

Life of a Social Media Manager

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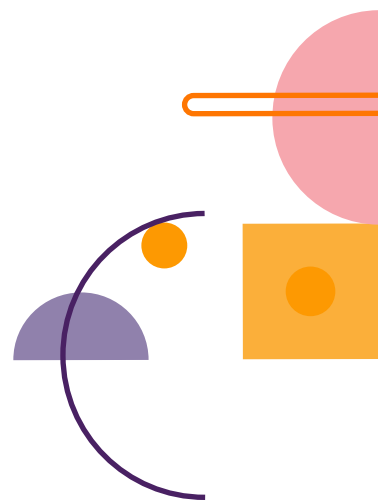
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Introduction

Dear reader,

I am Maria, from Socialinsider; I like to consider myself an optimist, a social media addict, and a storyteller with a lot of imagination.

For a long time, I kept wondering if there is a social media manager formula for success or how other social media specialists are spending their time - do we share the same knowledge, or is there more?

With the help of more than 20 social media experts and from my passion, love and curiosity for content marketing and social media came this eBook: **“Life of a social media manager” - a collection of interviews with top social media experts.**

In the next four chapters, you'll discover:

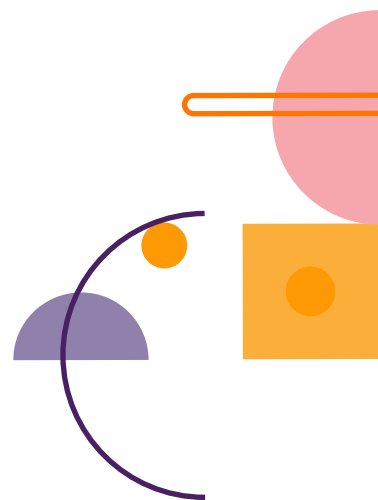
- What does the social media manager role involve & what skills do you need;
- What's the future of social media;
- What can social managers do to stand out in this fast-moving digital world;
- Where should you look for inspiration for your social media content calendar;
- How often should you check analytics for social media, and what KPIs you should track;
- How can you stay updated with the latest innovations in social media;
- How to handle a situation in times of crisis;

More than 20 social media managers, content creators, social media specialists, share their knowledge below, so read on and learn from the best.

I hope you find value in the next chapters and feel free to send any questions or feedback, directly to me at maria@socialinsider.io.

Enjoy our expert's advice,

Maria



Chapter 1. How to become the best social media

Social media is an ever-changing landscape that requires constant and ongoing learning and adaptation.

Even the most experienced social media managers need to refine their skills, update their strategies, learn and practice new techniques, and stay on top of the latest changes.

Are you wondering what defines the role of a social media manager or what skills do you need to develop for this career path?

Let me tell you that a social media manager can be a marketer, a strategist, a copywriter, an analyst, and a customer service - most of the time, all in one day.

Managing all of these diverse responsibilities can be challenging at some point, but this is a career path of continual learning.

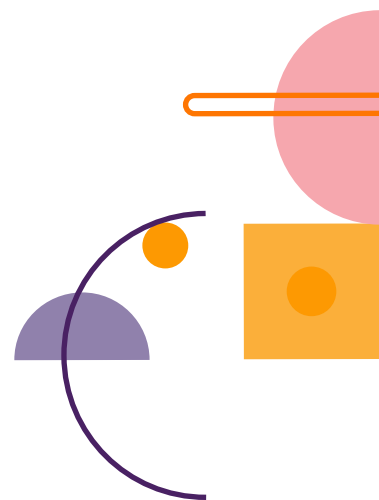
I talked to top social media professionals, and although there's no secret formula for being a successful social media manager, by following these expert's advice, you may be one step ahead of others.

I asked them what does this role involve, what skills do we need and what's their advice for someone who wants to follow this career path.

Continue reading the experts opinion on how to become a great social media manager.

The experts answered the following questions:

- What does the social media manager role involve?
- What skills do I need for this career path?
- What's your advice for someone who wants to become a social media manager?





Christian Karasiewicz

Social Business Manager

The social media manager role often involves not only managing social media channels on a day-to-day basis, but the work has bled over into other areas as well.

For example, you might be asked to create graphics, shoot, and edit videos and even be a part-time data scientist to interpret the metrics across the channels you are managing.



1. What does the social media manager role involve?

The social media manager role often involves not only managing social media channels on a day-to-day basis, but the work has bled over into other areas as well.

For example, you might be asked to create graphics, shoot, and edit videos and even be a part-time data scientist to interpret the metrics across the channels you are managing.

Another aspect of the social media manager position is to run advertisements to further the reach of your content.

2. What skills do I need for this career path?

There are quite a few skills that you will need for this career path.

You will need to have excellent writing skills, design skills, which are necessary along with feeling comfortable being on-camera or recording a podcast episode.

Sure, you can utilize some of the template-based design tools, but eventually, you may be called upon to develop original artworks. As more and more users move towards video, you may be asked to not only shoot a video but also edit it into clips.

Lastly, you have to be fairly structured. Social media does not take a day off, and it isn't a 9 to 5 job. The best way to manage it is to be highly organized and to have thick skin, as you will deal with a lot of different requests from users.

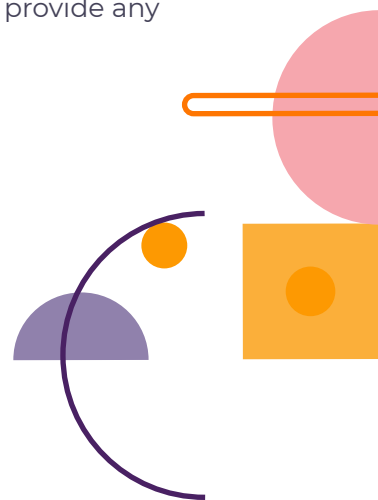
3. What's your advice for someone who wants to become a social media manager?

If you are looking to become a social media manager, the best advice is to intern. If you currently manage your own small business, it is an entirely different landscape compared to being a social media manager for a Fortune 500 company.

Work your way up by taking on various roles in social media.

You may want to start off managing a blog for a large company, learning the art of crafting high-converting social media posts. How they craft their messaging - it is very different and can often be a slow process because of the many layers which have to approve the content before it goes out.

One last piece of advice is to be a team player and not to be afraid to ask for help or pick someone's brain who is already a social media manager, to see if they can provide any additional guidance or tips.





Pascal Hoffmann

Social Media Manager at Tec4med

As Social Media Manager, you are responsible for corporate communication in social networks.

Writing and revising, SEO, customer service, design and photo editing, video content creation, paid social basics, research, these are the primary skills a social media manager will need.



1. What does the social media manager role involve?

As Social Media Manager, you are responsible for corporate communication in social networks.

You publish news, respond to requests, and company discussions. You will monitor the success of your campaigns using various tools.

The tasks may include Strategy development for entry into Web 2.0 and the use of social media and networks. Customer contact and retention through constant communication with interested parties, users, and customers in social media.

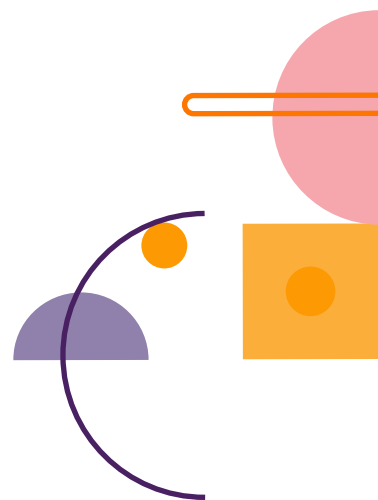
2. What skills do I need for this career path?

Writing and revising, SEO, customer service, design and photo editing, video content creation, paid social basics, research, these are the primary skills you'll need.

3. What's your advice for someone who wants to become a social media manager?

Social Media Management is an excellent way to gain first experiences in marketing. Here you can give free rein to your creativity and link the fast-moving social media content ideas.

Variety and individuality are predestined.





Alina Robu

Social Media Manager

A social media manager's job is to make sure the overall content is relevant to the consumer, it has consistency, and every channel has a clear role.

He is in charge of administering a brand's social channels; he is the interface of that brand within these platforms.



1. What does the social media manager role involve?

A social media manager is in charge of administering a brand's social channels; he is the interface of that brand within these platforms. His job is to make sure the overall content is relevant to the consumer, it has consistency, and every channel has a clear role.

He also creates amplification strategies for social media campaigns, taking into consideration the objective, the target, the content, and the formats. He gathers and analyzes the results from campaigns and recommends the next steps or improvements.

He is very aware of the brand's target and what are their preferences and affinities to create content that appeals to them.

It's also essential that he knows if it's relevant to participate in viral trends through activations or a simple post. The consumer can feel if you've done the right thing or not, in other words, if they understand your involvement on that matter, they will let you know, or if it appears far-fetched, they'll most definitely let you know.

And last but not least, he has to be ready for challenges. Even if it's about posting something out of the box or communicating with a target that is witty and maybe a little difficult, it's crucial to find that fine line between the brand's tone of voice & identity and responding elegantly.

2. What skills do I need for this career path?

You must be present and up to date with trends, mainly because the digital universe moves fast, and it's still growing.

The platforms are evolving, making changes all the time, and you have to catch up with all the novelties in a short time.

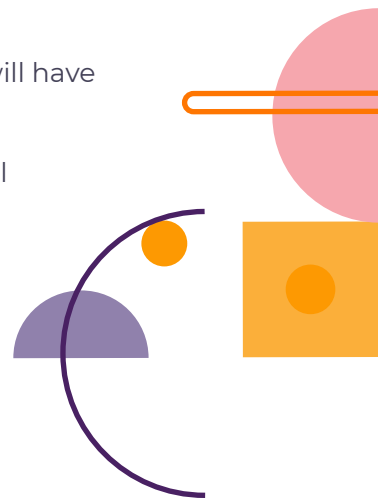
It's essential to test all the new features when they appear because you may have to use them in a campaign. If you are analytical and love smart marketing strategies behind a viral post or a campaign and you think about this kind of stuff, you are on the right track.

3. What's your advice for someone who wants to become a social media manager?

It's an awesome job! If you know your way on social platforms, you are the creative type and curious about what's behind a cool campaign, you are up to date with social trends, it means you are one step closer to becoming a social media manager.

The rest you will learn and experience in an actual workplace where you will have all the support you need.

P.S. maybe it will be hard at first, but if you are passionate about it, you will succeed.





