any friends in a similar position as yourself, check with them if they can recommend anyone to you. You could potentially save lots of time and effort by foregoing the whole recruiting process and just hiring someone who comes highly recommended from a trusted friend or colleague.

"Outsourcing" in-house

Don't forget that it's actually possible to simply get someone from your existing staff to help out with social media duties. You should only do this if you have an employee who's actually skilled with these things though - don't do it just because you don't want to spend the time looking for a specialist.