

# Advantages and disadvantages of outsourcing social media

Are you considering outsourcing your daily social media tasks? You're not alone! This is something more and more businesses do, as they find themselves unable to keep up with the expectations from fans and followers on social networks.

There are many advantages to getting a social media manager to run things for you. Perhaps the most obvious upside is that you're freeing up some of your own time, allowing yourself to focus on other things in your business. Unless social media is your main area of expertise, chances are your business would fare better if you were to let a manager handle it for you.

Another huge upside is that a good social media manager will have enough experience to know what works and what doesn't. There's no need to try different things to try to figure out what your audience responds to, as they'll most likely be able to tell you before even making their first post. This assumes, of course, that you're hiring someone with real skills and expertise.

There are a few downsides too though. Of course one is that good help comes at a price. It's definitely possible to find skilled managers that don't charge an arm and a leg, but in general you get what you pay for. Hopefully you'll be able to see that you're also saving some of your own time, which should also have a price.

Something else that can cause issues is if your social media manager isn't familiar with your particular niche/industry. That could lead to them not being able to connect with your audience, and you'll have trouble growing your social media properties as a result. To remedy this, look for a social media manager who has some previous experience in your niche, as that will make the whole process a lot easier.

You should also take into consideration that you won't have complete control over every little detail when you outsource your social media duties. You can agree on guidelines and best practices with your newly hired manager, but ultimately it will be up to them to run things as best as they can on a day-to-day basis. What you can do is tell them to always come to you if anything is the

least bit uncertain, rather than having them take chances and act on their own. Make sure you give them plenty of autonomy though, or they'll probably feel like you're trying to micromanage them.

These were just some of the pros and cons of hiring a social media manager. Hopefully by now you have enough information to make an informed decision!