

Social Media Specialist Job Interview Questions And Answers



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Social Media Specialist Interview Questions And Answers Guide.

Question - 1:

What do you enjoy about writing?

Ans:

Look for signs of excitement and enthusiasm. You likely have a keeper if the person touts the personal benefits of creating great content.

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Question - 2:

Explain 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 - 3:

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 - 4:

Please explain 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 - 5:

Tell me has your content been critiqued in the past? How so?

Ans:

Watch their body language and listen for cues that indicate they see feedback as an opportunity to improve - and that they willingly apply it to their writing.

Ability to align content with readers' needs

Content marketers must understand the market, industry, and audience they're serving. That means listening to customers and influencers, identifying customer needs, and providing content relevant to the industry. Ask:

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Question - 6:

Explain 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 - 7:

Explain me who is your favorite brand/personality on social media and why?

Ans:

This question is a great chance for you to give the interviewer an inside look at your personality and to talk about what media brands and personalities inspire you. When preparing your answer, be honest but don't pick the most obvious choice. "Don't say that it's Birchbox because that's cheating," Juliette jokes. Instead, show that you know the social media space and that you're familiar with brands and influencers who are making a difference. Mention the name of your favorite account, approximately how many followers they have and give a specific reason for why you like them such as the fact that they post funny memes on Instagram. This will show that you understand what goes into making a successful brand or personality on social media.

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Question - 8:

Explain 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 - 9:

Explain 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 - 10:

Do you know what is the future of social media?

Ans:

"This is a really essential question because it shows that you're thinking ahead and you understand that social media is a fast-moving industry," Juliette explains. When she asks this question during an interview, she wants to know that candidates are thinking several steps ahead and that they're able to anticipate new trends before they happen. "I want to know that you're thoughtful and creative and are thinking more than just 'in the now'," she says. To nail this answer, do some research on new platforms and trend forecasts for the upcoming year. Come prepared with at least two examples to discuss. One of these should focus on a trend for an existing channel while the other should mention an emerging platform that could be the next big thing.

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Question - 11:

Tell me 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.

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Question - 12:

Explain 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 - 13:

Explain 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 optimization (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 - 14:**

Do you know how to 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 - 15:

Tell me what is an Example of a Marketing Tactic That Did Not Succeed?

Ans:

For interview questions about marketing failures there are several things to note about your answer:

- * Do not get defensive. If you had an expectation that failed, admit it.
- * Explain how you found out it failed using numerical, analytical measurements as examples.
- * Describe the adjustments that you made in order to make the campaign more successful.

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Question - 16:

Please explain 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.

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Question - 17:

Tell me 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?

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Question - 18:

Explain 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.

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Question - 19:

Explain me about your own social presence?

Ans:

This is a chance for you to show off your own social media presence and talk about how the insights you've gained will help you increase engagement for the company's brand. "I want to see that you have your own following," Juliette says. She's also interested in how you're able to maintain a cohesive voice across different platforms while ensuring that you're posting content that works best for each one. "I want to see something that shows me that you really understand social media so that you can bring that experience into working for a brand."

When talking about your social presence, frame your experience in terms of goals. If you're aiming to a thought leader in a specific area (like entertainment or politics), mention that. Then talk about the strategies you've used to increase engagement and reach your goals.

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Question - 20:

Explain me how do you stay on top of new trends in social media?

Ans:

I follow several social media blogs, including Hubspot, Hootsuite and social media guru Rebekah Radice's blog. However, there is so much information that I also rely on my Twitter, Facebook and LinkedIn news feeds to keep me up to date on tips, tricks and changes in the social media world. I also read industry publications such as Social Media Today and the Social Media Examiner, and I am a member of the Social Media Club.

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Question - 21:

Explain 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 - 22:

Tell me what makes content successful?

Ans:

Candidates must be able to define what "success" is when it comes to generating content. As they respond, you should hear the words "traffic," "repeat visitors," "retweets and likes," and "search engine ranking" to show their understanding. Even better if they provide details about their own successes in those areas.

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Question - 23:

Please explain 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 news feed. 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 - 24:

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.

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Question - 25:

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 - 26:

Tell me how do you stay organized when managing several campaigns across various platforms?