Rina A. Rasolofoniaina

Senior Social Media Manager at ONE Championship

Experiment and learn every day.

Create your own experience and discover the best practices by yourself, so when you have a job interview, your numbers and your publications will speak for themselves.



1. What does the social media manager role involve?

The role of a social media manager can change a lot, depending on where and for whom you work.

Let's say that it will, however, always involve developing the social media presence of an entity (e.g., business, organization, person, team, product, etc.). Maybe it then means leading a strategy and a team. Or perhaps it means being a one-person army who creates the posts, designs the creatives, owns the copywriting, manages the digital advertising, handles the community management, edits videos, etc.

2. What skills do I need for this career path?

Creativity, flexibility, passion, empathy, and the ability to analyze data, these are the main skills a social media manager will need.

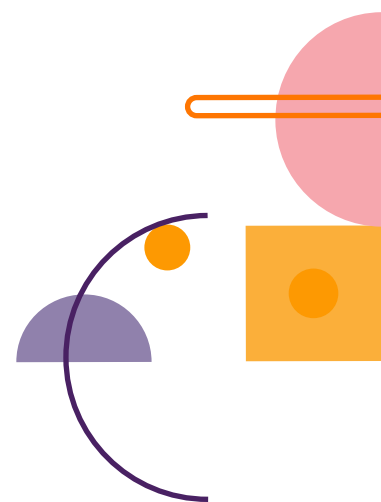
I have seen too many people focusing only on the technical aspects of the social networks, whereas in my opinion, a deep understanding of your audience is equally important.

3. What's your advice for someone who wants to become a social media manager?

Experiment and learn every day.

Knowing everything about the latest trends and conceptualizing strategies is excellent, but nothing beats the daily grind of concretely using the platforms.

Create your own experience and discover the best practices by yourself, so when you have a job interview, your numbers and your publications will speak for themselves.





Rachel Strella

CEO at Strella Social Media | Social Media Strategist

Many people think it's as simple as posting stuff on Facebook and Twitter, but that's far from reality.

The role goes way beyond that.

The part involves determining the social media strategy that will meet the customer's goals, creating the content that's relevant and generates results, and formatting content appropriately for each channel.



1. What does the social media manager role involve?

It will vary from one company to another. In a nutshell, it involves wearing many different hats within the organization.

Many people think it's as simple as posting stuff on Facebook and Twitter, but that's far from reality. The role goes way beyond that. **The part involves determining the social media strategy that will meet the customer's goals, creating the content that's relevant and generates results, and formatting content appropriately for each channel.**

There is often a lot of coordination in this process. Often, we need to include our designer, our client, a proofreader, and someone who can help with the administrative work, such as posting the content to the channels and finding relevant hashtags.

As a full-service firm, our company also handles community management. That means we are monitoring and responding to the clients' audiences on all channels.

This requires us to be in tune with the businesses we represent online. We also help build the social media audience, run ad campaigns, prepare customized monthly dashboards, and attend monthly check-in calls with the clients.

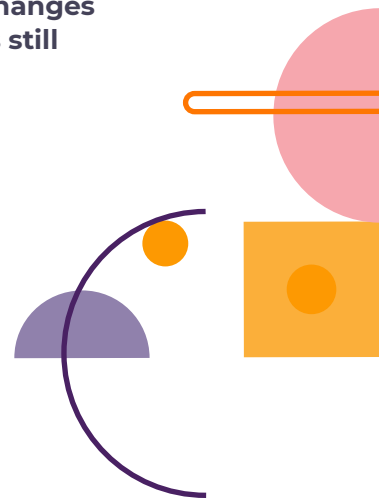
2. What skills do I need for this career path?

Well, there are a lot of skills that a social media manager should have, but I will enumerate the most important ones:

- Knowledge of business social media platforms.
- Communications and marketing skills.
- Ability to juggle multiple priorities and think on your feet.
- Extensive and ongoing understanding of a client's business/brand.
- Excellent written and oral communication skills.
- Ability to work in a remote environment.
- Strong planning, organizational, and follow-up skills.
- Effective decision-making, problem-solving and interpersonal skills.

3. What's your advice for someone who wants to become a social media manager?

Prepare for a learning curve. Working in social media is not a 9-to-5 job. **Changes happen always, client needs fluctuate, and the value of social media is still vastly misunderstood. It's essential to remain nimble.**





Maddie McClure

Social Media Manager

Put yourself in a customer's shoes, or just a user of social media in general, and ask what you would want to see from a brand.



1. What does the social media manager role involve?

A lot of different hats.

In my personal experience, I was the face, voice, and primary contact for opportunities.

Scheduling content, what works what does not, creating content, continually engaging, and determining what is best for the company visually and through public responses.

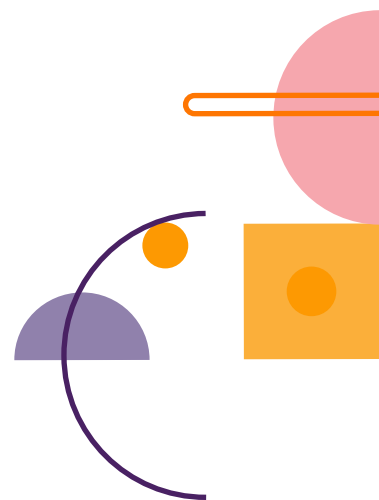
2. What skills do I need for this career path?

Empathy, being able to read people, is a HUGE skill that is overlooked—that as well as digital specs, design, video, image editing.

3. What's your advice for someone who wants to become a social media manager?

Put yourself in a customer's shoes, or just a user of social media in general, and ask what you would want to see from a brand.

Keep that mindset and be able to see a 360 view from the customer, business owner, and stakeholder. There are many different dynamics to a social media manager, so I think as long as you have the ability to remember things quickly and be professional you are on the right path.





Nicole Schmiedl

Social Media Manager at The North Face

The role of a Social Media Manager is simple – your primary objective is to communicate your brand’s values through social platforms.

The role also requires you to be reactive, take risks, be culturally aware, and, most importantly, have the confidence to make decisions on behalf of the brand.



1. What does the social media manager role involve?

The role of a Social Media Manager is simple – your primary objective is to communicate your brand's values and connect with your brand's community through social platforms.

Executing that objective isn't as simple – the role requires you to be reactive, take risks, be culturally aware, and, most importantly, have the confidence to make decisions on behalf of the brand.

Day-to-day I'm responsible for the following: Developing our social strategy, managing a content calendar, aligning with our regional social teams, and overseeing my team.

I'm fortunate to work with a trustworthy, reliable, proactive team that is in charge of channel management, content publishing, monitoring, and reporting.

2. What skills do I need for this career path?

When I was in college, the role of a Social Media Manager didn't exist – however, my background in Marketing and Graphic Design has been instrumental in my role.

In addition to the hard skills needed for the position, I've found that soft skills are just as valuable – being empathetic, curious, and having a genuine interest in my industry/community.

One of the most significant turning points in my career was acknowledging and accepting what my weaknesses are – when hiring my team, I looked at our strengths holistically; it builds trust within and empowers my team.

3. What's your advice for someone who wants to become a social media manager?

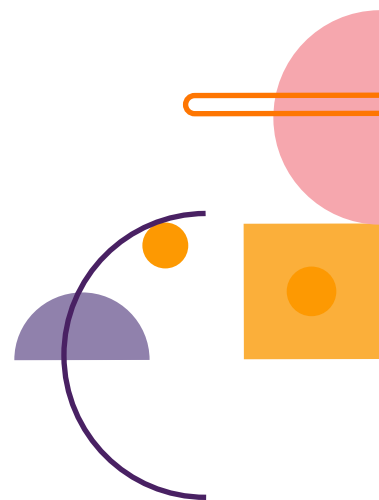
First off, congrats for making the decision you want a career in Social! It's a fast-paced, exciting, rewarding career. I'd recommend the following:

First, identify a company with similar values.

Second, do your research – The company's accounts, competitors, the industry.

Third, make a portfolio – Show your future employer what you're capable of!

Finally, apply!





Mirabela Dinu

Global Social Media - Team Lead

Curiosity and a drive to continuously learn new things are important in the majority of marketing related roles, and they become essential for a Social Media Manager.

Start all your creative journeys with thorough research.



1. What does the social media manager role involve?

For me, the Social Media Manager role implies strategy, planning, and marketing-driven goal setting.

Essential activities are related to content creation (creative campaigns to communicate with our customers and prospects), community management and influencer marketing & influencer campaign management.

Additionally, there's the media buying part, as there's not too much magic happening these days without Facebook / Twitter / LinkedIn advertising.

Last but not least, we deal with reputation management and, from time to time, with crisis management.

2. What skills do I need for this career path?

Curiosity and a drive to continuously learn new things are important in the majority of marketing related roles, and they become essential for a Social Media Manager.

Then, there's the ability to switch from the creative side of this job to the analytical one.

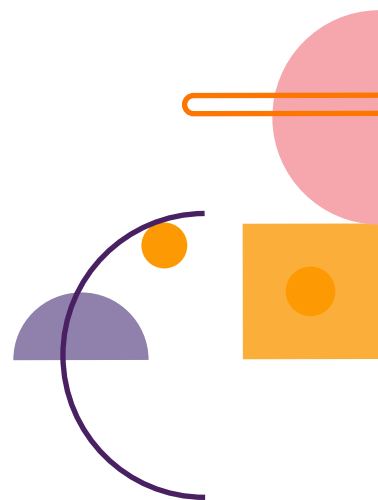
Being organized and having project management skills are also essential skills.

3. What's your advice for someone who wants to become a social media manager?

When I was a junior in communication, I found it challenging to find a proper start for a creative process (designing a campaign from concept to tactics). I remember seeing this quote from Picasso "Inspiration exists, but it has to find you working." It took me a while to understand its meaning, but my advice is deeply connected to this quote.

Start all your creative journeys with thorough research. **See what has already been done on that topic / market / type of product, where others have failed, and what has made their campaigns successful.**

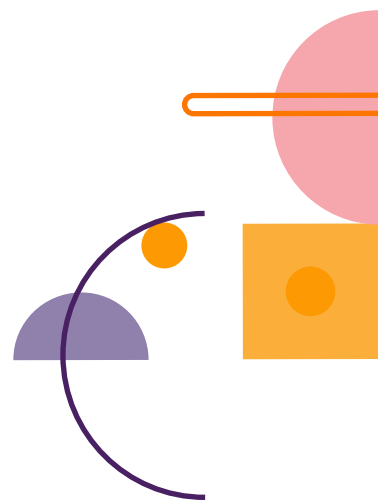
And go even further, and continuously feed your curiosity, keep it alive, transform it into a hobby.



