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(DGM 721)
Social Media Management

Lecture 10



Sources of Knowledge

Social media management

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social media manager

Content of lecture

The Content of lecture \, Includes the following:

- 1. What Does a Social Media Manager Do?**
- 2. The Skills a Social Media Manager Must Have.**
3. The most important skills of a social media manager.
- 4. Resources to help with writing.**
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introduction

Social media managers are in charge of representing a company across social channels as the sole voice of the brand. They respond to comments, compile campaigns and create content. These experts provide organizations with the guidance needed to enhance their online presence.

With clear goals like: “improve website traffic” or “optimize brand awareness,” social media managers grow your business through social networks such as Facebook, Instagram and Twitter. A decade ago, this role was non-existent. Now, more companies embrace social media for customer acquisition, and social media management is often essential.

What Does a Social Media Manager Do?

A social media manager's first task is to implement a marketing plan.

The fast-paced nature of the social world means these strategies are often short-term. Most companies conduct reviews every 90 days. While plans vary, they often begin with identifying target customers and establishing a content schedule.

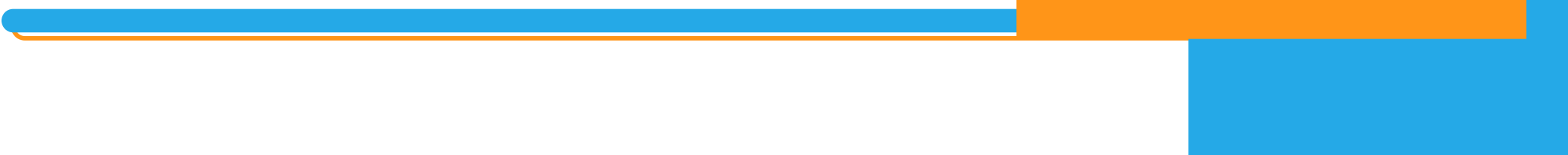
- **Key to social communication:** This role determines how often a company should post on each social channel and is responsible for replies.
- **Support the development of brand identity:** They show the “why” that helps customers resonate with your organization.
- **Participate in visual design strategies:** Whether it’s your profile pictures or team photos, a social media manager ensures you’re visually matching your brand.



•**Support promotional strategies:** Social media managers give you insights into paid advertising, organic traffic and influencer marketing.

•**Compile your engagement strategy:** Your social media manager listens to, responds and engages with your audience across all channels. This increases sales and improves customer relationships through engagement.

•**Establish a conversion strategy:** Your social media manager learns follower pain points and concerns. This helps them suggest how to convert fans into customers.



The Skills a Social Media Manager Must Have

Social media managers are community connoisseurs. Similar to PR experts, they know how to communicate brand characteristics in a positive light.

A great social media manager knows how to create content, respond to consumers and engage leads.



In a fast-paced online economy, the best social media managers also stay up-to-date with the latest trends on all social channels.

They follow algorithm changes closely and compile bespoke strategies that appeal to the goals of your brand.



A social media manager has to be a marketer, strategist, copywriter and a customer service rep—and excel at each of them.

Managing all these diverse responsibilities requires you to be agile and adept at new skills that are becoming more critical by the day.





A LinkedIn report shows that social media manager skills requirements in the US have changed an average of 24.9% since 2015.

Some of the top new skills mentioned include social media outreach, social strategy, social media communications and platform expertise like Instagram.





Other pertinent skills include project management and the ability to conduct nuanced audience research with AI-driven technology to create more data-driven social strategies



The most important skills of a social media manager

1. Communication::

Of all the social media skills, I believe effective communication skills are by far the most important. From writing a brief to compiling a social listening analysis for leadership, social media managers have to communicate ideas effectively to a wide range of stakeholders.



Communications skills are even more indispensable when you consider the breadth of internal and external audiences SMMs collaborate with on a regular basis, from teams as diverse as the legal and creative departments, to your followers and even social platform partners.





There are two crucial things to keep in mind here:

- When communicating externally on social media, ensure you're consistent. For example, employ a consistent brand voice when communicating with followers on social media. This holds true whether you're publishing a planned post, dropping what you're doing to hop on a trending topic or handling a customer complaint. You also need to be consistent in your communication with external stakeholders such as creators or influencers. Clearly define expectations and campaign goals, and how you'll collaborate with them.
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- When communicating internally, articulate your ideas and plans to decision-makers and cross-functional partners. This could be about your social media strategy, content distribution plan or the revenue impact you expect from a campaign.

Resources to build your communication skills::

Presentation template: Use this social media strategy deck template to effectively communicate your social strategy to the leadership team.

TED Talks on communication: Hear from some of the world's most inspiring speakers on improving your social conversations, digital communications and storytelling abilities.

2. Writing::

Social media managers have to be excellent copywriters who embody and enhance their brand's voice on social.

