

What to look for in a social media manager

If you're considering outsourcing your social media you might be wondering how to find the perfect candidate. After all, there are thousands of eager workers to be found online, but most of them would be poor choices for a social media manager position. There are a number of skills and traits you should look for. Your candidate may not have to meet all of these requirements, but the more the better is generally the case.

First of all, and this should almost go without saying, they need to be great communicators and have a patient, friendly demeanor. They should also be able to write flawlessly without making mistakes with spelling and grammar, or you'll risk looking very unprofessional. People are usually quick to point out mistakes like that on social media.

It's also a good idea to look for a person with some previous experience in your niche (or at least in a similar niche). Otherwise they may find it difficult to relate to your audience and post things that are interesting to them. It will also make it harder for them to answer any questions your fans and followers might have. Of course they can always relay such messages to you for a response, but that will take time out of your busy day and somewhat reduce the usefulness of having a social media manager in the first place.

You should also look for people who seem to enjoy learning new things. As social media is always evolving, new methods and platforms are introduced all the time. A social media manager who isn't keeping up with the latest trends will not be useful for very long. After all, one of the reasons you're paying them to handle it is so that you won't need to stay on top of all these new developments yourself.

Finally, be on the lookout for complementary skills that could be useful for a social media manager to have. For instance, if they have the ability to edit pictures it will make posting new content a lot easier as they can adjust images as necessary. Same goes for creating and editing videos. You'll also want someone with great research skills, so they can easily go out and find new, interesting content to post.

These are just a few of the things you should look for in a social media manager. You should put some thought into what would be important for your particular business and situation, as it will be different for everyone. Take your time to find the perfect candidate instead of rushing off with the first one you stumble over - it will pay off in the long run to be diligent!