

## Where to find a skilled social media manager

If you're in the process of looking for a social media manager, you may have been wondering where you should start your search. There are quite a few places where you can look for your ideal candidate, each with its own pros and cons.

The first option is to simply stay within your company and expand the responsibilities of one of your existing employees to also include social media duties, effectively "outsourcing" it in-house. Keep in mind though that these tasks will require quite a lot of time and attention, so be advised that it may reduce the time available for them to do their regular job.

If you'd rather recruit a new person, it's time to go online and look. When most people think about recruiting online, they think about freelancing sites like oDesk and Elance. Nothing wrong with that, those sites provide thousands of skilled workers in all possible categories. Finding potential candidates for a social media manager position shouldn't prove too difficult, but you should be prepared to look at many poor or unqualified applications before finding the right one for your needs. If you have the time and patience for it you should definitely be able to find the ideal candidate by posting a job on one of these sites.

Another option is simply heading straight to Google, searching for something like 'outsource social media' or 'social media manager'. You'll see many potential candidates listed among both the paid and organic results. This option is perhaps particularly good if you're looking for an agency and not an individual freelancer, as agencies typically have larger budgets to allow for ranking higher in search engines (or paying for ads in prominent positions).

If you're interested in hiring someone local to you, check out classifieds sites like Craigslist and Backpage. You may have to expand your search beyond just "social media managers", however, especially if you're in a small town. This would also mean you might not be able to hire an expert. You may have to settle for someone with "potential" that you can train according to your needs.

Finally, consider simply just asking around among your friends and colleagues - maybe they know someone who would be perfectly suited for the position.

That would save you a lot of trouble, and most likely you'd get someone you can trust as he/she will come highly recommended from your friend.