From witty, attention-grabbing ad copy to timely commentary, you should know how to write concise copy that speaks to your audience. Whichever social networks you use, effective writers know how to tailor their writing for different audiences and platforms.



For example, while you can use up to 2,200 characters in your Instagram captions, data has shown that the most engaging length is between 1-50 characters.

While writing is an important social media skill for creating engaging content and conversations, it's also important for building your social media career. The ability to express yourself clearly in reports, emails and presentations will help your ideas make an impression.



Don't hesitate to use AI-based content tools and other helpful apps that can assist you in ideating a topic or providing inspiration when you need it.

If you do use AI tools to generate content, you will need editing skills to review and proofread the copy to ensure that it is aligned to your expectations and brand voice.

Resources to help with writing

Grammar: This free tool checks your grammar and proof reads your content while giving you prompts to make your copy more compelling.

Copy AI: This free AI-driven tool can generate creative Instagram captions.



Hemingway Editor: Use this website and app to make your writing more concise and readable. While it is geared more for long-form writing, you can also use it for creating impactful social media posts.

Merriam-Webster's Twitter feed: Broaden your vocabulary with words of the day, learn the difference between similar terms and enjoy a little snarky when this dictionary Tweets about misused or made-up words in the news cycle.



3. Creativity::

Differentiation is one of the biggest challenges for brands in the saturated social media space.

That's why it's critical to create content that's exciting, valuable and relevant.

- Plan innovative social media ideas .
- Produce visually appealing multimedia content.
- Consider every aesthetic detail of a social post, from images to links to copy formatting.
- Lead productive brainstorming sessions that bring out teammates' best ideas.
- Hone and expand your brand's voice and persona.



Infusing creativity across multiple projects can seem daunting to even the most seasoned social media manager. That's where technology becomes your best friend.

There are several AI-based creative apps for design and copy that can be your sparring partner to kick start your creative process.

On par with being creative is having a sense of humor and the ability to improvise in any given situation.



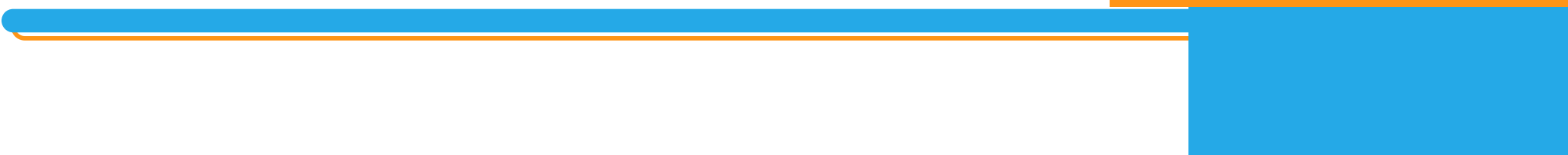
Resources to flex your creativity::



Creative Mornings events: Creative Mornings is a global breakfast event series for the creative community. Join a local event or the online community to connect with other curious, creative leaders in marketing, design and social.

Vidyo: This easy-to-use AI tool helps time- and resource-strapped teams create social-ready short-form videos from longer content.

Illustroke: Use this tool to create quick AI-generated illustrations from text prompts to provide your design teams with more tangible direction.





Fast Company and Campaign: These two publications offer thoughtful commentary and criticism on the creative ad world. Read for insight into brand and creative strategy, industry-leading campaigns and thought leadership.

Sprout Insights Blog: You can find curated articles on content ideas for a variety of social platforms on our blog. Also check out this great video on how you can generate clever content and never run out of ideas.

Improvisation classes: Taking improv classes can teach you how to problem-solve in a different way and give you more confidence in managing customer responses on the fly.



4. Efficiency and project management ::

As a social media manager, not only do you have to conceptualize campaigns and distribution rhythms, but you also have to lead and execute these plans from start to finish. To do this at scale, project management is a required social media skill. Becoming efficient at project management can also pave the road for future leadership roles in social.



Among the many time and project management tools available, such as Asana or Monday.com, a social media calendar (like the one in Sprout) can be super helpful in managing your different social tasks. You can use it to manage your campaigns more efficiently, keep all your collaborators on the same page, track your progress with different filters and more.



Resources to improve your project management skills:

Asana Project Management: Use this tool to plan and manage your projects from start to finish.

Pomodoro Technique and time-boxing: Sometimes you've got 50 messages to write and schedule all at once. Setting aside a limited block of time to work on a task helps keep things moving.

Social Media Campaign Brief Template: Use this customizable social campaign brief template to organize campaign details, creative direction and other important directives.

5. Marketing strategy ::

Social sits at the intersection of marketing, customer experience and sales. It is also a source of valuable business intelligence. According to The Sprout Social Index™ 2022 social teams rank “proving ROI” as the third biggest challenge when it comes to strategy building. Marketing acumen combined with social intelligence can fill this gap to inform a more successful marketing strategy that is data-driven and customer-centric.



To create a social strategy that drives the most business impact, it's important to incorporate both traditional and digital marketing approaches.

