

Social Media Executive Job Interview Questions And Answers



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Social Media Executive Interview Questions And Answers Guide.

Question - 1:

Tell us which social media brand strategy has inspired you lately and why?

Ans:

Talk about why the strategy inspired you but, more importantly, also detail how you would love to create an original strategy of the same caliber. Explain how you would do this and implement it in the context of the job you're interviewing for.

[View All Answers](#)

Question - 2:

Tell me how do you measure the effectiveness of a social media campaigns?

Ans:

Social media managers need to know how to define success for social media campaigns. Do you utilize social media campaign tools such as Klout? How do you use KPIs and analytics to prove the success of your campaigns? Need to add some tools to your kit? Check out this post.

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Question - 3:

Do you know what are our competitors doing on social media?

Ans:

It's ok to praise the competitors here if they are genuinely doing something good. Don't go overboard and make it seem like you'd rather work for these competitors but don't be afraid to be honest if you think they have a strategy that the company you're interviewing for could learn from. Always be sure to explain why what they are doing is working (or not working). Mention specific social media campaigns if you can.

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Question - 4:

Tell me how would you improve our company's social media presence?

Ans:

There's no one right answer to this. The best answer will come from doing your homework. Research your potential employer's current activities across all channels. Then, produce a plan, with action items and metrics for success.

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Question - 5:

Tell me which social media brand strategy has inspired you lately?

Ans:

Show that you know about the social media efforts of major brands. Glamour Magazine, for instance, is taking advantage of Google Hangouts to engage their fans in ways that print cannot. This Hangout campaign by Glamour features staff, online personalities, and brands, while cleverly and subtly advertising products.

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Question - 6:

Explain what are your favorite social media blogs?

Ans:

This is another question where there is no right answer. Be prepared to explain why you picked your sites though. If you don't follow any blogs, try browsing a few so you'll at least be prepared for this question.

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**Question - 7:**

Tell me how Would You Respond To A Social Media Crisis?

Ans:

The social media world can be a very dynamic and opinionated place, meaning that there are plenty of opportunities for something to go wrong. Your potential boss wants to know that you can keep cool in these situations and deal with it accordingly.

Make sure you state that you would stay calm and inform the correct parties if necessary - they want to know that you wouldn't crumble under the pressure! So maybe bring up a previous occasion when something went wrong for you and how you resolved it - giving an example can be a brilliant way of proving you've got what it takes.

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Question - 8:

Explain me what are some of the best practices on Twitter?

Ans:

Always use hashtags and mentions! Doing this will mean more people see your tweets and retweet. Some of these people might have big followings or clout that will benefit your company. Twitter is a great tool for conversing with customers so make sure to reply to their tweets as much as you can. Use hashtags to connect the conversation with other conversations in related topics.

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Question - 9:

Tell me do you have a blog?

Ans:

If the expert answers 'no', that may be OK. Follow up with something like 'Oh, you're using Posterous instead?'. If they look at you blankly, end the meeting there. No sense wasting your time.

If the expert answers 'yes', get the address and go look. If they've been blogging for less than 2-3 years, and there's no explanation like "I had to move my blog", again, end the meeting.

Any social media expert has been somehow participating in the conversation for a long time.

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Question - 10:

Do you know facebook EdgeRank and how you would use it for our company?

Ans:

Because EdgeRank is complicated, this question serves as a litmus test in social-media job interviews.

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Question - 11:

Explain me how do you measure social return on investment (ROI)?

Ans:

Use tools like the Conversion Measurement tool on Facebook and Optimized CPM. Your website will also often have analytics used to measure social media ROI. Lastly, some of the platforms themselves such as LinkedIn have their own analytics. The fundamental measures are the same as in other areas of marketing: clicks, likes, shares, purchases, change in attitude, etc.

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Question - 12:

Tell us what Attracted To You A Job In Social Media?

Ans:

This is probably one of the first questions many social media employers will ask - they want to know that you've got passion and commitment to the industry, and asking you what attracted you to social media can be a brilliant way of working it out.

