

# 9 THINGS YOUR SOCIAL MEDIA MANAGER SHOULD BE DOING

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## 9 THINGS YOUR SOCIAL MEDIA MANAGER SHOULD BE DOING

There's no denying that social media is an essential part of any small business' marketing strategy at this point. We've all seen marketing done right, and seen the fall out of when it goes wrong.

If you are a small business owner and realize the necessity of social media for your brand, you might have asked yourself,

*"Self? What does a social media manager do and what can they do for my business?"*

After talking to many, many business owners, most find themselves in this situation when they decide they want to hire their son's girlfriend's brother to "manage" their Facebook page and pay them minimum wage. *Just sayin'.*

The 5 minutes or less it takes to post on a Facebook page is the tip of the iceberg when it comes to social media management.

**Here's some insight into what it takes to run a brand's social media presence successfully.**

### 01/ Knowledge of Marketing Objectives

**Social media for the sake of social media is kind of pointless for a brand.**

*There - I said it.*

If you are not strategically building brand awareness in line with your marketing objectives, you are going to spin your wheels.

For example, your top three objectives might be 1) build your *email list*, 2) *sales*, and 3) *post engagement*.

Your entire social media strategy should align with whichever objective you are focusing on - there might be overlapping goals, but only one should be the main focus of any given post.

If your social media person doesn't understand what you are trying to achieve, they cannot help you in a meaningful way.

### 02/ Insights and Analysis

I see tons of posts on "what to post when" on different social media platforms.

The fact is, you have to test what works and resonates with YOUR audience. **Social media is not one-size-fits-all.**

A good social media manager will start with analyzing your past performance on your accounts and crafting a schedule based around hard data.

They should also be trying different types of posts and schedules to continue to test what works.

I highly recommend setting up your Google Analytics correctly so you can get a complete, in-depth picture of your customer journey on your website.

Don't forget that most platforms like Instagram, Facebook, and Pinterest also have their own insights and analytics for review.

### 03/ Industry Research

Chances are your social media manager will not be an expert in your industry. **They must take the time to learn your industry, along with standard practices and jargon.**

It's incredibly obvious when a business is posting content that doesn't resonate with its audience because the verbiage doesn't quite fit.

Your social media manager must also learn your brand voice. "Speaking" like a brand in a way that's authentic is no easy task.

I personally have had my clients fill out a several-page worksheet to describe their brand voice and target audience.

Starting off here on the same page is essential. While it always takes time to get in the groove, knowing what's on-brand from the beginning saves a lot of time and misunderstandings.

### 04/ Scheduling + Calendars

It doesn't matter if you are on one social media network or six - **you need to have a schedule and calendar for each for your social media accounts.**

These schedules and calendars are based on the research, analysis, and insights already done - as well as taking into account some testing and the current marketing objectives.

The social media manager should also know all relevant dates for your business and promotions.

It's like trying to create a work schedule for 6 different employees that all have different lives and availability. It's no easy task.

Your social media manager should also be able to collaborate on other types of content, such as contests and sweepstakes, if it applies to your business.

### 05/Reporting

#### **Knowledge is power.**

You can't know what to do next if you don't know what worked in the past.

A social media manager should have the tools and know-how to assess how your social media content is performing so they can adjust strategies as needed.

As the business owner, you also need the accountability of reporting - with the knowledge that social media results do take time to gain traction.

If a social media manager promises you goals that seem unrealistic and to-good-to-be-true - that's an opportunity to ask more in-depth questions about their process and results with previous clients.

Ask the social media manager what tools and methods they use for reporting so you know what to expect.



### 06/ Content Curation

Posting all about your sales and products all the time will not resonate well on social media.

**Social media is about building brand affinity and providing value (not salesy ickyness).**

A social media manager must find content relevant to your industry and audience that will provide value and interest.

It's usually a good policy to stick to the 80/20 rule with content posting - 80% valuable content with no "ask" and 20% content with a strong "call to action".

You can still be posting about your business - but consider testimonials, employee spotlights, and behind-the-scenes content as a way to show your audience who you are as a business and your values.

The occasional meme or funny video - *if it applies to your brand* - is totally ok too!

### 07/ Custom Graphics

Every social media network has shown that posts perform better with a graphic or video. These should be high-quality and on-brand.

You should have your brand's style guide available to your social media manager. These guides include your fonts, colors, logos, and any photography (brand or stock).

Every social media network also has an ideal picture size - which means you might need a different graphic for each platform.

There are both free and paid tools for graphics.

Either way, **a social media manager should be creating custom graphics for brand posts** so they show up correctly with the platforms' best practices.

### 08/ Engagement

We all know at this point that social media is not only a marketing tool, it has also become a customer service platform - especially Facebook and Twitter.

Customers expect responses to reaching out to your brand via social media and they aren't shy about voicing their displeasure.

You should work with your social media manager on response and customer services practices for your business on social media. Bonus points to them if they can help guide you with this!

But let's not forget the positive! A social media manager should be checking each account regularly (at least every couple of days) to thank fans for comments and shares.

**Fans love it when a brand recognizes them for all to see on social media.**

If your audience never gets a response, they'll stop engaging.

### 09/ Industry Knowledge

Social media networks change their rules and algorithms almost daily - at least it seems that way.

Having a social media manager that is up to speed and takes the time to inform themselves about the latest and greatest marketing ideas is critical to staying relevant.

Sometimes there's a fine line between asking your social media manager about updates to best practices and micro-managing.

A good solution would be to ask them about any news or updates they think are relevant to your strategy when they do their reporting.

**Remember - you hired *them* to be the expert.**

### Conclusion

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It's easy to see why small business owners get overwhelmed and frustrated with managing their own social media. It's truly a full-time job when done correctly.

If you are considering hiring someone to help you - I hope this eBook makes you a little more aware of what they should be doing to manage your social media effectively.

You should also hire someone that will put the time and effort into the right strategy for your brand - *not the same strategy they've used for someone else.*

Your social media manager should love coming up with fun, creative ideas to help business owners cut through the content clutter on social media.

They should help you decide how to stand out, engage your fans, and tell your unique story through your content marketing.

***REMEMBER: Social Media is not one-size-fits-all!***

## Additional Resources

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My favorite course on Google Analytics: **Jeffalytics**

<https://carachace.com/jeffalytics>

My favorite graphic design program: **Canva Pro**

<https://carachace.com/canva>

My favorite stock photo site: **Ivory Mix**

<https://carachace.com/ivorymix>

My preferred scheduler (Pinterest + Instagram): **Tailwind**

<https://carachace.com/tailwind>

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### About Cara - *a story like no other*

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**Cara has been balancing her aversion to rules and bosses with the need for structure since 2013, when she had her first child and took on the role of social media manager for Megadeth and their 13 million online fans.**



**After realizing being a work-from-home entrepreneur was the best fit for her life, she built a digital marketing agency from scratch, had another kid, navigated constantly shifting priorities, moving houses, and life demands...and made it her mission to Work Better Live Well. Find out more at [CARACHACE.COM](https://CARACHACE.COM)**



# 9 THINGS YOUR SOCIAL MEDIA MANAGER SHOULD BE DOING

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