



PROFILE OF A SOCIAL MEDIA MANAGER



NATIONAL AVERAGE SALARY

\$66,000 PER YEAR

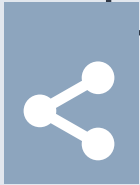


💰 = \$1,000

RANGES FROM

\$35,000 - \$115,000

JOB DESCRIPTION



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.

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



CAREER PATH



BUFFER

Brian Peters, Strategic Partnerships Manager

buffer.com



INFORMATION SOURCE

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