A good answer would be to state that it's an up and coming industry with plenty of room to progress and enhance your skills. This shows that you're in it for the long haul and you're a candidate that thrives under pressure - they want someone who will actively seek out ways to improve themselves.

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Question - 13:

Do you know how does social media impact SEO?

Ans:

"It doesn't". Slap them and tell 'em that's from Ian.

"It builds links". That's half the answer.

"It builds relationships that turn into links later". HIRE THEM NOW.

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Question - 14:

Explain me how much SEO knowledge and experience do you have?

Ans:

SEO is a desirable skill for social media marketers and marketers in general since companies always want their content to rank as high as possible on a Google search. Explain how social media helps make this happen by boosting Key Performance Indicators (KPIs...you should know what these are!), making content more share-worthy and perhaps even viral, stressing keywords, and by simply increasing the amount of content attached to a brand. Talk about how you always factor SEO



into any social media strategy and detail exactly how you did it in the past.

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Question - 15:

Do you know how do you measure ROI?

Ans:

"Oh, shut up". Perfectly OK, especially if the expert turns purple for a moment first. They're just sick of hearing this question, which means they've been around the block a few times.

"It's complicated, but here's a high-level view...". Nice!!!

"I track clicks from Twitter". Nope, sorry.

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Question - 16:

Tell me what social networks do you specialize in? Why are these networks right for my business?

Ans:

Every social network is not right for every industry. Just ask anyone in the pharmaceutical industry how they could possibly engage in drug marketing on Twitter. The reality is that most organizations can take full advantage of the networks out there, but if there are limitations, you want your social media professional to be aware of them.

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Question - 17:

Tell me how would you improve our company's current social media campaign?

Ans:

The answer for this questions proves you have spent time researching the company's current social media campaigns, and have taken the time to find workable solutions for any problems with the current campaign.

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Question - 18:

Explain me what Social Media Campaigns Have You Been Part Of/Managed?

Ans:

If you're applying for a social media job, then your prospective employer will probably want to see/hear about what you've done in the past. They'll want to see how you can use social media on a commercial level - so this is a brilliant chance for you to showcase your talents.

A great way to tackle this question would be to tell them about a project you've ran or assisted with and talk about the success of this. Remember to focus on stats in particular - if you increased the engagement of your social media platform, make sure you state by how much. You want to wow your potential employer by your past achievements, so make sure you've got some stats at the ready.

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Question - 19:

Do you know what are the benefits of a LinkedIn group vs. LinkedIn page?

Ans:

Groups tend to have a better reach and are therefore a more worthy place for sharing content. They also offer an excellent space for engaging with customers and other businesses, stressing keywords, and increasing interest in your company. A LinkedIn Page is where people go when they are already interested in the company. Thus, it should be informative above all else. Pages also function as a feed for putting out content and have at least a bit of SEO value.

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Question - 20:

Explain me are you familiar with any restrictions or limitations on social media activities that might impact my industry?

Ans:

Every business and organization is not the same, so a one-size-fits-all social media strategy is generally a bad idea. If you're in non-profit, you might want to look for a social media professional with experience in that sector. If you operate in a regulated industry such as pharmaceutical, tobacco, alcohol, finance, insurance, or a host of others....it would be a good idea to find a professional who has significant experience in your industry and understands any limitations or restrictions.

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Question - 21:

Tell me how do you use Facebook EdgeRank to increase the success of a social media campaign?

Ans:

Facebook EdgeRank is the algorithm Facebook uses to determine where posts show up in a user's newsfeed. It is important every Facebook post has the highest EdgeRank possible. How can you use affinity, user interactions, and timeliness to increase a post's EdgeRank?

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Question - 22:

Tell me how often do you write?

Ans:

"I hate writing". Cough.



"Oh, I try to but I don't have much time". Cough. Cough.
"Every day". A winner!

