

Social Media Marketing Executive Job Interview Questions And Answers



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Social Media Marketing Executive Interview Questions And Answers Guide.

Question - 1:

What social media tools do you use?

Ans:

Here you will need to drop some names. It's important you know how to use one or more Social Media Management platforms such as HootSuite, SproutSocial or TweetDeck. Be prepared to explain why you use them and what features you like from one or the other.

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Question - 2:

Explain 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 - 3:

How can social media help create value for SEO?

Ans:

SEO skills are important to have when you are working with social media. Talk about your SEO strategies, the tools you use and the way you measure and analyze the results.

Google Analytics is a must here. Also, provide examples and be prepared to be tested by the recruiter.

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Question - 4:

Tell me 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 - 5:

Do you know what is Facebook EdgeRank? Why does it matters?

Ans:

Facebook EdgeRank is an algorithm that Facebook uses to determine what articles should be displayed in a user's News Feed. Facebook Edge mark matters because

* About 96% of fans don't return to Brand's Facebook Page after initial engagement

* Your post is more likely to reach your fans in the newsfeed than your page

* About 27% of all time spent on Facebook is spent looking at news feed

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Question - 6:

Ask them what their first goals would be?

Ans:

If your candidate starts talking about attracting 'X' number of Facebook likes or 'Y' number of Twitter followers, stop them and ask:

How will they build an audience of in-market fans?



How do they plan to engage with that specific audience?

They might try to blind you with numbers but a small, switched-on and engaged audience offers you much more value than a bunch of fans/followers from outside your market area.

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Question - 7:

Tell me 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 - 8:

Ask them to tell you a story?

Ans:

I've saved the coolest, most enjoyable question for last. If your candidate has the ability to tell a compelling story, that will give you a huge advantage in all levels of social media and content marketing.

We all connect via stories. Stories paint pictures in customers' minds and evoke emotions that foster trust and credibility. Your candidate must be able to illustrate, through stories, why people buy from you rather than your competitor.

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Question - 9:

Explain me 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.

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Question - 10:

Which social media channels do you recommend for our business?

Ans:

Make sure you study the business you're interviewing with, think about their target audience, industry they work in and possible strategies they could follow and then compare it to what each social network offers. You'll have no problem to tackle this question and other similar ones if you have done your homework and informed yourself about the business/brand beforehand.

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Question - 11:

What are relevant metrics for tracking social media success?

Ans:

Engagement, brand reach and lead generation is what helps show the ROI of social media to a business, these measurements show the results of your job. Show the interviewer that you are an expert analyzing the metrics and have solutions to improve them.

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Question - 12:

Tell me who speaks for your company on social media?

Ans:

Hiring a social media manager can be quite a challenge. Social media reaches people, fosters conversations and your social media manager must develop a funnel for leads and sales from those relationships.

Social media is an integral part of online marketing strategy, which also includes content marketing and SEO.

A lot of people are trying to capitalize on this booming market so here's a shocker:

Not everyone who says they can do social media marketing have actually done it successfully!

When you're ready to hire (or promote) your social media manager, take advantage of these 10 questions to ask your candidate. Their answers will inform your decision and help you pick the right person.

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Question - 13:

Tell me the tips to promote your blog or content on social media sites?

Ans:

You can promote your blog or content on the social media site using Co-Schedule.

* Social Sharing Schedule can double your traffic

* Use different title for same blog and schedule the blog post

* Schedule posting differs for different social sites, for example, you cannot promote same post to Facebook twice in one day than is on Twitter

* It allows you to create social messages at the time of post creation

* Plan out your blog post promotion with simple strategy with a simple Timeline

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Question - 14:

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

Ans:

To measure the ROI that you invested in social media, you can consider using tools like the Conversation Measurement Tool on Facebook and optimized CPM. You can also use Google Analytics or LinkedIn, which have their own analytics. The criteria remain same to track the traffic like clicks, shares, purchases, number of likes, etc. ROI metric may also include

- * e-mail subscription
- * Website blog traffic
- * Webinar registration
- * Registration for content downloads, etc.

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Question - 15:

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.

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Question - 16:

Do you have an editorial calendar? How do you schedule posts/tweets?

Ans:

Find out how they organize their content in social media. This is a good indicator of how they plan ahead.

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Question - 17:

How would they allocate your budget for social media advertising?

Ans:

Ask them to describe a plan for how best to allocate your budget and how they would know if it's successful.

A typical budget consideration is for Facebook ads. Depending on your company and your market, a minimum \$500/month is a good start.

Investment in social media and content marketing is prerequisite for success. There are 6 main ways you're going to invest if you want to see ROI (return on investment):

- * Financial
- * Time
- * Manpower
- * Attention
- * Monitoring, publishing and reporting software
- * Training

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Question - 18:

Tell me how would you assess the social media presence of a company?

