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

Buffers

Buffer

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

• Product Promotion
• Content Marketing
• Graphic Design

• Customer Service
• Publicity & Brand Exposure
• Market Research

SOFT SKILLS

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

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