Takeaways

If you want to become the best social media manager out there, this is what you should keep in mind:

- **Be a team player and don't be afraid to ask for help.**
- **Test all the new features when they appear because you may have to use them in future campaigns.**
- **You'll need strong writing and design skills, along with being comfortable recording videos and podcasts.**
- **You must be highly organized.**
- **You need the ability to switch from the creative side of the job to the analytical one - these are mandatory for any social media manager.**



Chapter 2. Get better at social media content

"Content Marketing is the only marketing that's left" - Seth Godin

Content creation is a vital element in today's marketing strategies, and it can help you rise above the noise and drive more customers to you.

We all know that words are a powerful tool, and businesses have the power to reach new customers in a way they never had before - by using great content!

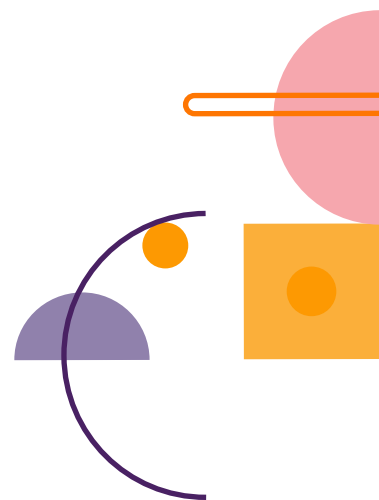
Content that truly helps your target audience, is so powerful that your followers can't wait to share it with others.

There are also other vital elements, like knowing what to publish, when, and where. Having the answers to these questions can significantly increase the visibility and reach of your content.

Continue reading and learn from ten content creators, community managers, and social media content specialists what social managers can do to stand out in this fast-moving digital world.

The experts answered the following questions:

- Can you describe the future of social media?
- What can social managers do to stand out in this fast-moving digital world?
- Where do you find inspiration for your social media content calendar?





Andy Crestodina

CEO Orbit Media Studios

Social media marketing struggles when it's alone.

But combine it with PR, account-based marketing and influencer marketing, suddenly, it connects.

Also, the key to unlocking audiences will be about collaboration with influencers.



1. Can you describe the future of social media?

The future of social media is about budgets and campaigns that optimize themselves through AI, at least for companies doing paid promotion. Results will be useful for those willing to pay for the visibility, especially when the creative (ads) is strong.

And for the rest of us, the key to unlocking audiences will be about collaboration with influencers. Organic influencer marketing (content co-creation, co-promotion) becomes more important every day.

Social media marketing struggles when it's alone. But combine it with PR, account-based marketing and influencer marketing, suddenly, it connects.

2. What can social managers do to stand out in this fast-moving digital world?

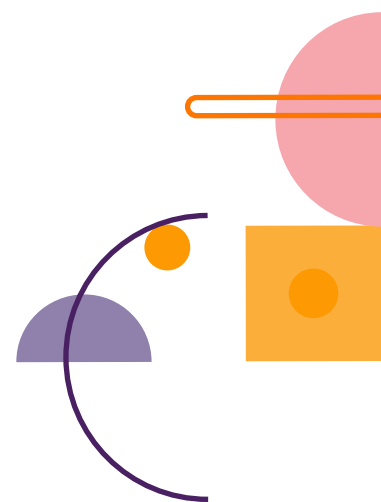
Fabulous creative sparkles in social streams.

The headlines and the visuals will make or break any campaign or any post. Video and animations are so much more compelling than images; brands that get good at creating this sort of visuals are winning.

But even if the posts get high-engagement, the campaign may fail. Success depends on the strategy.

- What is being promoted to whom?
- Why would they care?
- What is the desired outcome?
- How is success measured?

No matter how fancy the graphics, how clever the headlines, social media marketing fails unless you answer these questions.





Mohamad Ziyadah

Social Media Editor at BBC

First, there would be fewer traditional platforms than today. Some will be merged with (or acquired by) larger brands.

Others will cease to exist due to a combination of failure to adapt to changes in market trends and the inability to compete with larger and more established competitors.



1. Can you describe the future of social media?

First, there would be fewer traditional platforms than today. Some will be merged with (or acquired by) larger brands. Others will cease to exist due to a combination of failure to adapt to changes in market trends and the inability to compete with larger and more established competitors.

Second, there would be better hardware-software integration backed up by more powerful mobile devices and faster mobile internet.

Third, immersive multimedia experiences will reach maturity: Better 360 video, 3D & 360 immersive experiences (VR & AR) filters, lenses & interactive modules.

We can also talk about messaging apps that will have better device-to-many communications in addition to real-time shared location-based experiences, and a new generation of connected devices.

Last but not least, email newsletters and podcasts will develop into better interactive multimedia subscription services: improved personalization, analytics, and usability.

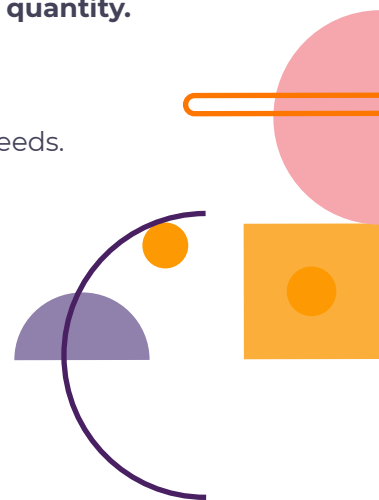
There will also be challenges:

First, privacy will remain an issue; unless platforms and regulators work together to preserve it and even improve it. Personal data has already proved to be the most lucrative commodity.

Then, funding public-serving media outlets will be more challenging than ever, in light of growing competition from commercial brands on one hand, and tensions from a sector of politicians and the public, who might favor a different business model on the other.

2. What can social managers do to stand out in this fast-moving digital world?

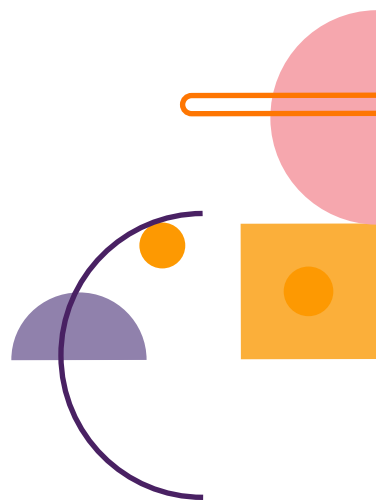
- Foster innovation and creative multimedia use among team members
- Plan for immersive formats, offline and location-based digital experiences.
- Strong branding and clear attribution.
- Keep their kit up-to-the-minute with the latest technology.
- Check if their inventory of social media tools is sufficient to their needs.
- **Keep the focus on areas of impact and powerful content. Quality, not quantity.**
- **Be agile and keep up with the market and consumer trends.**
- They need to keep listening to their audiences and strive to serve their needs.



3. Where do you find inspiration for your social media content calendar?

There are a lot of places where you can find inspiration for your social media content calendar, but I would recommend every person to read social media, marketing, and technology blogs, daily trends on various social networks, talk and chat with personal connections.

Also, they can attend conferences & events, subscribe to newsletters and listen to podcasts.





Carlijn Postma

Author of *Binge Marketing*

Social media will not be the same in the future. Instead of social media as a platform for posting into the world, more and more people will use it in (closed) groups

For brands, it means that they have to use social media as if it were a television station for their programs.



1. Can you describe the future of social media?

Social media will not be the same in the future. Instead of social media as a platform for posting into the world, more and more people will use it in (closed) groups. Just with friends or based on subjects they are interested in.

For brands, it means that they have to use social media as if it were a television station for their programs. Or even better: for trailers to their real content on their platform (like a blog or website).

The audience tunes in or streams the content when they are interested. The audience, not the brands own social media.

2. What can social managers do to stand out in this fast-moving digital world?

Be relevant.

Create content that is relevant to your audience and relevant for your brand.

Don't try to be funny or pretend to be a friend if that does not suit your brand's purpose. In the future of social media, it is even more important to know the DNA of your brand. If you are a different type of brand on social than you are in real or on other media, your audience won't believe you.

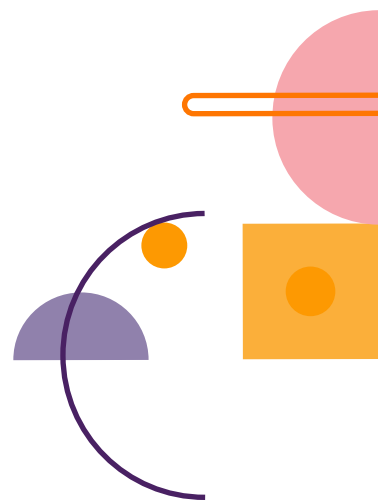
I call that 'shapeshifting.' One brand with a different personality and tone of voice on every channel. That is not very trustworthy.

3. Where do you find inspiration for your social media content calendar?

The social media content calendar follows the brand's calendar.

We compare the content for a brand with a television series. Every piece of content is an episode of that same series. Once you know what your series is about, you can start creating seasons and episodes — preferably published on your channel.

Then we create relevant trailers and content maps (pieces of content like quotes or maybe gifs) to attract an audience.





Ivan Santos

Content Manager at EF Education First

I believe the future is visual with focus on video content.

Influencer marketing and local content will still be highly effective content strategies, and I don't think it will take long for VR to play a role in social media marketing, too.



1. Can you describe the future of social media?

We have seen how social media has evolved over the past few years—not only from a channel and functionality perspective but from an engagement and reach point of view, too—and it will continue to do so in years to come.

I believe the future is visual with focus on video content.

Influencer marketing and local content will still be highly effective content strategies, and I don't think it will take long for VR to play a role in social media marketing, too.

2. What can social managers do to stand out in this fast-moving digital world?

Customer research.

Gaining a deep understanding of how, where, and when different personas consume and engage with your content provides a distinct advantage.

My advice for social managers or anyone who wants to work in social media is to embrace change and create high-quality content that resonates with your audience.

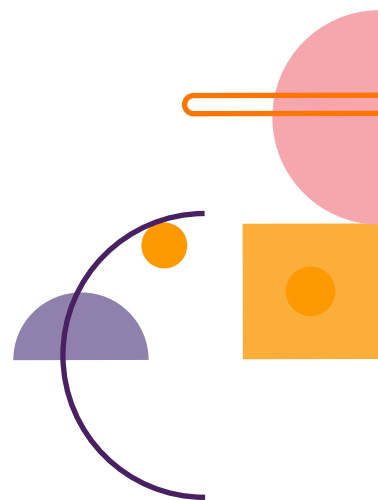
3. Where do you find inspiration for your social media content calendar?