[View All Answers](#)

Question - 23:

Tell me what does "community management" mean to you? Do you include community management in your social media services?

Ans:

Social media engagement doesn't end when you publish your Facebook page or launch your Twitter account. Heck...creating those channel profiles is often the easiest part of the process. The community engagement/management process that follows is the more difficult (and more expensive) element. It's important that you know how your social media professional approaches community management and what strategies and tactics they will use to interact with the members of your community (a.k.a your customers, members, employees, etc...)

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Question - 24:

Fresh Social Media Executive Job Interview Questions:

Ans:

- * What are you passionate about?
- * How would you add value to our social media department?
- * Which social media experts or influencers do you follow?
- * How would you handle a crisis on social media?
- * What are some of best practices on social media?
- * Which social media brand strategy has inspired you? Why?
- * What innovative things are our competitors doing on social media?

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Question - 25:

Company Based Social Media Executive Job Interview Questions:

Ans:

How will the candidate use social media for the company? Has the candidate reviewed the company's current social media presence and formed an opinion?

- * For our business, would Twitter or Facebook be more effective?
- * Why would we want to continue using MySpace?
- * Why should we use social media?
- * What would be the first thing you would do if hired for this position? What would your goal be for the first month? The first year?
- * Would you use Facebook Like or Facebook Recommend on our site?
- * What social sites should our company have a presence on?
- * How would you integrate social media into our site? What buttons or widgets would you recommend?
- * What percentage of our referral traffic would you think our site should get from social media sites?
- * Give our company a grade on our current social media efforts.
- * How would a social check in site benefit our business?
- * What tabs should we have on our company Facebook page? Which one should be default?
- * How do you define social media reach? What is the current social media reach of our company?
- * What are 5 things you would recommend to us to do immediately in the social space?

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Question - 26:

Industry Based Social Media Executive Job Interview Questions:

Ans:

In this section of the interview, you will learn how involved the candidate is in the industry. Is he/she looking for a job or a career?

- * What is Web 2.0?
- * What does Web 3.0 look like?
- * What's the "next big thing?"
- * What is the difference between social media and social networking?
- * What do you think of social media consultants?
- * What's the scariest part of social media?
- * What's the most exciting part of social media?
- * What social media blogs do you read? What research do you follow?
- * Who's your favorite social media expert?

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Question - 27:

Analytics & Marketing Based Social Media Executive Job Interview Questions:

Ans:

A good portion of social media is marketing related. Does the candidate understand these marketing elements and the tactics necessary to apply them to social media?

- * How do you measure success on social media?
- * What metrics do you use to measure the effectiveness of social media?
- * How would you tell that a social media campaign has failed?
- * What key performance indicators would you recommend to report on social media efforts?
- * Write down a table of contents for a social media strategy.
- * What elements should go into a social media marketing plan?
- * Why would we want to pay for social media advertising?
- * What are the best types of things to advertise on a social networking site?



- * What analytics software packages have you used?
- * Describe the most successful social media campaign you have ever seen. What made it so successful? Could you duplicate that level of success?
- * Describe a social media campaign you ran from start to finish.
- * Provide an example of a social media campaign you are current running. Show me what channels it is in. Describe the next steps for your campaign.
- * What are the elements that make a video go viral?

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Question - 28:

Trends Based Social Media Executive Job Interview Questions:

Ans:

- * How do you monitor trending topics?
- * Who are the leading topic influencers in this industry?
- * How do you stay current on all the shifts and innovations in social media?
- * Are there any hot new social media platforms on the horizon we should be aware of?

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Question - 29:

Strategy Based Social Media Executive Job Interview Questions:

Ans:

- * What is your strategy for social media and content?
- * What sites do you think the company should be on that we are not?
- * How would you design an optimal social media experience for our customers/users?
- * How do you use and leverage the benefits of both LinkedIn Groups and LinkedIn Pages?
- * How do you measure the success of a social media strategy?

