A social media manager is responsible for the activity of the social media account of an individual or business. This includes the consistent strategy, design, and distribution of posts on Twitter, Instagram, LinkedIn, and Facebook that will drive traffic to the account and result in the growth and engagement of followers.

NATIONAL AVERAGE SALARY

$66,000 PER YEAR

RANGES FROM $35,000 - $115,000

BUFFETR

Brian Peters, Strategic Partnerships Manager
buffer.com

CO-AUTHORS
Paul Hill, Utah State University
Laurel Farrer, Workplaceless

PROFII OF A SOCIAL MEDIA MANAGER

SOFT SKILLS

- Relationships & Teamwork
- Logistics & Organization
- Strategy & Critical Thinking
- Writing & Communication
- Research & Mechanics
- Aesthetics & Design
- Technology & Innovation

SUGGESTED TOOLS

Social Media Management: Buffer, Hootsuite
Design: Animoto, Canva, Adobe Creative Suite
Advertising: AdRoll, Google Ads, social media advertising e.g., Facebook, Instagram
Search Engine Optimization (SEO)

TYPES OF SOCIAL MEDIA MANAGERS

- Hashtags
- Networking
- Growth Tracking & Reporting
- Community Engagement
- Marketing & Advertising
- Branding & PR
- Product Promotion
- Content Marketing
- Graphic Design
- Customer Service
- Publicity & Brand Exposure
- Market Research

CAREER PATH

ENTRY LEVEL

Junior Social Media Manager

MID-LEVEL

Senior Social Media Manager

CAREER

Digital Marketing Director