I always try to think as my target audience and ask myself a few questions:

“If I were them, would I like to see or engage with this content?”

If so, why?”.

Most of our target audience are digital natives and early social media adopters, but they are also extremely demanding when it comes to brand engagement.





Yolanda Valery

Head of Digital Engagement at Ocado Group

I believe the thing many social managers are still not getting, despite being said to boredom, is the listening bit.

Sometimes we are just focused on the pushing and posting of the content, and don't stop to read and listen.



1. Can you describe the future of social media?

Medium and long term it is here to stay, it is too much part of how we live now.

Giants like Facebook have so far been able to adapt and survive, while challengers, like TikTok, have emerged. Many experts have pointed out the lack of regulation and how this is coming. I agree: it is the missing piece in the puzzle.

What shape it will take, and how it will affect the experience, are the two key questions. Now, if you are asking about what functionalities -what gimmicks- are we to see, who knows!

I do like the experience of augmented reality, though I fear it very much. If we are struggling with "reality," as it is, I don't want to think about the effects of a world filtered to a significant extent by figments of (someone else's - a developer?) imagination.

2. What can social managers do to stand out in this fast-moving digital world?

I believe the thing many social media managers are still not getting, despite being said to boredom, is the listening bit.

Sometimes we are just focused on the pushing, the posting, the vomiting of content, and don't stop to read and listen.

Conversing is an art, and the one who manages to master that will win. Secondly, there is what you can call soul searching. That fundamental question about who you are and what is unique about you needs to be answered.

Don't try to be someone you are not.

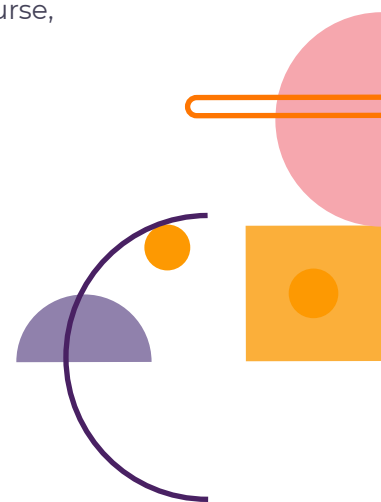
3. Where do you find inspiration for your social media content calendar?

I am just transitioning from journalism to corporate, so in the process of re-tooling myself! There is, of course, a ton of resources out there.

As a journo, you just swim in the news day in and day out, and it is not difficult to stay on top of trends and talking topics; it is kind of who you are.

I think being up-to-date helps in any environment, and it is just a matter of curating the right sources of info, so you don't drown.

Good knowledge of using Google search tools helps a lot. And then, of course, browsing social media.





Dorien Morin van-Dam

Organic Social Media Content Specialist

Social media managers need to read the news, read industry updates, and attend conferences to stay up-to-date.

I believe the future of social media will include ways to direct message people by name, on any platform, connecting many social media platforms.



1. Can you describe the future of social media?

I believe the future of social media will include ways to direct message people by name, on any platform, connecting many social media platforms.

We are already headed towards more private conversations vs. public, and I see that trend continuing into more targeted and individual advertising.

Having meaningful conversations in smaller tribes, masterminds, and industry groups!

I also believe that social media use will 'level out' so to speak and that the trend to get back to real-life conversations will push AI to the general public using social media more and more.

2. What can social managers do to stand out in this fast-moving digital world?

Social media managers need to read the news, read industry updates, and attend conferences to stay up-to-date.

Following industry leaders is another excellent way to keep a finger on the pulse of what's changing. The principles of marketing won't change too much too quickly; only the tools and software we use will.

Learning more about new technology and embracing video to help their clients is a must for any social media manager who wants to stand out.

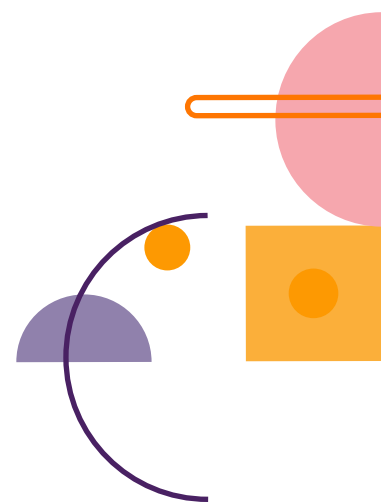
3. Where do you find inspiration for your social media content calendar?

I find inspiration for my social media content calendar in several places.

That includes any social media channel - **I take screenshots of images and save videos that make me 'stop the scroll.'**

I use these saved snapshots to determine what emotion made me stop that scroll, and I'll try to duplicate that for my clients.

I also look to industry competitors, and real-life examples of water-cooler conversations - conversations I am having with friends, trends in the news and industry, and world news.





Christina Garnett

Digital Strategist | Inbound Marketer

As a social media manager, you must be intellectually curious and passionate about social as a whole.

Excited for new features, able to think about new and exciting ways to share your content with these channels.



1. Can you describe the future of social media?

We will see a continued focus on the fine line between privacy and personalization. As consumers, we want content that we can engage with, kind of like what we see with Netflix programming suggestions, but that ability is based on audience behaviors.

The tradeoff is worth it when we truly get quality content that aligns with our behaviors and wants. Still, no one wants to have their privacy invaded in exchange for garbage content that doesn't make sense as a recommendation.

This fine line will also play a role as calls for regulation get louder. Not only will we see more steps toward regulation for organic content, but we will see it take over in regards to paid social. Expect regulation to be more natural to pass in paid as there is precedent for other advertising mediums.

2. What can social managers do to stand out in this fast-moving digital world?

You must be intellectually curious and passionate about social as a whole. Excited for new features, able to think about new and exciting ways to share your content with these channels.

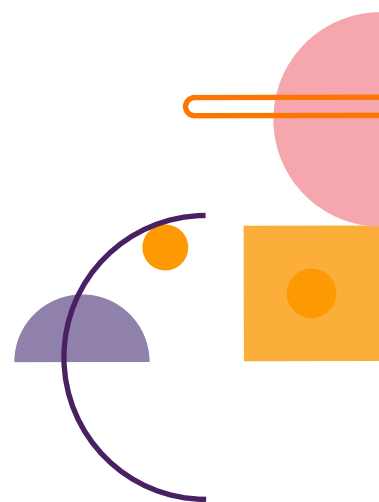
Remember that you can't know it all and we need to continue to learn.

3. Where do you find inspiration for your social media content calendar?

My first step is to empathize with the target audience. Just like I can step into my brands' voices, I also need to look at social as I was someone the brand wanted to attract.

- What would make me stop scrolling?
- What would make me want to learn more?
- What kind of assets and what platforms are more likely to engage and lead to conversions?

You also have to study social itself.





Brian Honigman

Social Media & Content Marketing Consultant

As of now, the future of social media is defined by four trends: a move to privacy, influencer partnerships, investing in original series, and, last but not least, the rise of niche networks.

Businesses should start building relationships with influencers and create long-lasting, profitable partnerships that drive long-term results.



1. Can you describe the future of social media?

As of now, the future of social media is defined by four trends: a move to privacy, influencer partnerships, investing in original series, and, last but not least, the rise of niche networks.

First off, consumers are spending more time on social media communicating one-to-one or amongst smaller groups of friends, family, and coworkers as opposed to sharing publicly. People have realized that all their public communication on social media will forever be part of their record and that sharing with a broader audience requires more self-reflection than it does communicate with their inner circle.

The use of messaging services like WeChat, direct messaging on platforms like Twitter, and private groups on Facebook will continue to be where people prefer to have a larger portion of their conversations on social media.

Businesses need to help facilitate these private conversations by creating groups of like-minded people and advertising across these specific destinations like targeting ads in Facebook Messenger.

Next, the influencer marketing industry is estimated to be a \$15 billion market by 2022, according to a Business Insider report. And that's not a surprise, as the popularity of influencers has grown significantly over the last five years to the point where they've become one of the most successful advertising avenues on social media today.

There are now influencers of all sizes in every industry discussing topics, both niche, and mainstream.

Businesses should start building relationships with influencers and create long-lasting, profitable partnerships that drive long-term results.

Another significant trend to pay attention to is the effectiveness of creating original series to develop a long-term connection with your customers.

Instead of merely reaching your audience in a one-off capacity in a haphazard way, launch a series on social media or support the series through social media by sharing new installments on a specific schedule around a particular theme.

A series is a means of keeping the attention of your audience by providing educational, entertaining, or values-driven messaging that goes beyond selling your products.

Lastly, the effectiveness of the most widely used social networks like YouTube, Instagram, Twitter, and Facebook has continued to fluctuate. In contrast, a range of niche channels has continued to gain popularity from Quora to TikTok to Pinterest.

Niche channels have a smaller user base, but the upside of that is their audiences are composed of specific demographics, interested in a particular set of topics. If your business aligns with the people active on a niche channel, then it's an opportunity to reach them on a destination with less competition from other advertisers.



Marketers should be aware of the range of options available to reach their specific audience online across multiple touchpoints, not just the most widely used destinations.

2. What can social managers do to stand out in this fast-moving digital world?

The most successful and distinctive social media managers are translators, analysts, and outcome-driven.

Social media managers who can translate their organization's unique message into meaningful conversations across different channels will make a more significant impact than a majority who tend to publish the same stuff everywhere.

The ability to analyze their industry and identify the right opportunities to engage in relevant topics for their customer base is what helps a social media manager excel in their role in the long-term.

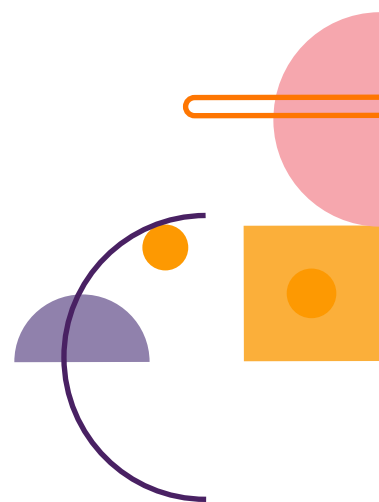
And above all, the most successful social media managers are outcome-driven as they recognize that the goal isn't to be good at social media for the sake of it, but instead to be good at social media to drive important business outcomes.