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Question - 30:

Technical Social Media Executive Job Interview Questions:

Ans:

- How much of the underlying social media technology does the candidate understand? These questions determine the level of technical knowledge of the candidate.
- * Explain the difference between Facebook Like and Sharing on Facebook.
 - * If you're planning a vacation and will be out of touch and not able to get online for a week, what tools would you use to ensure social media updates are being posted?
 - * Write three headlines for news stories that you think will have tremendous success on social media. What makes the headline successful? Write a headline for a successful article about our company.
 - * How often should we update Twitter?
 - * How do you handle criticism of a company online?
 - * What would you do if someone started a parody account poking fun at our company?
 - * What is your policy for moderating comments?
 - * Would you pay a blogger to write favorably about our company?
 - * How would you show unique content only to fans on our Facebook page?
 - * Who in our organization should be blogging on behalf of the company?
 - * What is a "sneezer"?
 - * How would you perform competitive analysis in the social space?
 - * What do think about software applications that autofollow or try to get large masses of friends on social network sites?
 - * What do the statistics look like for a healthy Facebook fan page?
 - * Explain what a retweet is.
 - * What is RSS? Why is it important?
 - * Have you ever gotten a piece of content onto the front page of Digg?
 - * How frequently do you update Facebook and Twitter?

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Question - 31:

Analytics Based Social Media Executive Job Interview Questions:

Ans:

- * How do you measure the ROI of a specific social media campaign?
- * Do you have experience with Google Analytics?
- * Does social media affect SEO? How?
- * What social media monitoring, analytics and publishing tools do you use?
- * What type of experience did you have at your previous job with analytics, trends, etc., and how did you improve website traffic?

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Question - 32:

Personal Social Media Executive Job Interview Questions:

Ans:

- * Which social media sites do you recommend for businesses? Why?
- * What social sites do you use personally? Why?
- * How does your personal social media presence impact your employer?
- * What social media pages or profiles have you created and managed in the past?
- * What conversation domains do you focus on?
- * What is a limitation you experienced on a social media platform? How did you surpass it?



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Question - 33:

Community-related Social Media Executive Job Interview Questions:

Ans:

- * How do you energize the community?
- * How would you handle user/customer complaints?
- * How do you personalize a large scale social presence?
- * What's the difference between targeted and large audiences? Which is better? Why?
- * How do you monitor comments and brand mentions on social media sites?
- * How do you identify brand advocates?
- * How would you use Google+ communities?
- * How do you define engagement?

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Question - 34:

General Social Media Executive Job Interview Questions:

Ans:

These are general social media questions for you to determine a level of knowledge from the candidate regarding social media and social networking.

- * What are some of the challenges explaining social media to non-technical executives? How do you overcome objections about social media?
- * If you were working at a firm which blocked employee access to Facebook, Twitter, and other social sites, do you think this is a good policy? If not, how would you convince the executive team to open up access for employees?
- * What is the difference between moderating something and facilitating something?
- * What are your strengths in social media?
- * What are your weaknesses in social media?
- * Which social bookmarking sites do you use?
- * What social media tools do you use?
- * What is your biggest mistake you've made in social media? How did you fix it?
- * Have you ever held a live event in the social space? How would you market a live online event? How would you structure the event?
- * How do you manage an online reputation? If one of our executives had a bad online reputation (bad press, etc) and wanted to fix it, what would you recommend?
- * If we had a business crisis, what social media channels would you use to communicate through? How would you manage the messaging?
- * What areas of social media would you recommend outsourcing?
- * What are the risks with becoming involved in social media?
- * Which is the best social check-in site?
- * Are you the mayor of any place?
- * What do you do offline to increase your online knowledge?

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Question - 35:

Explain me what is a limitation you have experienced on a social media platform? How did you overcome this?

