

**2023**

# **SOCIAL MEDIA MANAGEMENT**



**A Tactical Masterclass**

**Published by Avalocx Academy**

# Social Media Management 2023

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## **Module 1**

# **Introduction to Social Media Management**

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By: Charlotte Diamond

# Introduction to Social Media Management

By the end of this module, you should understand the following:

- Overview of Social Media Management
- The Importance of Social Media Management
- The Benefits of Social Media Management
- The Role of Social Media Manager
- Understanding Your Target Audience on Social Media

## 1.1. Overview of Social Media Management?

Social media management refers to the process of creating, scheduling, publishing, and analyzing content across various social media platforms. The goal of social media management is to create a consistent brand identity and engage with an audience of followers or potential customers.

Social media platforms have become an essential part of any marketing strategy, as they offer a way for brands to connect with their audience on a personal level, build brand awareness, and drive traffic to their website. However, managing social media can be time-consuming, and it requires a specific set of skills to be done effectively.

In this overview of social media management, we will cover the following topics:

- Understanding Social Media Platforms
- Developing a Social Media Strategy

- Creating and Publishing Content
- Engaging with Your Audience
- Analyzing Social Media Metrics

## **Understanding Social Media Platforms**

Before you can effectively manage social media, you need to understand the different platforms and how they work. There are numerous social media platforms available, but the most popular ones are Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Each platform has its unique features, audience demographics, and best practices. For example, Instagram is primarily a visual platform, while Twitter is text-based and has a limit of 280 characters per tweet. Understanding the nuances of each platform will help you create content that resonates with your audience and performs well.

## **Developing a Social Media Strategy**

Once you understand the different social media platforms, you need to develop a social media strategy. A social media strategy outlines your goals, target audience, content themes, and publishing schedule.

Your social media strategy should align with your overall marketing goals and be tailored to your audience's preferences. For example, if your target audience is primarily young adults, you may want to focus on platforms like Instagram and TikTok. If you're targeting business professionals, LinkedIn may be the best platform for you.

## **Creating and Publishing Content**

The content you create for social media should be aligned with your brand identity and reflect your social media strategy. Content can be in the form of images, videos, text-based posts, or a combination of all three.

When creating content, it's important to keep your audience in mind and create content that resonates with them. For example, if your audience is primarily interested in health and wellness, you may want to create content around healthy recipes or tips for staying active.

Once you've created your content, you need to schedule it for publishing. There are numerous social media scheduling tools available, such as Hootsuite or Buffer, that allow you to schedule content in advance across multiple platforms.

## **Engaging with Your Audience**

Social media is a two-way conversation, and it's essential to engage with your audience. Responding to comments and messages, liking and sharing user-generated content, and running social media contests are all effective ways to engage with your audience.

When responding to comments or messages, it's important to be timely and professional. If a customer has a complaint or issue, respond promptly and work to resolve the issue in a timely and satisfactory manner.

## **Analyzing Social Media Metrics**

Finally, it's important to analyze your social media metrics to see how your content is performing and adjust your strategy accordingly. Metrics such as engagement rates, reach, and follower growth can give you insights into what content is resonating with your audience and what isn't.



Social media analytics tools like Google Analytics or social media platform analytics can help you track your metrics and identify areas for improvement.

## **1.2. The Role of Social Media Manager**

A Social Media Manager, or Community Manager, oversees a company's interactions with the public by implementing content strategies on social media platforms. Their duties include analyzing engagement data, identifying trends in customer interactions, and planning digital campaigns to build community online.

### **1.2.1. Social Media Manager Duties and Responsibilities**

The Social Media Manager's job focuses on increasing brand awareness through the effective use of social media outlets. A Social Media Manager is tasked with several key duties, such as:

- Using social media marketing tools to create and maintain the company's brand
- Working with marketing professionals to develop social media marketing campaigns
- Interacting with customers and other stakeholders via the company's social media accounts
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities

- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs

### 1.2.2. What does a Social Media Manager do?

Social Media Managers can work for digital marketing agencies or as part of an in-house marketing team to cultivate a social media following and promote the company's brand. They use posts, comments, and replies to engage with their audience and develop a relatable company voice.

Social Media Managers can delegate content creation tasks to other employees and study which aspects of their campaigns result in the highest engagement and conversions. They also monitor online posts that mention the company so they can mediate the impact of negative reviews and share positive testimonials with their current following to strengthen customer relationships.