Ans:

I am a strong proponent of social media management platforms like Hootsuite. In previous positions I have used Hootsuite to plan campaigns, schedule posts and track results. The ability to have all your projects on one interface makes it easy to keep track of what is happening. To manage my time efficiently, I prioritize more important or time-sensitive tasks and tackle them first thing in the morning, and schedule as many posts as possible in advance to keep unforeseen occurrences from threatening deadlines. I have also found that updating my calendar with key dates, deadlines and reminders helps me juggle multiple campaigns.

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Question - 27:

Explain 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.

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Question - 28:

As a social media manager, 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.

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Question - 29:

Please explain 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 - 30:

Explain 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 - 31:

Explain do you offer a guarantee?

Ans:

"Yes, I'll get you 1000 links and 20,000 clicks". See number 7, first action.

"Yes, that I'll work my butt off for you". I like it.

"No, because we're marketing to people, and it's hard to say what they'll like/not like, or what might happen in the world that will affect behavior". Also good.

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Question - 32:

Explain me what are the key ways you ensure a campaign's success across various social media platforms?

Ans:

The most important thing is to have a solid plan and strategy before making the first post. I do extensive research to be sure that I have an intimate understanding of the product, the market, the company's followers and the desired results. Once the campaign has begun, I use analytics to track results and make small adjustments as necessary to optimize the campaign's effectiveness. I also leverage each social media platform to drive traffic to the others, increasing overall exposure. However, none of that matters if the content falls flat, so I make sure that it is engaging, encourages interaction and is highly shareable.

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Question - 33:

Explain 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 - 34:

Explain 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 - 35:

Tell me have you created content that entertained or educated your readers? Describe it?

Ans:

Every content marketing piece should benefit readers in some way while maintaining their attention. Look for examples of storytelling, humor, or educational information that go beyond selling products.

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Question - 36:

Fresh Social Media Specialist 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 - 37:

Top Social Media Specialist 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 - 38:

Community-related Social Media Specialist 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 - 39:

Company based Social Media Specialist 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 - 40:

Social Media Strategy Job Interview Questions:

Ans:

- * Have them explain the audience on each social platform and how they have approached each audience in the past. Would they do things any differently at your company?
- * Have them show you an example of a recent post on each platform that performed well and one that tanked, and explain to you why.
- * Do they use segmented messages or do they try to get mass appeal to all audiences?
- * Do they understand the difference between engagement and distribution?
- * What kinds of metrics would they collect to know if a specific campaign was effective?
- * Have they reported ROI on engagement and distribution before? If asked to, how would they go about it?
- * How have they activated recruiters and/or staff within a social recruiting initiative?
- * Do they know the difference between "content curation" and "content creation" and the best balance for sharing each?

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Question - 41:

Personal Social Media 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 - 42:

General Social Media Specialist 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 - 43:

Setting Goals based Social Media Specialist Job Interview Questions:

Ans:

- * Why have you joined social media?
- * What is your brand's overall purpose?
- * What do you or your company aim to achieve with social media?
- * Who is your target audience?
- * Which social channels do they use?
- * What topics and sources of information are most important to them?
- * What events matter to them and their lives?
- * What problems can you help them solve?
- * What jobs can you help them complete?
- * What is your brand voice?
- * What is the tone of your social media updates?
- * What emotions do you hope to convey through your brand's visuals and messaging? What types of content should I post on which social platforms?
- * What type of content best supports your content marketing mission?
- * What are the main topics, categories or messages that support your brand?
- * Should you use social media to provide customer service?
- * What realistic resources do we have?
- * Who should set up and maintain my company's social media accounts?
- * What is the workflow from content creation to publication?
- * How often should I post new content on my social networks?
- * How does social media fit with our other campaigns?
- * What is working with your social media marketing efforts?
- * What is the customer journey from search to purchase?
- * Where does social media fit within your funnel?

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Question - 44:

LinkedIn Based Social Media Specialist Job Interview Questions:

Ans:

- * Do they know what is free and what costs money?
- * Do they have experience writing copy for the free promoted posts on LinkedIn?
- * How do they decide when and when not to use a paid media campaign?
- * What do they think about hashtags on LinkedIn?
- * What do they think about volume of content on LinkedIn?
- * How have they engaged with employees in a LinkedIn campaign?
- * Have they ever trained staff or other recruiters on how to effectively use LinkedIn for branding, advertising, and/or sourcing?
- * How do they know whether LinkedIn is successful in hiring?