Ans:

You could just answer this by saying that you used a different platform to cover the shortcomings of the other. This isn't a bad answer. In fact, it can be part of a good answer. However, you should definitely know how to overcome or at least deal with limitations on social media platforms. For example, Facebook has severe limitations when it comes to organic (non-paid) reach. One way to overcome this without paying on Facebook is to use email marketing and subscription-based methods to gently guide people to the page with links and suggestions (a strategy recommended by Facebook Marketing Expert Mari Smith).⁴ If you have your own awesome anecdote already, that's even better!

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Question - 36:

Tell me what is your perception of social media marketing and how will it help my in my business goals? How will we measure success?

Ans:

This one forces them to explain what they perceive to be your business goals. Are you selling product or services? Are you attracting members to your professional organization? Your social networking approach should be tailored to your business goals and your activities should be measurable. They might not be hard metrics in terms of sales or conversions, but there should be some measurement involved, even if its the increasing the number of positive online interactions and reducing the amount of negative chatter around your brand.

[View All Answers](#)

Question - 37:

Do you know what's a social media campaign?

Ans:

"Voting something to the front page of Digg using my proxy server and 35 computers". Flee the scene, and get to a minimum safe distance as soon as possible. The Digg brigade may be on its way. Whatever you do, don't hire them. While this is a valid tactic (I guess), it's not a campaign. Nor does it generate long term results in most cases.

"Developing a great message and then reaching out to people, while giving them an incentive to 'pass it on'". Yeah, OK, keep 'em around.

"I have this great software that will put a link to your site on 21,000 forums and 10,000 blogs...". Push them down the garbage chute. Don't be seen with them in public.

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Question - 38:

Tell us what are some of the best practices on X?

**Ans:**

There are some universal answers to this question, including engaging with fans and responding promptly to comments and messages. Beyond these, many of the platforms differ in the ideal cadence and content of posts. Analyze the potential employer's social media activities and prepare to discuss best practices for every network it uses.

[View All Answers](#)

Question - 39:

Do you know which social media platforms are you best at using and why?

Ans:

When you answer this question, spend the most time talking about the platform you're most skilled with and explain why this is the case. However, you should mention all the major platforms and details their strengths. Talk about how Twitter is best for conversations, Facebook is great for advertising, LinkedIn is best for recruiting and sharing career-related articles, and how Google+ is an underrated tool that is actually valuable for creating a social media community.

[View All Answers](#)

Question - 40:

Tell us which social media experts and/or influencers do you follow?

Ans:

You should be fine on this one as long as you have something to say. Employees are not likely to judge your decisions. Look at our article on 5 Social Media Experts You Should be Following if you're drawing a blank and want suggestions! You can also check out another article that gives Facebook-specific advice.

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Question - 41:

Tell me how long have you been engaged in social networking and/or social media channels? Will you provide me with links to your accounts?

Ans:

Believe it or not, online social networking didn't start with Facebook, Twitter and YouTube. Plenty of social media professionals have experience that goes back to online bulletin boards, forums on CompuServe, Prodigy, and AOL, and online forums. Look for professionals who have been building online relationships for more than five years. Most social media professionals will be willing to share links to their profiles and it would be a good idea to look them over for professional activity. If your social media "expert" spends more time talking about their Friday parties and drops F-bombs frequently, think twice...

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Question - 42:

Tell me how do you evaluate new social networks and do you alert your clients of new opportunities?

Ans:

Facebook, Twitter, and YouTube may be the juggernauts right now but remember the days of AOL, CompuServe, MySpace and eBay? Would you hire a social media professional who pitched engaging your customers on Prodigy? Probably not. My point is that social networks come and go, and your social media professional should be constantly evaluating new platforms and making recommendations on whether you should explore them.

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Question - 43:

Explain me what do you think are the traits of a successful community manager?

Ans:

A successful community manager needs good judgement, strong communication skills, a 24/7 attitude (which is a feature of the social media lifestyle), the ability to manage multiple platforms and track feedback. This person needs to have an analytical mind and be capable of sharing information with superiors. The person should be adaptable, calm, and be able to solve problems. As a community manager, you have to eat, sleep and breathe the brand. You also require people skills, and have to be outgoing, friendly and relatable. Finally, you need to be comfortable interacting with people offline as well as online.