3. Where do you find inspiration for your social media content calendar?

Identifying the right topics to cover on social media is a challenge faced by most businesses. My best advice is to aim to provide the best answers to your customer's most important questions.

This means identifying what questions your customers have as it relates to your business and its offerings as well as the industry overall and how you can provide a higher quality answer than what's available.

Researching what content exists on that topic can help your organization find gaps worth covering or often improve upon the answers provided by others.





Adrian Domocos

Founder & CEO Hot in Social Media

Technology is changing fast, and the same can be said about social media. The hottest topics regarding the future of social media from my point of view are:

- *A focus on privacy and security*
- *Less typing and more video and audio content*
- *Interactive content*
- *The growth of Virtual Reality (V.R) and Augmented Reality (A.R)*



1. Can you describe the future of social media?

Technology is changing fast, and the same can be said about social media. The hottest topics regarding the future of social media from my point of view are:

A. A focus on privacy and security

After the Cambridge Analytica scandal, Facebook has focused more and more on privacy and security. Especially for their first social network and all other social networks from their portfolio: WhatsApp, Instagram, and Messenger.

A good example regarding the focus on privacy from Facebook is the focus shift from Facebook Pages to Facebook Groups that started in 2019.

B. Less typing and more video and audio content

Video consumption on different social networks has increased in the last couple of years. More and more studies say that people consume five times more videos than text or images (on Instagram and Facebook).

We live in a mobile era that is incredible busy, so the ability to search and listen to audio content is going to grow for sure. Podcasts are a hot digital marketing trend in 2020 and will be for a while.

We should already be considering the creation of content that will be easier to find voice search over Alexa, Siri or Google Assistant.

C. Interactive content

There are more than 3 million articles published every day. So, to get the attention of this crowded online world, you have to make something different.

The more natural way to do that is to start making interactive content for your audience - Flipsnack, an online publishing tool can be used by anyone to create different types of online flipbooks that are displayed directly in the browser.

D. The growth of Virtual Reality (V.R.) and Augmented Reality (A.R.)

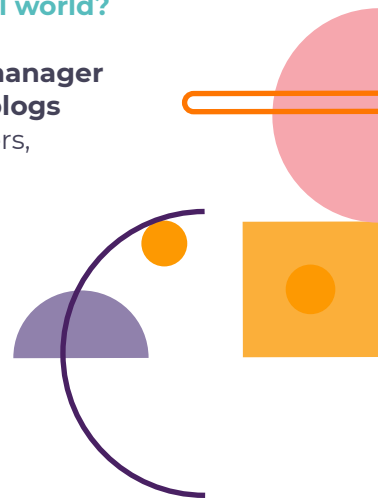
In the coming years, we will see more and more practical Virtual Reality and Augmented Reality applications that are specially adapted to the social media platforms. This new kind of (virtual) interaction will increase engagement and the advertising revenue of the users from the big social networks like Facebook, WhatsApp, Messenger, Instagram, Snapchat, WeChat, etc.

2. What can social managers do to stand out in this fast-moving digital world?

To be up to date with the latest news and trends, every social media manager has to read the latest social media news from different websites and blogs

(that have an authority on the digital topics), follow social media influencers, and engage in different groups on Facebook, LinkedIn, etc.

It's also beneficial to participate in different digital events so you can hear and interact with other digital marketing experts.

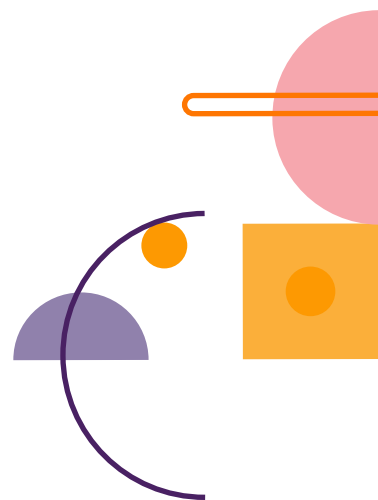


This will allow you to take the local and global pulse of the industry.

3. Where do you find inspiration for your social media content calendar?

Here are some of the most important inspiration source for me:

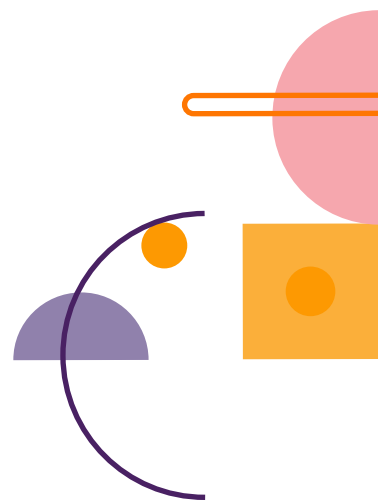
- **I follow the calendar holidays** (most popular + the ones that are specific to my business field).
- **I follow a lot of top marketers and hashtags on different social media channels** (ex: Instagram, LinkedIn).
- Take a closer look on what my direct competition is doing.
- I also try and test new original ideas that I have in mind as often as I can.



Takeaways

If you want to get better at social media content, this is what you should keep in mind:

- **Create high-quality content that is relevant to your audience and relevant for your brand.**
- **Video and animations are so much more compelling than images; brands that get good at creating this sort of visuals are winning.**
- **Read the news, read industry updates, and attend conferences to stay up-to-date.**
- **Be authentic - If what your brand presents on social doesn't match reality, you will lose credibility.**



Chapter 3. How to integrate social media into your daily marketing strategy

Being a content marketer isn't all about generating great content. You also need to learn how to efficiently share that content to ensure it reaches the maximum and most relevant reach possible.

This means you need to understand how to grow and expand your social media following – how to keep your followers engaged with posts created to capture their attention and add value to their daily lives.

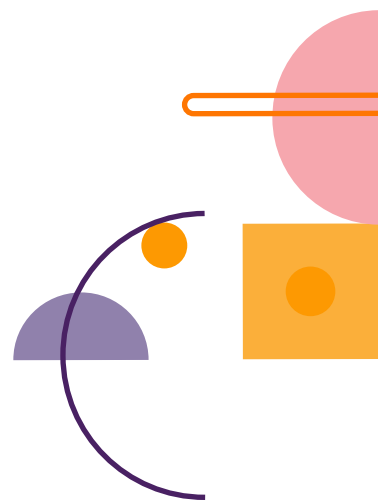
Ask your followers what they think about your content - not only will you gather some great ideas for the future, but asking questions will show your followers that you care.

Share interesting articles, photos, and videos that educate them about something new.

Learn from top experts how to properly integrate social media into your daily strategy to achieve your goals and reach success on social media.

The experts answered the following questions:

- What's the role of social media in your strategic planning?
- How often should we check analytics for social media, and what KPIs should we track?
- How can we stay updated with the latest innovations in social media?





Dorien Morin van-Dam

Organic Social Media Content Specialist

My strategic planning is all about social media. As an organic social media specialist, I work with several Facebook Ad agencies that provide digital ads.

We look at how organic social media can support their ad campaigns, making them perform better and add that human touch to the sales process.



1. What's the role of social media in your strategic planning?

My strategic planning is all about social media. As an organic social media specialist, I work with several Facebook Ad agencies that provide digital ads.

We look at how organic social media can support their ad campaigns, making them perform better and add that human touch to the sales process.

2. How often should we check analytics for social media, and what KPIs should we track?

Since I am not in charge of the digital marketing paid strategies, but I am privy to the stats as the organic specialist, I look for growth, and personal feedback.

Of course, I do check the posts' reach frequently, and engagement stats are my jam!

3. How can I stay updated with the latest innovations in social media?

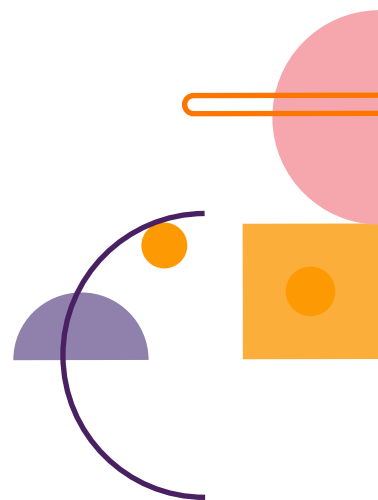
I get a lot of my updates on innovations and news in social media from Facebook groups, friends in the industry who curate content in newsletters and by going to conferences.

As a conference speaker and attendee, you learn about the newest technology, features, and latest platforms.

Also, look for new conferences popping up!

As an example, in the last three years, I've seen large new conferences for Podcasting, Chatbots, and Video!

These are trends to take note of; learn enough to help your clients make informed decisions on whether to integrate these innovations in their overall marketing strategy!





Albert Huisman

Founder Y Content

Social Media is one of the most critical drivers towards the content that you host on your platform.

Where your website is the engine, social is the fuel. Social is the all-important part of building your community.



1. What's the role of social media in your strategic planning?

Social Media is one of the most critical drivers towards the content that you host on your platform.

Where your website is the engine, social is the fuel. Social is the all-important part of building your community.

Still, the trick is to own your audience, and that means that you don't solely build that community on social channels that you can't control (as Joe Pulizzi, founder of the Content Marketing Institute already pointed out in 2014).

If YouTube, Instagram, or Facebook change their algorithms, you may potentially lose (some) access to your audience.

Use social in your strategic planning to fuel the flow of your audience towards your platform and build that engagement with your audience primarily there.

2. How often should we check analytics for social media, and what KPIs should we track?

Your dashboard should not only have vanity metrics like clicks, likes, and shares but also have conversion metrics and, most importantly, map those metrics to actions that you want your audience to take.

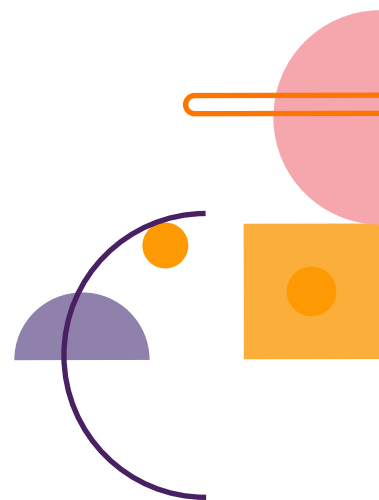
From visits to download to sign-up to sharing content. You should keep an eye on KPIs like: reach (are we reaching the right audience?), leads (are we qualifying the right people?) and conversion (do we convert the right people to become a customer?).

It's always better to be laser focussed and reach fewer people and convert the right people to build a loyal addressable audience than to have a massive amount of likes and followers and don't sell anything.