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Question - 45:

Analytics based Social Media Specialist 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 - 46:

Facebook Based Social Media Specialist Job Interview Questions:

Ans:

- * Ask for a portfolio that shows their most recent successful content (if they have not created company content, accept personal content.)
- * How do they organize their content (have they used a content calendar)?
- * What is their philosophy for content distribution on Facebook?
- * Do they know the difference between likes, reach, and engagement?
- * Can they give you an example of a creative recruiting campaign they have run on Facebook?
- * How do they measure success?

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Question - 47:

Personal Social Media Specialist 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 - 48:

Instagram Based Social Media Specialist Job Interview Questions:

Ans:

- * Do they know about Instagram updates and which images get the most views/traffic? How would one acquire these images?
 - * Do they understand the value and necessity of hashtags on Instagram?
 - * Have they used and promoted a company hashtag? Did employees regularly use it?
 - * What creative ways have they used Instagram to attract and/or engage talent?
- Don't forget to ask if they are knowledgeable of other social platforms and how to use them. If a candidate passes the first interview, bring them back for a second round and have them critique your current strategy.

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Question - 49:

Twitter Based Social Media Specialist Job Interview Questions:

Ans:

- * Do they know how many characters are in a tweet and why?
- * Do they understand the value of hashtags? Ask them what they are for and how they use them to draw traffic?
- * Can they give you an example of a Twitter campaign they ran?
- * How often should a company tweet out recruitment engagement posts?
- * What do they think about job distribution on Twitter?
- * Do they understand the value of having two Twitter accounts (one targeted for content and one for job distribution and SEO)?
- * Do they understand what's trending, and how and when to wrap into it? Ask for an example.
- * How are they measuring success-qualitatively, quantitatively, both?

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Question - 50:

Strategy based Social Media Specialist 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 - 51:

Trends based Social Media Specialist 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 - 52:

Difficult Social Media Specialist 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 currently 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 - 53:

Basic Social Media Specialist 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?

[View All Answers](#)

Question - 54:

Tell me how did you determine the style, tone, and voice for a recent piece of content you wrote?

Ans:

Content marketers should have their own voice and writing style. However, they also need to be able to adapt to fit the company, the audience, and the content format. Ask for specific examples of how they've modified their style - and why doing so was important.

[View All Answers](#)

Question - 55:

Tell me how would you incorporate less popular platforms such as Google+ into an overall social media strategy?

Ans:

Google+ is a great platform for building communities, which is the core of a strong social media strategy. The fact that it is highly curated and moderated differentiates it from the other platforms out there. I would run special campaigns on Google+ and promote them on our other social media outlets to encourage people not familiar with the platform to become part of our community. Since posts on Google+ often rank higher on Google than regular blog posts or landing pages, it is a great SEO tool to attract new qualified leads.

[View All Answers](#)

Question - 56:

Tell me what social media platform do you use most and why?

Ans:

While I think there have been many exciting new social media platforms to hit the market recently, I still find myself spending the most time on Facebook. The diversity it offers is truly unparalleled. The ability to share articles and videos, the use of preview windows, the ease of updating statuses and the increased ways in which it allows you to interact with friends and pages makes it my go-to platform. It also works well for both personal and professional purposes and allows me to easily manage my various pages with just one account.

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Question - 57:

Tell me 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.

[View All Answers](#)

Question - 58:

Tell me 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

[View All Answers](#)

Question - 59:

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.

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Question - 60:

Do you know how do you measure social return on investment (ROI)?

Ans:

ROI is measured by industry specific goals, such as lead generation, increasing brand awareness, decreasing recruitment costs, and so on ROI metrics may include website blog traffic, email subscriptions, and the number of mentions. After establishing what your online marketing goals are, you then assign financial values to each goal.

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Question - 61:

Explain me how do you decide what topics to focus on and what format to use?

Ans:

It's important to understand candidates' thought process when it comes to generating ideas or deciding which are worth pursuing. You want someone who has a plan for surfacing the best ideas rather than relying on a supervisor to tell them what to do.

[View All Answers](#)

Question - 62:

Explain 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 worthless.