[View All Answers](#)

Question - 44:

Tell me how do you monitor social media for a client?

Ans:

"Huh?" Hopefully your next step is obvious.

"Google alerts". Not bad, but wait and see if they add in stuff like subscribing to Twitter searches and the like.

"I use a 3rd party tool". Fine, but make sure they do more than plug in some keywords and wait for e-mails. A human being needs to review what the tool reports or its worthlessness.

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Question - 45:

Tell me how would you utilize LinkedIn profiles and groups in a marketing campaign for our company?

Ans:

LinkedIn is one of the most important business-oriented platforms for social media. Knowing how the company can leverage existing LinkedIn profiles and groups to create a successful marketing campaign shows you possess the practical skills needed to handle a social media management position. (Extra Tip: Make sure that LinkedIn Profile Picture is up to snuff before the interview.)

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Question - 46:



Tell me what are some of the best practices on Twitter?

Ans:
some of the best Twitter practices you can follow are:
* Use just 2 hashtags every tweet will work out the best. More than 2 hashtags can bring down the tweet's charm
* Keep the tweets down to around 100 characters even if you can put 140. Make your tweets crisp and include keypoints of what you are tweeting
* Plan and schedule your tweets if you want them to be tweeted in your absence. You can use tools like TweetDeck or Buffer to do that
* Use Twitter Advanced search for your Twitter Marketing activities
* Keep a check on Twitter Analytics to know how well you are doing and where you need to improve.
If you further want to impress the interviewer then you can refer to these tips on what you should avoid doing on Twitter.

[View All Answers](#)

Question - 47:

Explain me what social media campaigns have you produced and/or managed? Tell me about them?

Ans:
Social media employers often stress conversation, storytelling, and engagement. Give examples of how you have conversed with clients and consumers, created interesting stories, and increased measures of engagement such as clicks, likes, reach, etc. Any campaign you mention should have these three elements at the very least. Be sure to save dashboards and results from your campaigns so you can show them off later!

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Question - 48:

Tell us how would you handle a social media crisis? Yet again we have to highlight the US Airways social media crisis as an example of what can go wrong and how NOT to respond?

Ans:
Make sure to respond promptly. The longer you take, the bigger the blunder looks to the consumer. Make sure any apology you give is honest and sincere. Otherwise, followers were rip it apart even more. Respond on all channels as well even if the incident only occurred on one.

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Question - 49:

Do you know what are my competitors doing?

Ans:
Any professional worth their salt will do some preliminary research before sitting down with you. If the person you interview doesn't know (at least at a high level) what your competitors are doing, it might be a cause for concern. IMHO, they should be able to give you insight on the way your competitors are using the major social networks like Facebook, Twitter, LinkedIn and YouTube.

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Question - 50:

Explain me what distinguishes you from your competitors?

Ans:
Social media "experts" are quickly becoming a dime-a-dozen. There are thousands of self-proclaimed experts out there, but you need a professional who knows your business and cares about your success. Be sure that the person you engage as your company/brand representative knows what sets them apart from their competition.

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Question - 51:

As a social media manager, tell me what do you see as some up-and-coming social media platforms?

Ans:
In a recent survey by Social Media Today 34 % of Facebook users admitted that they spend less time on the network. Despite Facebook's declining popularity, the popularity of social media, especially those used on smart phones, will continue to rise as humans are social by nature. Relevancy and SOLOMO (social local mobile) will remain important in social media. In addition, there is likely to be an increase in the use of technologies such as augmented reality and products like Google's Glass technology, which we have already started seeing.

[View All Answers](#)

Question - 52:

Tell me how do you build an audience?