3. How can I stay updated with the latest innovations in social media?

I always have had an "always be learning" attitude, and I read a lot of blogs, listen to a lot of podcasts, and read a lot of magazines and books.

I also attend a lot of conferences to stay abreast of the latest developments.





Shane Barker

Digital Strategist, Brand & Influencer Consultant

Social media has become the place where most people are now spending a significant share of their time online.

This makes it too important to be ignored.



1. What's the role of social media in your strategic planning?

Social media is an important part of my digital marketing strategy because a majority of my target audiences frequent such platforms.

Social media has become the place where most people are now spending a significant share of their time online. This makes it too important to be ignored.

I am active on channels like Facebook and Twitter, where I post useful content for my target audiences. These are a big part of my social media strategy that is heavily content-focused.

I also use social media to promote my blog content, share updates about the events that I attend, etc.

Another reason why social media should be an essential part of your strategy is that it provides you the opportunity to connect with your audience.

For example, I take the time to reply to comments on my posts and reply to direct messages.

2. How often should we check analytics for social media, and what KPIs should we track?

Monitoring analytics should be a daily affair as it informs most of your business decisions.

However, you can extend this time to a week, month, or quarter depending on your business needs and frequency of posting on social media.

The choice of KPIs depends on what matters the most to your business. It means mapping out the KPIs to focus on your social media goals.

If you want to boost sales, some of the metrics you can track are site traffic, daily sales, and conversion rates.

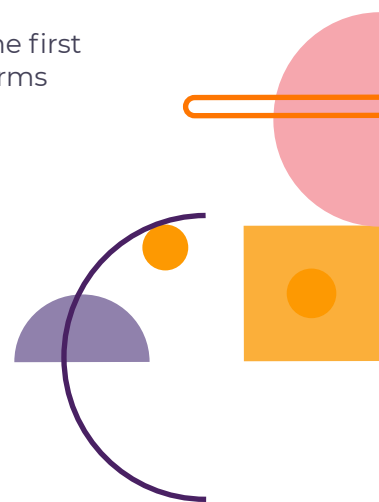
If you need to grow site traffic, then the KPIs could be traffic sources, social shares, click-through rates, page views per visit, and bounce rates

If you need to measure conversions, some of the KPIs to consider include conversion rate, click-through rate, bounce rates, cost per click, and social media conversion rates.

3. How can I stay updated with the latest innovations in social media?

There are several ways to stay up to date with the latest in social media. The first one is by subscribing to news alerts on social platforms. Most social platforms announce their updates on their company blogs.

You can also subscribe to social media and technology blogs. They always have updated information on what's happening in the social and tech world.

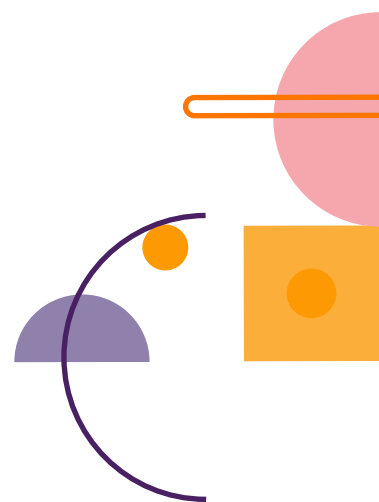


There, you can access not only updates but tips that you can use for your business. Some of these sites include Mashable, RazorSocial, Social Media Examiner, and, of course, my blog ShaneBarker.com.

You can also follow the right people on social platforms like Twitter, LinkedIn, and Facebook. Most of these social media and tech bloggers actively keep their audiences informed about the changes in the social sphere.

One of my favorite methods to keep up with social media is using social listening tools.

The tools allow you to monitor different topics and social media updates. Define the keywords that you want to monitor and the topics you would like to follow, then stay updated with the trends.





Julian O'hayon

Co-founder at Blvck Paris

Social media is really at the center of our strategic planning.

Our brand Blvck Paris is direct to consumers, and therefore online visibility for us is very important.



1. What's the role of social media in your strategic planning?

Social media is really at the center of our strategic planning. Our brand Blvck Paris is direct to consumers, and therefore online visibility for us is very important.

We started our page on Instagram @black by creating an engaged community that believes that black is more than a color, it is a lifestyle.

The brand's page is growing extremely fast, and it has amassed an impressive 580k followers in just two years thanks to powerful branding and an aim to stay original and different. We want to post content you haven't seen anywhere else and that you feel immediately connected to.

2. How often should we check analytics for social media, and what KPIs should we track?

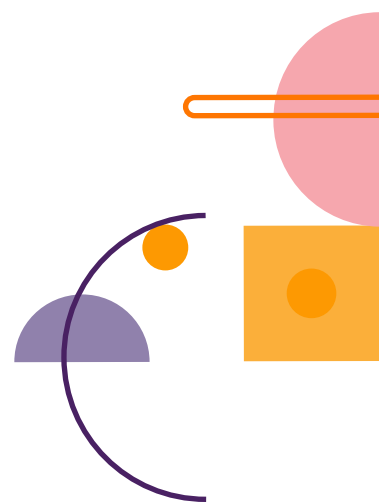
We pay great attention to the analytics and performance of every photo we post. Blvck Paris has an exceptionally high engagement rate of 7-9%. As an industry standard, a reasonable engagement rate is considered to be between 3-5%.

Our branding and engagement are powerful because we make sure that every post is of high quality and can be easily re-shared across the web, relevant to our community, and we aim to stay engaged with our captions.

Analytics is essential as it will tell you more about how good your social media and branding is.

3. How can I stay updated with the latest innovations in social media?

I read a lot, check media accounts such as HighSnobiety, which will share the latest trends and cool stuff happening at the moment. I also enjoy talking to content creators in the industry.





Adrian Domocos

Founder & CEO Hot in Social Media

You can use social networks in many ways according to the projects in which you are involved:

You can engage with your audience, or future clients, promote your services, even learn and discover new things in your niche.



1. What's the role of social media in your strategic planning?

In 2020 there are 3,8 billion social media users worldwide, almost double the number of users that we had five years ago.

So no matter what domain your business is in, you'll have to be on (at least) one social network and start interacting with your (future) client.

You can use social networks in many ways according the projects in which you are involved:

You can engage with your audience (future clients), promote your services/products (organic and ads).

Also, you can get to know new people to make new deals and strategic plans for future projects, and learn new things in your niche (and other niches, too)

2. How often should we check analytics for social media, and what KPIs should we track?

Depends on how often you publish a new post on your social media networks. I usually take a closer look on my social media analytics 2 times per week.

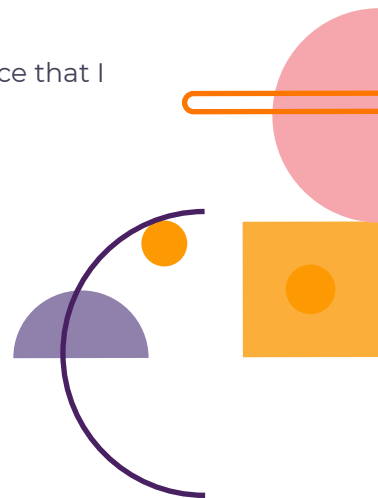
I focus first of all on the engagement: respond to the new comments, say thank your for the new RTs, shares etc. and start to chat with new followers, marketers, bloggers etc.

The traffic and the new leads that are coming from social media channels are also very important KPIs to analyse at least once per week.

3. How can I stay updated with the latest innovations in social media?

To stay up to date with the latest social media innovations, I usually:

- Read the best social media blogs (Hot in Social Media's blog is 1st of the list, of course)
- Follow the top social media experts on Facebook, LinkedIn, and Twitter (ex: Mari Smith on Facebook)
- Engage with other marketers on different digital marketing groups through Facebook and LinkedIn
- Participate in various digital marketing events (ex: Digital Days Conference that I organize every year in my home country Romania)





Neal Schaffer

Digital and Social Media Marketing Speaker

When strategic planning is done, consideration as to what content I should be publishing at what frequency to each social network is taken into consideration.



1. What's the role of social media in your strategic planning?

Social media is one of my main marketing channels.

When strategic planning is done, consideration as to what content I should be publishing at what frequency to each social network is taken into consideration. Paid Social expectations are also taken into account.

2. How often should we check analytics for social media, and what KPIs should we track?

I check marketing analytics in general daily or monthly.

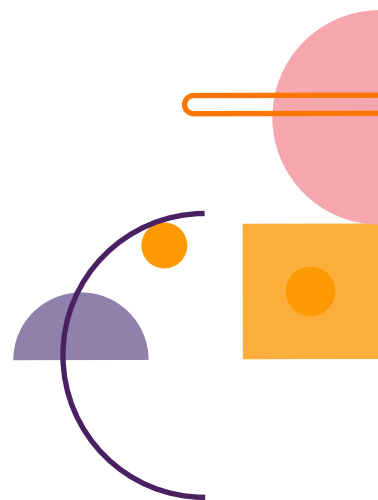
The daily checks are mainly for website and keywords ranking, to make sure that everything is running smoothly, while the monthly checks are the more general ones, where I assess the overall effectiveness for each of my social media channels.

3. How can I stay updated with the latest innovations in social media?

The only way to stay updated is to access information that exists.

That can be achieved through a variety of blog posts, podcasts, as well as events, both physical and virtual.

You need to invest a minimum amount of time reading, listening, and attending so that you stay up-to-date and see how your experiences stack up with others.





Carlijn Postma

Author of *Binge Marketing*

KPI's for social media are sub-indicators on how well our content is performing. It is part of a dashboard that gives us real time insights on our episodes.



1. What's the role of social media in your strategic planning?

Social media are the closest we can get to an audience: we use social media for trailers and content maps. The more personal data we have, the more relevant our trailers and content maps can be.

2. How often should we check analytics for social media, and what KPIs should we track?

KPI's for social media are sub-indicators on how well our content is performing. It is part of a dashboard that gives us real time insights on our episodes. One of the KPI's we are developing at this moment is the Content Rating Point.

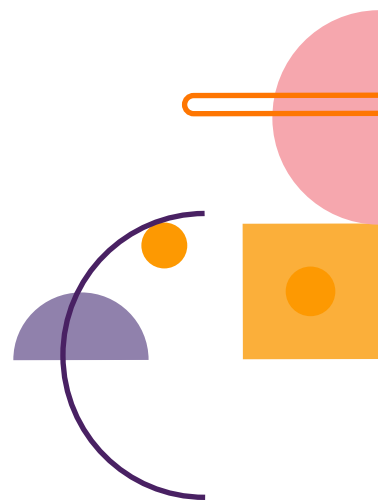
It is a score that we expect reflects the size, commitment, and loyalty of the audience.

