

## Finding the perfect social media manager

If you're thinking about outsourcing your daily social media tasks, there are a few things to keep in mind when looking for the perfect candidate. Some are simply better suited than others. Let's take a look at a few of the most important skills a social media manager should possess:

First of all, if you have an English-speaking audience, you really should consider getting a native English speaker, even if it costs a few bucks more than someone from a developing country. The peace of mind and easy communication is well worth the extra money. They should also, of course, be good writers with flawless grammar. There's nothing that looks more unprofessional than a big company making basic spelling mistakes.

Second, consider hiring a manager with previous experience in your industry, as that will just make them that much more effective working for you. They'll be able to better determine what your audience responds to, and it will be easier for them to answer any questions they may get from your fans and followers. If this is not possible for some reason, consider teaching them the basics of your niche before letting them handle things completely on their own.

Something else that's important is their research skills. If they're not effective researchers they'll have a hard time coming up with new content to post on your social media properties, especially after some time when the "low-hanging fruit" has already been picked and posted. If you're uncertain about this you can always construct a small test assignment that you give to potential candidates in order to determine their skills.

You may also want to look for someone with good complementary skills, for example the ability to design and edit images. This will make posting new content much easier, and they'll even be able to make their own unique images with chances of going viral. The same applies to videos, of course.

Finally, once you go out there and start looking for that perfect candidate, realize that it may take some time before you find them. There'll be dozens of people competing for your attention, especially if you go on the large online freelancing sites to look, and you may have to sift through a lot of poor applications to find what you're looking for. Usually the best way to conduct the

search is looking in more than one place - for example you could throw up a job posting on the freelancing sites, while also sending off e-mails to people you find in Google and on sites like Craigslist and Backpage.