Ans:
"I auto-follow 20,000 people on Twitter". If you're OK with it, kick them in the groin for me. If not, nod politely and move on.
"I follow interesting, relevant people on Twitter, comment on relevant blog posts and try to get into the conversation". Home run. Try not to weep with joy.
"We need to figure out the campaign first". Good answer. Give them a hypothetical campaign to be sure, but clearly you're on the right track.

[View All Answers](#)

Question - 53:

Explain me what are the benefits of a targeted audience for social media marketing campaigns, and how would you target our customers?

Ans:
Not all audiences are the same. Knowing the benefits of a targeted audience for a marketing campaign is as important as knowing how to create such an audience for the company where you want to work. Take the time to identify how you can target the company's ideal audience before the interview.



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Question - 54:

Do you know what are relevant tools for tracking social media success?

Ans:

It is very essential to track Social Media success to know if you are advancing on the right path. Relevant metrics that can be used to track social media success can be:

- * Google Analytics is an ideal way to measure how much traffic is being directed to your website from the various social media channels
- * Reviewing the quality and relevance of the content of your business. Monitor unique page views, time on page and total pages viewed
- * Observe share of voice which is nothing but the conversations about a company versus with that of your competitor's. Share of voice can be obtained by a simple formula = company's mentions on social media platforms/ competitor's mentions on the same. You can use a free tool, SocialMention for the deriving the same
- * Tracking the total size of community and engagement using a social CRM tool
- * Tracking your Social Media Returns on the efforts you put. Add up the totals of your positive, neutral or negative mentions and measure them over time.

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Question - 55:

Explain how do you stay up-to-date on the changes in social media?

Ans:

The constantly changing world of social media requires managers to stay on top of the latest developments. How do you update your skills and knowledge of social media?

[View All Answers](#)

Question - 56:

Tell us when did you start in social media?

Ans:

"6 months ago". Yeah. OK. Bye.
"2 years ago". Hey, not bad. Worth a chat.
"In 1992". Er. Um. They'd better be referencing BBSes and Usenet.

[View All Answers](#)

Question - 57:

Tell me what do you think of Google+?

Ans:

Most people are unaware of the power of Google+ and have a profile because they heard that it is useful for search engine optimisation (SEO). Being a fairly new social network, on Google there is camaraderie that is rarely felt in more established networks. You can join communities (types of forums for different interests), host hangouts, troubleshoot technical problems, or do subtle product promotion. Social updates will rank on Google, and search results will feature in the top pages in your followers' search results.

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Question - 58:

Explain with an example of a limitation of a social network that you have experienced and overcome or worked around?

Ans:

Bandwidth limitations, API calls, character limits...social networks come with limitations. Beware of an social media professionals who have never run into limitations and don't have experience overcoming them. If they haven't run into limitations, it doesn't mean they don't exist but, instead, likely means that this so called "expert" hasn't had the range of experiences you might need.

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Question - 59:

Can you provide me with a list of client references in my industry?

Ans:

Pretty self-explanatory. If they don't have references....be cautious.

[View All Answers](#)

Question - 60:

Tell us have You Got Previous Blog Writing Experience?

Ans:

Writing blogs has become a day-to-day occurrence for a lot of businesses now, so it can pretty important for you to have some blog writing experience. If you haven't, try and start now - you can set your own blog up on simple platforms like WordPress or Blogger or you could write blogs and post them on LinkedIn and other websites that relate to your subject area. This is a brilliant way to show off your writing skills and how you can engage a reader. Just like your previous social media roles, make sure you've got some stats at the ready, so that you can tell your prospective employer how successful the blog has been.

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Question - 61:



Explain me what is your opinion on Google+? How should it be used in social media strategy?

Ans:

Don't dismiss Google+ even if it isn't your favorite part of social media strategy. Even if the people interviewing you don't perceive it as being valuable compared to Facebook and Twitter, they don't want to work with someone who wouldn't be open to integrating it into an overall strategy. Explain how Google+ is a great resource for community building since it is a heavily curated and moderated community. Having a thriving community means people are talking more about your company and sharing more content. It also increases SEO which you already know is a supplementary part of social media marketing.