Ans:

To assess the social media presence of a company following parameters can be used

- * Whether company is registered with all the social media sites Pinterest, Facebook, LinkedIn, etc
- * Frequency of content publication on social sites
- * Type of content- imagery based/text etc.
- * Level of audience engagement posts enjoy
- * Is the description in social media aligned with the company's goals
- * Is the company's information on social sites are updated and current
- * Does your social media profiles include relevant links to your website, blog and other social media presence
- * Does Company follows the right metrics to get more attention from social sites,
- * Company's employees from all other division or franchises have created their own profile on social networks
- * Is company's brand consistent on each network like- same logo, company description, etc.
- * Whether a presence on social sites are used only for pushing out messages or used as a platform to create conversation

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Question - 19:

some tricks that can drive more traffic to your blog posts?

Ans:

Few tricks that can drive more traffic to your blog posts are

- * Promote your content or BlogPost across a wider variety of Platforms like
- * com
- * Tumblr
- * com
- * Create a 6-second preview of your post with app(iPhone) like Vine and post it on tweeter with a link to the blog post
- * Give a short presentation of content or blog on Slide-Share and provide link to the content or to any relevant content
- * Pin your post to Pinterest contributors board by choosing attractive image, title of your blog post, adding keywords and hashtags
- * Use Instagram to share the image or title of your blog post. Share your blog post images to Tumblr, Facebook, Flickr, Twitter and Foursquare



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Question - 20:

Explain 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.

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Question - 21:

How do you stay updated with the latest social trends?

Ans:

If you are a social networking enthusiast, you surely follow some blogs and influencers. Let the recruiter know you are always up to date and share your favorites!

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Question - 22:

What do you think should be the goals of our Facebook/Google+/Twitter account?

Ans:

As with the previous question, this answer depends on each company and on the specific needs they have. Again, you should investigate what they have done in the past on their social networks and also what they could improve. Hint: Make sure to share reachable and measurable goals.

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Question - 23:

Do they have a blog and do they currently write content for social media channels?

Ans:

Ask to see their blog in action and make a note to see if they're posting regularly.

Pro Tip: ask to see links to content they've written on the web. Many times, candidates will produce content for places like LinkedIn Pulse and Medium, without having their own personal blog.

It's crucial that your candidate has a working understanding of how content drives everything in digital marketing - SEO, content, and social media.

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Question - 24:

Tell me the tips to improve my Facebook EdgeRank?

Ans:

To improve your Facebook EdgeRank you have to follow the following tips

- * Keep it short -> Posts between 100-250 characters are more likely to get more likes, comments and shares
- * Be Visual -> Use Photos and Videos it can attract more users
- * Ask for what you want -> Always ask for opinion or questions related to your content and how to improve it
- * Post Daily -> 96% of your Fans aren't coming back to your page, so frequently posting is the only way to consistently reaching them
- * Be Relevant and Not Pushy -> Post related to your service and product, but it should not address directly to your service or product
- * Be Timely -> Find the best times for your audience and then stick with them

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Question - 25:

Explain me what set of skills required to become a Social Media Manager?

Ans:

To become a Social Media Manager, you should have a

- * Native understanding of each social media network
- * Ability to connect corporate objectives to messaging, content and campaigns
- * Ability to write concisely
- * Ability to sympathize, engage and effectively communicate with a diverse range of people and opinions
- * Provide customer service and handle complaints
- * Deep understanding of the products or services the company renders
- * To intuitively know how your audience experience the brand, communicate online and how to leverage those opportunities

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Question - 26:

Please explain 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 - 27:

Explain me what online communities have you managed in the past?

Ans:

Here, you can mention how big the accounts you managed were, the number of followers, the strategy you followed, etc. Not enough big brand experience? No problem, you may also talk about your personal social networks but make sure they are "job seeking friendly".

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Question - 28:

How would you deal with negative comments or a brand reputation crisis?

Ans:

Show the hiring manager that you are able to react quickly and face a crisis with self-confidence and efficiency. You may use examples of famous brand reputation crises to tell what you think was done well and what not. (There are many examples to analyze!!)

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Question - 29:

Explain me what's the most important thing a social media manager should be doing?

Ans:

A solid answer would be monitoring and/or listening to the audience within the brand's Social channels. Engaging regularly with fans and followers is evidence that you're there - you care - and you're interested in having them as a customer. When you listen, you learn how to help them buy.

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Question - 30:

Tell me how would you deal with a negative comments or a social media crisis?