That is what we are looking for. It's bigger than reach and engagement alone.

3. How can I stay updated with the latest innovations in social media?

You can read blogs, listen to podcasts, subscribe to newsletters.

We attract a lot of millennials in our organization, and they don't update, they know, and they do.





Cristian Florea

Social Media Strategist

Social Media is one of the areas with the largest and most frequent changes.

I recommend spending at least half an hour daily reading about what has changed.

So many of us are connected to social networks that it would be wrong to try to promote what you do by completely ignoring social media.



1. What's the role of social media in your strategic planning?

Everything I do in my daily activities is related to social media. The main engine for promoting my business is the image I created on social media. Although I carry out offline activities, such as social media courses, I would not be able to approach this subject if I did not pay attention to everything that is changing in the field and if I didn't test everything.

Thus, in my case, the role of social networks in the strategy of promoting the business represents over 90% of the plan. The remaining 10% are networking activities that I carry out at various events I attend.

I think we live in a world where social media can no longer be ignored when it comes to promoting a business. So many of us are connected to social networks that it would be wrong to try to promote what you do by completely ignoring social media.

2. How often should we check analytics for social media, and what KPIs should we track?

I think to understand your audience and see if what you do on social media is successful, you should take a look at statistics every day.

It is essential to determine what KPIs you are pursuing based on the goal you have with your social media presence, and then see if the figures show you that you are on the right track with what you are doing or not. By looking at the statistics daily, you will see if something is wrong, and you will be able to make the necessary adjustments on time.

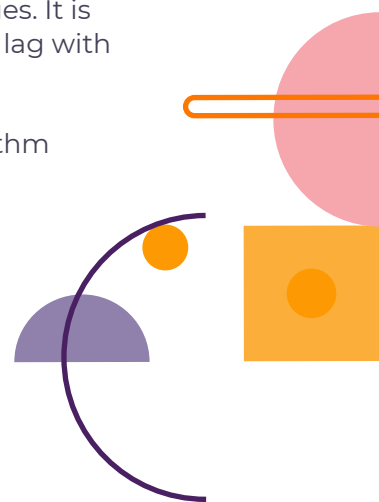
For example, for my YouTube channel, I set myself a minimum number of views I want to get daily and a minimum number of new subscribers. If I do not reach those figures, I know that by the end of the week and then by the end of the month, I will not be able to reach my viewing and subscriber goals. If at the end of the month, I do not reach those goals, I know that at the end of the year, I will not reach where I set myself.

So if one day I see things get worse, I start to think about what I can do to keep from losing my weekly goal. If I never miss the weekly goal, I know for sure that I will always be on the chart with the monthly goal and finally with the annual target.

3. How can I stay updated with the latest innovations in social media?

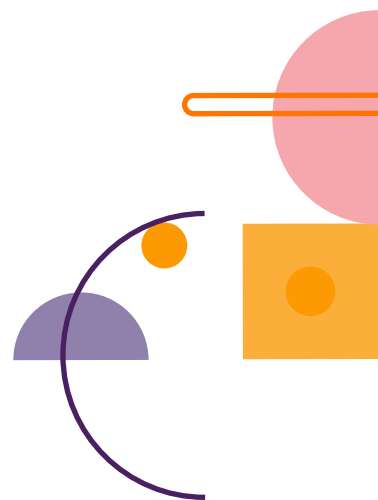
Social Media is one of the areas with the largest and most frequent changes. It is impossible to know everything that is changing, but it is important not to lag with the latest innovations.

For example, Google makes an average of 9 changes per day in the algorithm that decides what results from it displays in search engine searches. It is impossible to know these changes and, at the same time monitor the changes of the large social networks you are present on.



However, you can try to keep up to date as much as possible, so I recommend using a news aggregator, such as Feedly, to put together a list of sources that always write about changes in social media.

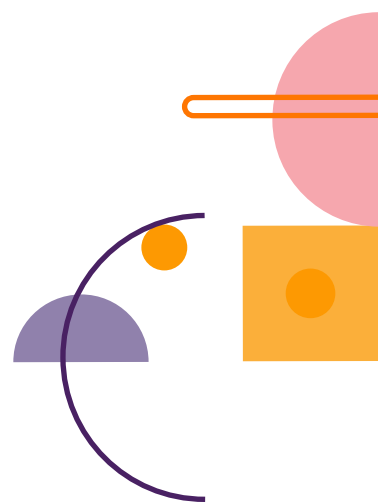
I recommend spending at least half an hour daily reading about what has changed. By following the news in Feedly, you save time and go through all the essential changes quickly.



Takeaways

If you want to become the best social media manager, social media is one important element. Integrate social media into your daily marketing strategy, and keep in mind the experts advise:

- **No matter what domain your business is in, you'll have to be on (at least) one social network and start interacting with your clients.**
- **Read the best social media blogs, follow the top social media experts, and engage with them.**
- **Use social in your strategic planning to fuel the flow of your audience towards your platform and build engagement there.**
- **Monitoring analytics should be a daily affair as it informs most of your business decisions.**
- **Subscribe to news alerts on social platforms and to social media and technology blogs.**



Chapter 4. Life of a social media manager in times of crisis

Regardless of the industry, in times of crisis, every company faces its own set of challenges.

Work will look a little different, and it's excellent to adopt the idea of daily communication with your team as well as your customers.

In times of crisis, it's essential to keep close contact with each member of your team and set some expectations around what work might look like over the next few weeks or months.

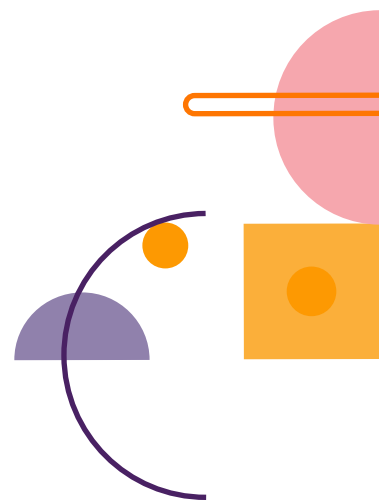
Another aspect is that social media might become the most important channel for communication, so you might need to reconsider your social strategy.

The big question here is: What should social media managers and companies do in times like that?

In this last chapter, you'll learn from top experts what social media managers can do in times of crisis, and how they can quickly adapt.

The experts answered the following question:

- What should marketers do in times of crisis?





Dr. Natalia Wiechowski

LinkedIn experts | Personal Branding Pro

There are two aspects I'd like to focus on: Firstly, what you can do for yourself and secondly what to do for others, as a social media manager.

Create an environment for yourself that allows you to be productive, get your work done, have fun, and respect your own needs (like exercise or "me time").



1. What should marketers do in times of crisis?

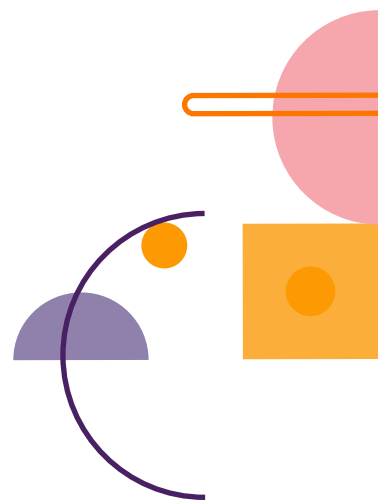
There are two aspects I'd like to focus on: Firstly, what you can do for yourself and secondly what to do for others, as a SOCIAL media manager.

If you don't have some routine or daily schedule yet, design one. **Create an environment for yourself that allows you to be productive, get your work done, have fun, and respect your own needs (like exercise or "me time").**

Especially when you have a family, set up fair rules, communicate clearly, and forgive quickly.

On the other side, during these times, it is - more than ever - incredibly important to add value, give back, pay it forward, share uplifting, informative and edutaining content; and to build respect.

Maintain an online community of like-minded people. Understand that YOUR content can have a positive impact on someone's life and act accordingly.





Andy Crestodina

CEO Orbit Media Studios

If you have scheduled, self-promotional social posts queued up, put those on hold for a few days.

During a global crisis, it won't feel right.

Even if the post does get some traction, it may trigger negative feedback for being "tone-deaf."



1. What should marketers do in times of crisis?

First, pause.

If you have scheduled, self-promotional social posts queued up, put those on hold for a few days. During a global crisis, it won't feel right. Even if the post does get some traction, it may trigger negative feedback for being "tone-deaf."

Next, adapt.

Put your usual content strategy on hold and ask yourself:

- Is there something we can contribute to this conversation?
- Is there some way we can use our channels and our content to help?
- Can we amplify a voice that is making a difference?

These are common social media strategy questions. But you may not have asked them lately. You need to do that now.

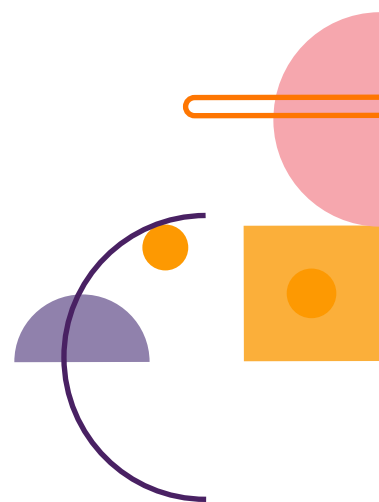
Example: We are launching a survey of agency executives to help gauge the impact to marketing service providers. We are hoping to add data to the all-important "you are not alone" message.

Finally, resume.

The show must go on. Life must go on. At some point, we need to get back to work as a population within an economy.

When is that point? That is up to the social strategist.

I've seen brands who waited a few days. Others seem to be planning for a pause of a few weeks. I worry about anyone that skips marketing for a few months. Don't let your brand be another victim.





Christina Garnett

Digital Strategist | Inbound Marketer

Brands need to listen, empathize, and adapt.

Marketers need to take the time to listen to their audience. Social listening is crucial to not only seeing the shift in consumers' needs but also will help as you determine future content.

Brands don't have to stop everything they are doing, but they need to take messaging day by day.