### 1.2.3. Social Media Manager Skills and Qualifications

The ideal applicant for this position has suitable skills, including:

- **Social media:** The ability to use social media to maintain or build a brand is necessary to be a Social Media Manager. These professionals are expected to regularly post text, video, and images that engage the company's target market, follow online conversations on a company's social media accounts and solve customer concerns using social media platforms.
- **Communication:** Great verbal and written communication skills are essential for this occupation. A Social Media Manager must interact with writers,

designers, developers, and customers and report to senior management personnel. As good communicators, these professionals must identify social media events such as an interesting hashtag or a sensitive topic, and share appropriate content that aligns with the company's social media strategy.

- **Creativity:** Crafting engaging content is an important skill for a Social Media Manager. These professionals must constantly align content with customer trends and market changes to interest and engage people.
- **Technology:** Computer skills, skills in using social media platforms and skills in using tools that analyze social media platforms are requirements for this position. A Social Media Manager must use digital technologies to meet the goals of social media campaigns.
- **Research:** Skills in learning social media trends, identifying new social media tools, and finding real-time online conversations are necessary for this position. Social Media Managers must have an understanding of the trends and techniques of social media as well as the company's online presence to effectively handle social media marketing.
- **Time management:** The skill of organizing tasks to meet deadlines is essential for this professional role. Social Media Managers work according to schedules and must meet marketing and business goals.

## 1.2.4. Social Media Manager Salary Expectations

A Social Media Manager makes an average of \$44,757 per year. Salary may depend on the level of experience, education, and geographical location.

## 1.2.5. Social Media Manager Education and training requirements

A bachelor's degree in internet marketing, journalism, or a related field is usually expected for this mid-level position. Work experience of one or two years in sales, advertising, customer service, or public relations can demonstrate that a candidate has the practical training needed to meet the challenges of this position and the marketing industry.

## 1.2.6. Social Media Manager experience requirements

A Social Media Manager is expected to be experienced in using social media for marketing purposes. Internship or volunteering activities in writing, social media marketing, and leadership can demonstrate that a candidate has gained the expertise needed for this position.

Here's an example of what the job description and requirements for a social media manager look like.

### Example

#### *Social Media & Marketing Specialist (full-time)*

We have a wonderful opportunity to join our amazing team as a Social Media and Marketing Specialist

This job will be mostly remote and a few hours in the office every week.

## Job Description

As a Social Media and Marketing Specialist you will be directly involved in maintaining and enhancing Advance Medical group's image on Social Media. You will also be involved in the marketing efforts of the company to help promote our services to the community we serve. This will be in conjunction with the Medical Director and Practice Administrator.

## Social Media

- Overseeing our Facebook, Instagram and Twitter pages.
- Manage, develop and oversee social media strategy, content and calendar (daily/weekly)
- Respond to inbound social media traffic
- Find and engage new potential patients
- Generate monthly statistical reports with social analytics and trends to track growth
- Measure web traffic and monitor SEO
- Report on online reviews and feedback
- Increase social media following

## Marketing

- Create Brochures and materials to educate the community of our services
- Maintain our website presence and update our website as needed
- Create content for advertising
- Participate and coordinate social events such as medical fairs
- Introduction to Specialty doctors and setting up lunches

## Experience

- 3 years of Social Media and Marketing required
- Proven track record of successfully maintaining Social Media sites
- Medical Social Media and Marketing experience preferred

- Strong knowledge of SEO, keyword research and Google analytics
- Experience managing and maintaining a website

**Job Type:** Full-time

**Pay:** \$20.00 - \$25.00 per hour

**Schedule:** Monday to Friday (Weekend availability)

**Education:** High school or equivalent (Preferred)

**Location:** Remote

## 1.3. Understanding Your Target Audience on Social Media

Defining a target audience can be one of the most challenging aspects of social media marketing. But once you have a clear idea of who your audience is, you'll run more relevant campaigns with better returns.

Here's a comprehensive guide on what a target audience is, and how to find and reach yours through social media.

### 1.3.1. What is a target audience?

In simplest terms, a target audience is a group of people that's most likely to be interested in your product or service. And members of this group usually share common traits.

Let's look at a few examples of target audiences.

Canva, the design tool, has an audience of designers and design enthusiasts, this audience can be further segmented by how the tool is used.

For example, one of Canva's target audiences is teachers, who may use the tool to create worksheets, infographics or posters.

Another major target audience group for Canva is social marketers who need to create captivating visuals for their brand's social media and digital campaigns.

### **1.3.2. Why should you define your target audience?**

Why is defining a target audience so important? Below are some of the ways you can benefit from marketing to a targeted audience:

- You can spend your advertising budget more effectively.
- You know which social media platforms to focus on.
- You can develop messaging that truly resonates with current and potential customers. This makes it easier to connect with them and earn their loyalty.

Now that you know why you should define your target audience, let's find out who your target audience is.