Ans:

To deal with a negative or heated comments over social media sites you can use following steps

- * Respond Quickly: The first 24 hours for any post on the social media site is crucial for any negative comments made. Justify your brand or content if it is legitimate or else apologize if you are wrong. Don't use an approach of tit for tat
- * Create crisis FAQs: Create a web page and put all the information about the crisis in one place so that it can help you to respond the crisis when it really occurs the FAQs should include
 - * Acknowledgment of crisis
 - * Details about the occurrence
 - * If available, photos or videos
 - * How company found out
 - * Specific action takes in response,
- * Document every facet: Once you hit by the social media crisis record each bit of it like tweets, blog comments, status updates,
- * Never send third reply: A third reply is an argument and not a justification, on third reply you take it offline
- * Seek help from experienced community manager: Community manager is aware of the in and out of the product and knows well how to handle disgruntled customers

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Question - 31:

Explain some tools that Social Media Manager wants to consider?

Ans:

The tools that Social Media Manager would consider would be

- * Zendesk: Collecting messages from e-mail voice, customer engagement platform, social into one collaborative inbox
- * HootSuite: Team management, social media dashboard, reporting, and search/monitoring
- * Sproutsocial: Manage multiple brands, pages, searches. Assign tasks to team members, reporting, competitor research and post analytics
- * Radian 6: Enterprise social media management application for campaigns, listening, research and post analytics
- * TweetDeck: Just like HootSuite, TweetDeck helps you to manage multiple social media accounts- such as MySpace, Facebook, Twitter, Foursquare and LinkedIn
- * Crowdboost: It measures users engagement overtime and across multiple social media networks. It also suggests what kind of content are best for the business
- * WordPress Editorial Calendar Plugin: An editorial calendar plugin will give you a bird's eye view of your entire content publishing plan like publishing schedule, editorial task, blog post key topic, and ideas,

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Question - 32:

Tell me 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.

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Question - 33:

Explain what social media campaigns have you produced and/or managed?

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 - 34:

Tell 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.

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Question - 35:

Explain me what are the two most important social marketing metrics a company should monitor regularly?

Ans:

* Engagement. Whatever the channel, there needs to be measurable conversation around your company brand. Content is what drives social marketing success so if your content stinks, you won't see people engaging. Your candidate should be well-versed in writing and curating relevant content for your audience.

* Leads. Have they run a social campaign that generated leads? What's their track record with Facebook ads? Organic (non-paid-for) leads from social media look very different than the ones you see from advertising. Listening and responding timely to social media leads is crucial. Just like in real life conversations, when people talk to you, they expect a response.

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Question - 36:

Do you write your own social media and digital marketing content? If so, what is your creative process?

Ans:

I prefer to write my own content for social media and digital marketing updates and campaigns, because I already have the end goal and strategy in mind. My creative process includes planning sessions, content reviews, the use of a social media content calendar, a posting tool if I'm posting to multiple sites per day. The content should all be guided by the strategy to ensure that the company is exceeding the set goals and expectations.

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Question - 37:

Tell me what Social Media platform(s) are best for your business? (and have them explain why)?

Ans:

Ask them to describe the "personality" of your company brand in 3 words. They should have done research on your company and your customers before assessing the potential across today's social media channels. Facebook, Twitter, your company blog, Instagram, Pinterest, and YouTube are awesome channels and each has different marketing tactics.

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Question - 38:

Explain me 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.

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Question - 39:

Please explain 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. If you have your own awesome anecdote already, that's even better!

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Question - 40:

How is the business' presence on social media nowadays?

Ans:

Show interest on which social media channels they are using and their strategy for each.

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Question - 41:

Ask them what marketing strategies they plan to use to generate leads?



Ans:

You need to know how social media is giving you something quantifiable for your money. Social Media ROI = Number of Leads. Social media marketing strategies that generate leads require social advertising. Each platform has its strengths but, in most cases, Facebook ads offer the biggest opportunities.

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Question - 42:

Explain me what is the responsibility of social media manager?

Ans:

Social media manager implements the company's social media marketing. The Job role includes-

- * Developing company's content strategy
- * Creating relevant content
- * Blogging
- * Community participation and leadership
- * Promotion strategy on social sites
- * Monitor, listen and respond to users in a "Social" way while cultivating sales and leads
- * Develop and expand community or blogger outreach efforts
- * Create, design and manage promotions and social ad campaigns
- * Identify threats and report notable threats to appropriate management
- * Respond to social media crisis or negative comment scenario
- * Define strategies to enhance or build the follower fan base

The role Social media manager may also be called Social Media Specialist/ Strategist / Analyst / Executive or Intern. Irrespective of the name, the job profile will remain the same.