This could mean documenting how your social efforts intersect with other tactics such as email nurtures, paid campaigns, corporate events, webinars and more.



More resources that you can leverage::

Sprout's YouTube channel: Our YouTube channel is an excellent resource for videos on leveling up your social marketing strategy.

Marketing influencers: Leaders like Joe Pulizzi and Seth Godin have stood the test of time with marketing wisdom all social pros can use.

Textbooks and marketing courses: I find myself referring to my old sociology and marketing research textbooks all the time. If you're learning on the job, check out LinkedIn Learning courses on marketing and strategy.



6. Customer care ::

Customer care is one of those social media skills that combines customer service, people skills and an eye for uncovering opportunities. That's why developing a social customer care strategy is an integral part of a social media manager's job description.

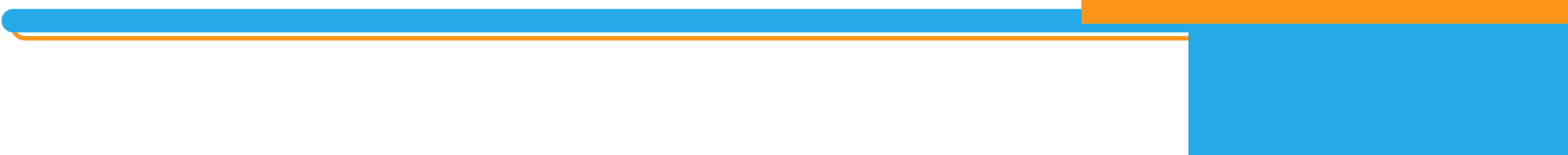
Our Index shows that 44% of marketers use social data to inform customer experience. Brands also report that 53% of their social strategy is driven by insights from the customer service team. To truly be customer-centric, you must put the voice of the customer (VoC) at the core of your strategy.



Resources to enhance your customer care skills::

Relate blog and events: Check out Relate for consistently great content on relationships, customer service and leadership.

Podcasts: Customer care starts with customer understanding. Some of our favorite podcasts on this topic include Hidden Brain, Invisible and What It Means. You can check out our full list of favorite podcasts [here](#).

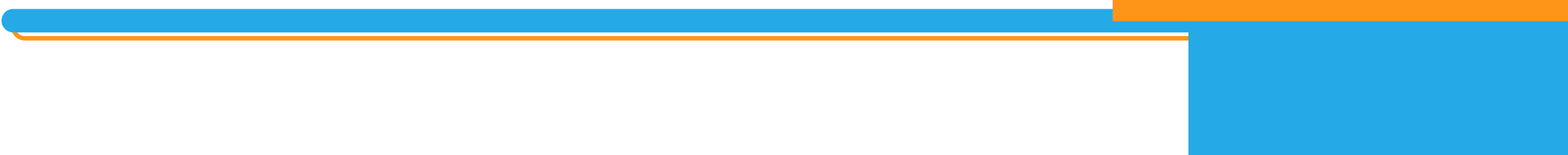




7. Budget Management::

As a social media manager, you have to expertly plan and manage funds for various programs including organic and paid media spending.

This includes managing the budget for content especially if influencers or brand ambassadors are involved in your project, or if you need to hire freelance professionals. These costs may vary based on where you are located, the size of the influencer's following and how freelance writers or editors charge their fees. You may have to decide which creator partnerships to prioritize based on available resources and production costs.





To plan and allocate your spending wisely, you need to first thoroughly understand the goals of the project and conduct a social spend audit to compare the expenses from previous months or quarters.

This will give you a better idea of which expenses are a one-time spend and which are ongoing.



Build your social media skills to transform your career

Social is a career path of lifelong learning, whether it's your first social media manager role or you're already a pro.

Continuing to hone your social media skills will benefit you at every stage of your career. For example, if you're already highly organized and efficient, you can spend time developing other skills such as building your personal brand, or preparing to move into people management.





Mastery within an area of social media might open the door to your next career move.

If you're phenomenal at data analysis, perhaps you'd make a great social strategist.

if audience research and connection are your forte, you might be an incredible community manager.

Whatever your social media skills are, there is always room to grow.

The Role of Artificial Intelligence in Social Media Management

Function	AI Application	Example Tools
Content Creation	AI copywriting & image generation	ChatGPT, Jasper, DALL·E
Scheduling & Posting	Automated planning	Buffer, Hootsuite
Analytics	Sentiment analysis & trend forecasting	Sprout Social, Brandwatch
Customer Support	Chatbots and smart replies	Intercom, ManyChat

Benefits of Using AI::

- Saves time and resources.
- Enhances personalization.
- Improves decision-making with data.
- Increases content relevance.
- Enables real-time engagement.

Challenges and Ethical Considerations::

- Data privacy and user consent
- Over-reliance on automation
- Risk of generic or biased content
- Maintaining the human touch in communication



Thank you