### **1.3.3. Start by taking a closer look at your existing audience**

To understand your target audience, start by taking a closer look at who's already following you or buying from you. Here are a few questions that'll help you with this step:

## **1. Who is your current audience?**

Monitor who follows you on social media and interacts with your posts. Who likes, shares, and comments on your content? Look for common characteristics such as age, location, language, and interests.

Then you can use that demographic information to target similar people who aren't yet following your brand.

## **2. What kind of information are they looking for and why?**

Knowing the kind of information your followers look for and interact with will help you understand your audience. And you'll identify their needs and how to approach them on social media.

People will have different reasons why they follow brands on social media. And you'll have to adapt your social media content strategy accordingly.

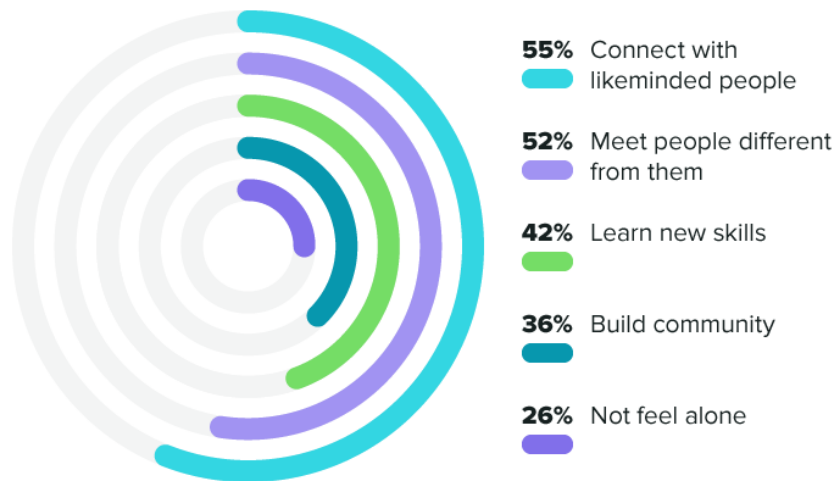
The top four reasons why consumers want brands to use social media to help connect people with each other are:

1. Connect with like-minded people (57%)
2. Meet people different from them (52%)
3. Learn new skills (42%)



#### 4. Build community (36%)

### Why consumers want brands to use social media to help connect people with each other



### 3. Where do they go for this information?

Which social media platforms does your target audience frequent the most? The answer to that question will help you know where to focus your marketing efforts. For instance, launching a Twitter campaign doesn't make sense if a majority of your target audience is most active on Instagram. Understanding what your target audience wants and on which platform will define your content strategy.

### 4. What are they talking about?

What are your target audience's likes and dislikes? What challenges and what solutions are they looking for? What are they saying about your brand or products? Knowing

the answers to these questions will help you understand their biggest pain points and desires.

## **5. Who do they trust?**

Trust is important when building relationships with your followers.

Think about your social habits:

Do you trust any brand online?

Do online reviews from other customers sway your purchase decisions?

You should also think about how your business handles its reputation. Do you respond to all inbound messages or social mentions? Being responsive is important for building trust, retaining customers, and attracting new followers.

### **1.3.4. Define the key benefits of your products or services**

Now that you understand your audience, you can explain how your products or services solve their problems. What value does your business offer? Think about how their pain points align with your key benefits, and you'll be able to position your business in a way that resonates with your target audience.

### **1.3.5. Check out the competition**

To properly define and reach your target audience, you also need to conduct market research about what the competition is doing. Ask questions such as:

- What types of people are your competitors targeting?
- How are they reaching out to their target audience?
- What are they doing right?
- What's missing from their strategy?
- What key benefits are they emphasizing in their marketing?

- How often are they posting?
- Which content formats seem to work the best for them?
- What tone are they using?

Once you understand your competitors, you'll be able to identify your key competitive advantages. For example, one of American Express's biggest competitive advantages is its loyalty program for customers. And to promote this unique selling point, the company leverages Amex Ambassadors for its social media content strategy.



### 1.3.6. Create content for your social media target audience

Now that you have all this insight about your target audience, it's time to start creating content.

Here are a few best practices to guide you:

- A/B test different content elements, formats, and publishing times. Fine-tune your content strategy based on the types of posts your target audience tends to engage with. Monitor what kind of captions they like and which timing works best to engage them.
- Create content for different stages of the marketing funnel. Entertaining content may be great to capture attention at the awareness stage, for example. But for members of your audience at the consideration stage, informative and instructional pieces work better.
- Be more direct with your audience research. Instead of assuming or using analytics alone, consider what your followers really think by putting those insights into context. Conduct polls and ask them questions so you can engage them better. And create customer personas to ensure your content is highly relevant for all members of your target audience.