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Question - 43:

General SMM Executive Job Interview Questions:

Ans:

- * 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 - 44:

Analytics & Marketing Based SMM Executive Job Interview Questions:

Ans:

- * 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 - 45:

Company Based SMM Executive Job Interview Questions:

Ans:

- * 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 - 46:

Technical SMM Executive Job Interview Questions:

Ans:

- * 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 - 47:

Role-specific SMM Executive Job Interview Questions:

Ans:

- * Describe the structure of your current marketing team. What is everyone's role? Who do you report to?
- * Discuss the relationship between social media and content marketing.
- * Social media functionality is constantly evolving. How do you stay updated?
- * What's the relationship between social media and brand-building?
- * What social channels do you prefer and what are the advantages and disadvantages of each?
- * What other social media platforms do you use on your own time?
- * What strategies would you recommend for building a social following?
- * How would you describe the brand voice of your current company?
- * How would you describe your company's visual identity?
- * What tools do you prefer for scheduling, content curation, project management, social listening, etc?
- * How have you used social media for customer support?
- * What's the relationship between social media and sales?
- * How would you present the results of your work?
- * How would you encourage the creation of user-generated content?
- * How do you integrate social media with offline events?
- * Describe a time you interacted with an angry customer on social media.
- * How would you handle negative comments about your brand on social media?
- * What have you noticed about our current social presence? What could we improve?

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Question - 48:

Basic SMM Executive Job Interview Questions:

Ans:

- * 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 - 49:

Explain some tips to increase your reach on Facebook?



Ans:

To increase your reach on Facebook you can consider following tips

- * Improve your Facebook EdgeRank -> It determines which of your post get most visibility in your fans newsfeed
- * Stop using third-party tools -> Don't use any third party tools for scheduling posts and posting to social media
- * Get your likes up -> Use like-gating in which likes are given in exchange for access to content such as free download
- * Buy some Ads -> Buying some ads can be a smart move
- * Keep building your own Email list and Website -> Make direct contact to fans by building your own e-mail list and website.

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Question - 50:

Are they accomplished in a social marketing environment AND in a social customer service environment?

Ans:

Ask your candidate to define the difference between the two.

Social marketing environment calls for a more conversational approach. Most social media conversations don't revolve around sales. Your candidate should be able to recognize where someone is in their purchase journey and guide them to their destination.

Social customer service environment requires empathy, patience, and the ability to resolve conflict. Your candidate must be able to recognize situations that may call for an escalation to management. Remember: they're not just responding to that one customer, but for an audience of future customers!

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Question - 51:

Can you describe your biggest social media failure?

Ans:

Everybody makes mistakes, it's not a big deal. Be completely honest about this and focus on what you learned from your bad experiences. Tell your negative stories, too. Also, mention how you corrected it and the changes you made to avoid it from happening again in the future.

[View All Answers](#)

Question - 52:

Please explain 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.

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Question - 53:

How does success in social media look like for you?

Ans:

Try to find out what their expectations are so you are aligned from the very beginning.

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Question - 54:

What strategies would you implement for helping generating leads (or conversions)?

Ans:

Share the facts! Talk about successful strategies you have used in other projects. You may also describe strategies you think could be useful to their company in particular.

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Question - 55:

Have they ever had to handle a social media/online reputation crisis?

Ans:

Ask them to define what that means to them and what steps they would take to resolve a situation.

If the company doesn't have a "best practices" protocol in place, it's time to get one. This would be included in your Social Media Policy and should emulate your current conflict resolution process.

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Question - 56:

Besides Social Site how you can optimize your content?

Ans:

Besides social sites, there are a number of other communities like Social Buzz Club, Viral Content Buzz, Triberr, etc. that brings together content creators and enhance their social media promotion.

[View All Answers](#)

Question - 57:

Explain me how you can use Facebook for Conversion Measurement?



Ans:

For Conversion Measurement in Facebook, you can use the feature " Conversion Pixel". Which is nothing but a piece of code that you paste in your website, and it will measure the conversion rate of the product or service you render.

Facebook tracks conversion for adverts that happens within 1 day, 7 days and 28 days after a person click on advert and also for viewing an advert

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Question - 58:

Explain me how do you measure social media success?

Ans:

Use various tools to check the site optimization, the parameters to check the success of social media success are

- * Rise in the number of followers
- * Increase in the number of leads
- * Number of Inbound links to your site through social sites
- * Number of bloggers comment, social shares and traffic generated
- * Increase in the total sales made online
- * Number of Posts published
- * Conversion- Number of subscription
- * Account Creation
- * Query form submission

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Question - 59:

Explain me 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 - 60:

Explain 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.

[View All Answers](#)

Question - 61:

Please explain 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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