[View All Answers](#)

Question - 63:

Tell me what Do You Think You Bring to the Company?

Ans:

This common job interview question is often asked in every type of interview. But for marketing jobs this question is especially important. It provides you with a chance to tout your interview preparation by suggesting effective marketing strategies based on the research you completed on the company.

Start by discussing your overall qualifications and experience, but then amend those answers with statements such as, "As I researched your company, I noticed that while your online marketing presence was strong, there are several areas that could be built upon including..." and following up with your ideas. However, you should refrain from this answer if you are interviewing with the head of the marketing department, as you may be undermining their beliefs.

[View All Answers](#)

Question - 64:

Explain 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.



[View All Answers](#)

Question - 65:

Tell me how do you know if your content has performed well?

Ans:

Sending content into the world isn't enough. Candidates should know how to monitor and analyze content by tracking social media shares and using Google Analytics to evaluate the success of each piece.

Of course, finding a well-rounded candidate doesn't stop with those questions - you'll need to dig deeper to find the perfect fit for your team. For a full list of questions, the ideal responses, and evaluation criteria, download Curata's Content Marketing Interview Template.

[View All Answers](#)

Question - 66:

Explain do you have a blog?

Ans:

If the expert answers 'no', that may be OK. 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.

[View All Answers](#)

Question - 67:

Explain What Types of Marketing Campaigns Have You Run in the Past?

Ans:

As you answer questions about your accomplishments with other companies, be specific. Simply stating, "I ran several online marketing campaigns" does not adequately show what you can do for the company. Better answers should resemble, "I started a social media campaign that utilized targeted advertising systems to market the company's services to youth in North America." You will also need to elaborate. Use numbers that support the campaign, such as "Within three financial quarters, sales increased by 427% and brand recognition vastly improved by 10% within the target demographic."

[View All Answers](#)

Question - 68:

Do you know what are our 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.

[View All Answers](#)

Question - 69:

Explain 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 - 70:

Tell me how would you describe Facebook vs Snapchat vs Instagram vs any other social channel?

Ans:

This is another key question that tests your knowledge of the industry and of the differences between platforms. "Not all channels are created equal," Juliette explains. "You can't just post something across all channels and have it be the same," she adds. When she asks this question while interviewing potential candidates at Birchbox, it's because she wants to know that candidates have a detailed understanding of each platform and can develop strategies that are specific to each one. "I really want to get an understanding from you that you have done your research on these channels, that you are a practitioner on these channels and you know what works and what doesn't work on each one."

To answer this question, give an example of a post that you think would perform well on a company's Facebook page and another post that would do well on Instagram. Then explain why they would be successful on their specific channels.

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Question - 71:

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.

[View All Answers](#)

Question - 72:



Explain 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.

[View All Answers](#)

Question - 73:

Tell us can you write?

Ans:

Blog posts, website content, press releases, guest articles, email campaigns, proposals, social content: you have to be able to craft your ideas and messages to fit any medium. A good social media manager needs to be able to produce engaging, relevant and sharable content, pleasing search engines as well as humans. It's to your advantage to show some of your previous blog posts.

[View All Answers](#)

Question - 74:

Tell me why Tweet?

Ans:

Twitter is not about telling the world how great you are. Show the interviewer you know that by explaining to him how to cleverly use Twitter hash tags and handles to turn Tweeples into tribes. Talk about links and how they are components of successful tweets as they convert into click throughs and shares.

[View All Answers](#)

Question - 75:

Explain me how do you decide what content to create?

Ans:

The ideal candidate will talk about industry news and trending topics, and explain how to use Google AdWords to find topics that will drive the most traffic to your website.

[View All Answers](#)

Question - 76:

Explain 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 - 77:

Tell me 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 BBs and Usenet.

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Question - 78:

Explain 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.

[View All Answers](#)

Question - 79:

Please explain how Effectively Do You Think You Can Work within Budgetary Constraints?

Ans:

Interview questions about the future should be brought back to accomplishments of the past. In other words, when asked about how you would deal with possible future scenarios, refer to your past accomplishments. Your answers should focus on successful campaigns with statement such as, "While I was with company XYZ, I initiated both low cost lead generation strategies and several viral marketing campaigns, using an almost inexistent budget to boost profits by 200%."

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