[View All Answers](#)

Question - 62:

Explain how active are you on social media and how many people are you connected with?

Ans:

You don't need to have as many followers as Justin Bieber or be like Gary Vaynerchuck to impress your employers. However, your following or at least your activity on social media channels should reflect your passion for it and act as a sample of your overall communication skills.

[View All Answers](#)

Question - 63:

Explain me how do you use social media as a tool for customer service?

Ans:

Social media is a great tool for customer service since you can converse with customers directly, use analytics to see how they're responding to content, and find influencers to chat with and bring over to your network. Some of these influencers might even be customers. Most social media employers stress the power conversation so have examples of how you've reached out to customers. Social media is also a good indicator of overall company vitality and analytics.

[View All Answers](#)

Question - 64:

Tell me what key performance indicators (KPIs) would you recommend to report on social media efforts?

Ans:

There are numerous key performance indicators like number of Active Followers, Demographics and Location, Likes and Shares, Comments, mentions, Traffic Data, Social Connections, Video/SlideShare Views, etc. that you should identify to determine the reach and engagement of the company on Social Platforms. By tracking the right KPI's, your company will be able to make adjustments to your social media strategy and budget. You can mention some of the above mentioned KPIs which you feel are important from your point of view.

[View All Answers](#)

Question - 65:

How do you measure social return on investment (ROI)?

Ans:

You must decide on your goals and objectives before you start tracking and measuring your social ROI so you know which factors you are measuring. Social ROI can be measured in various ways. Customer acquisition, reach, traffic, lead generation, clicks, revenue, contest entries, etc. are some factors you can use to measure social ROI. After establishing what your online marketing goals are, you then assign financial values to each goal.

[View All Answers](#)

Question - 66:

Tell me how did you learn all this stuff?

Ans:

"Oh, I read this book I bought from Amazon.com". Wargh. By the time that book went to print it was out of date. No go.

"I'm always learning". Good answer.

"I read a lot of blogs, and try to use as many different tools as I can". Also good.

"I go to conferences". Yeahhhhhh. Might be OK. Answers to the other 9 questions should tell you.

[View All Answers](#)

Question - 67:

Explain me what is social media?

Ans:

"Blogging and Twitter and stuff". Excuse yourself for a bathroom break and don't come back.

"All of the conversations going on between people and people and businesses and such online". Not bad.

"A trendy term to describe a new kind of mass media". Totally acceptable.

[View All Answers](#)

Question - 68:

Please explain what are your favorite social media blogs?

Ans:

Working in social media can be like trying to hit a moving target, so staying up to date is crucial. Before you attend the job interview, look at your social media blog bookmarks.

[View All Answers](#)

**Question - 69:**

Tell us are You Aware Of Some Of The Current Social Media Trends?

Ans:

A huge part of a social media role is to understand the trends within the industry - so you want to make sure that you understand everything that's going on in the social media world before you step into that interview.

Have a look at social media websites and sign yourself up to social media updates - this way if you get asked about any social media trends, you'll be as cool as a cucumber. With this answer you could also talk about your predictions for any future trends. This will show the employer that you're on the ball, and you're constantly looking at what might come next in social media and how you can use that to communicate with customers.

[View All Answers](#)

Question - 70:

Explain what kinds of skills/qualities do you think you need to possess to be a community manager?

Ans:

A great community manager should be proficient in most of the social media platforms and social media management tools we've mentioned so far. He/she should have unrivaled communications skills and be likeable and organized. Employers also value a background in analytics even if those analytics were not directly related to social media.

[View All Answers](#)

Question - 71:

Tell me how could you leverage YouTube in order to promote our brand and increase engagement?

Ans:

People love to see original video content that is fun and sharable. It shouldn't be so obviously promotional from the start. People should want to share it simply because it is amazing! This video content ultimately connects to all the other social media platforms you are working with and benefits strategy and marketing as a whole. It might even go viral.

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