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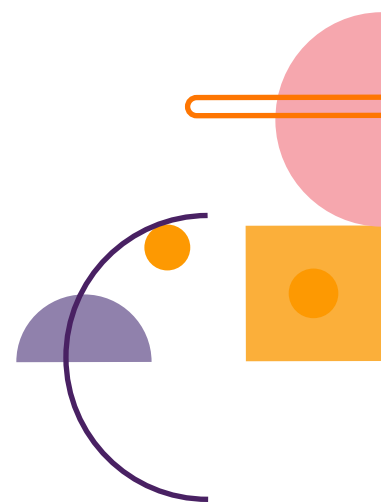
Brands don't have to stop everything they are doing, but they need to take messaging day by day. Content that would have been fine a month ago could be seen as insensitive and tone-deaf tomorrow.

Get into your audience's head and think about what is the worst thing they could say about the content you want to post.

Consumers will remember the helpers. Brands that are actively trying to educate and help will be the ones who will be seen as part of the solution during a tough time. It's time for brands who say they are purpose-driven to prove it.

Marketers need to help their brands adapt. Consumers are online to stream entertainment, stay in touch with family, as well as stay up-to-date with the news. Digital marketers need to help their brands transition to a more digital focus. Can you do an AMA on IG live?

Look for needs where your brand can assist.





Vincent Bucciachio

Founder SociallyInfused Media

First and foremost, take care of your team and family. Next, get intimately close to your customer-base.

It is also our moral obligation to restore consumer confidence.

Intertwine confidence-boosting messages into our marketing campaigns while remaining sensitive to the times, and our economy will benefit greatly.



1. What should marketers do in times of crisis?

Time stagnated during other crisis events—think 9/11 or the SARS outbreak. I get it that the COVID-19 pandemic is once again unprecedented, and, for all of us, even for marketers, life will never be the same. However, chaos always gives in to normalcy. Sporting events will resume. Concerts and parades will return, and restaurants will be demanding reservations again.

But what should we do under these new conditions, before stability returns?

First and foremost, take care of your team and family. Next, get intimately close to your customer-base (not physically, yet)—we need to recognize what makes the post-COVID-19 consumer tick because they will change.

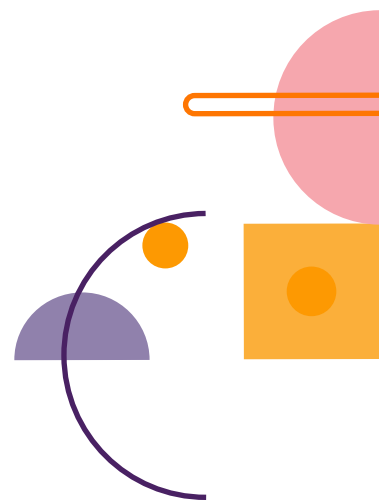
It is also our moral obligation to restore consumer confidence. Intertwine confidence-boosting messages into our marketing campaigns while remaining sensitive to the times, and our economy will benefit greatly.

Finally, be primed for the future.

Companies and their employers must get back to selling eventually, and so they must market. Marketing strategies and ad buying need to be scheduled and paid for, and businesses must look forward.

Smaller boutique agencies and marketers have an opportunity to fuel consumers with motivation to spend—online specials, free trials, BOGO's—even as we are all in isolation and social distancing.

My point is that this is an opportunity for all marketers to ready themselves for a new competitive landscape. We will get through this. Where will you come out?





Dorien Morin van-Dam

Organic Social Media Content Specialist

My tip is this: be a leader.

Give, love, and share. Give hope, be kind, and share your knowledge!

Social media managers often are the point of contact between the client and their clients, they are experts in communication and social media.



1. What should marketers do in times of crisis?

My tip is this; be a leader.

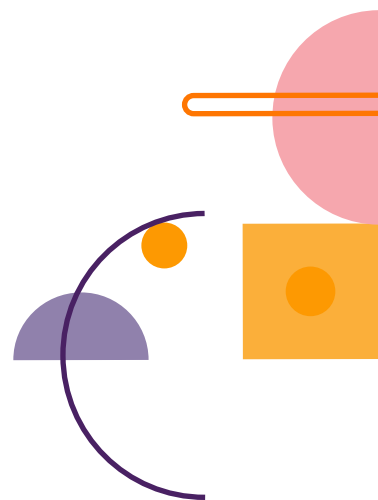
Give, love, and share. Give hope, be kind, and share your knowledge!

Show your resilience, spread kindness, and be steadfast, be the rock your clients need.

Social media managers often are the point of contact between the client and their clients, they are experts in communication and social media.

Step up. Lean in. Lead! Don't air your frustration, money worries, and personal problems on social media if you work on social media. Show your human side without being negative or depressing.

Stop marketing your business, start providing real solutions to all.





Jenn Herman

Instagram Experts | Social Media Strategist

During a time of crisis, social media managers should review their content strategy and anything currently scheduled.

Remove any scheduled posts that are irrelevant or could seem insensitive to the timing or circumstances.



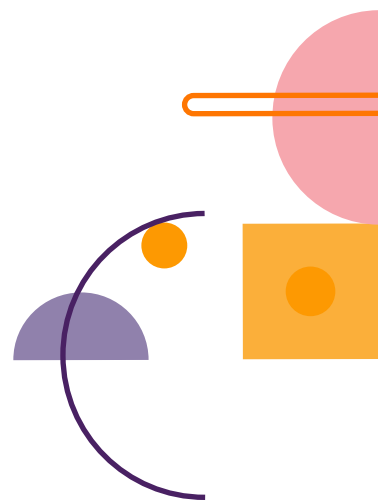
1. What should marketers do in times of crisis?

During a time of crisis, social media managers should review their content strategy and anything currently scheduled. Remove any scheduled posts that are irrelevant or could seem insensitive to the timing or circumstances.

Then, adjust the content strategy to align with what is relevant and timely. If you have content that can help your customers, share that out. If you have resources that can educate your audience, share that out.

If you have personal content from staff or customers that could lighten the mood without being insensitive, add that to the mix. For example, if you are now working from home and dealing with a cat on your computer keyboard, that can be fun and happy in a time when emotions are running high.

Avoid being pushy with your sales. Even if your product is a direct solution to the customers and audience during this time, it's essential to be sensitive to people's concerns and potential income loss. Focus on offering solutions and support first, not the sale of your product/service.





Brian Honigman

Social Media & Content Marketing Consultant

Adjust your messaging across channels to ensure the tone is appropriate, and the topics being discussed aren't insensitive at this time.

Everyone is looking for a moment of reprise during all this, so consider how you can add some positivity to a person's feed.



1. What should marketers do in times of crisis?

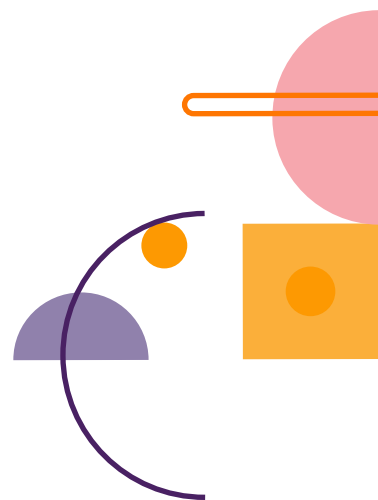
Adjust your messaging across channels to ensure the tone is appropriate, and the topics being discussed aren't insensitive at this time.

Add supportive messaging aligned to the organization's values and provide some ways everyone can help get through this crisis.

Whether you're discussing a recent donation the organization made to a local non-profit and asking others to participate if they can or giving some tips on how to work from home effectively, it can help people in big and small ways.

Some of your campaigns can proceed as planned. It just depends on the subject matter. And lastly, when possible, share positive, humorous or entertaining content to help break-up the cycle of constant news about the pandemic.

Everyone is looking for a moment of reprise during times of crisis, so consider how you can add some positivity to a person's feed.





Adrian Domocos

Founder & CEO Hot in Social Media

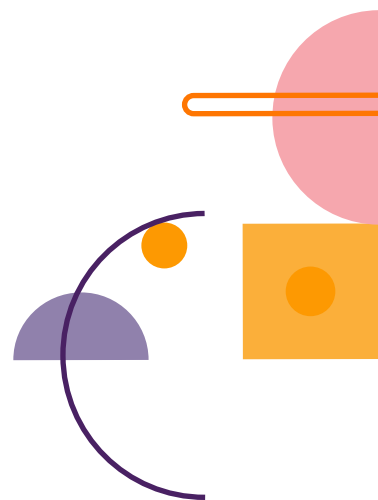
Don't exploit people's fear in order to sell more... in the long run, it will affect your business in a negative way.



1. What should marketers do in times of crisis?

I recommend these 5 things to take into consideration if you are a marketer in times of crisis:

- Don't exploit people's fear in order to sell more... in the long run, it will affect your business in a negative way.
- **Now is a great time to humanize your brand and give a helping hand to your customers with free services or products.**
- Make sure you optimize your website (online and offline optimizations).
- It's a great time to try pay-per-click advertising because, during an economic downturn, you'll have less competition, which means more results at a lower price.
- People spend more time on Facebook during this time, so you can try to add your products/services on Facebook Marketplace, make a new Facebook Group and don't forget to target your potential clients with targeted Facebook Ads campaigns."

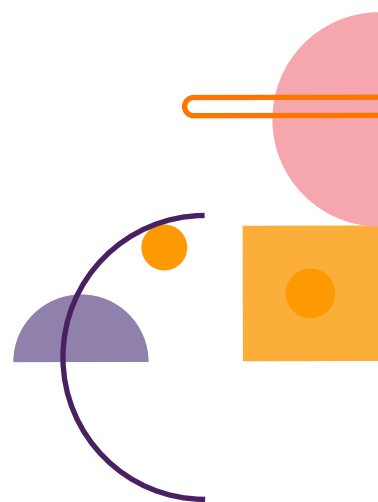


Takeaways

Eight experts answered my questions and shared their knowledge about what social media managers can do in times of crisis, and how they can quickly adapt.

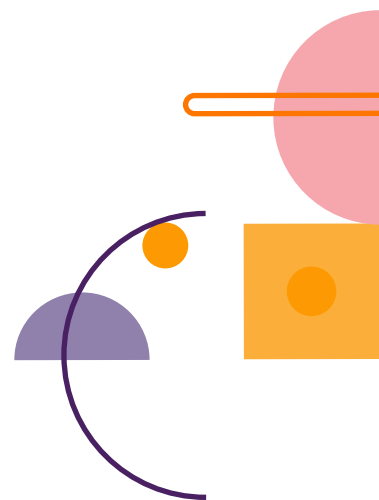
This is what you should keep in mind:

- **Pause. Adapt. Resume. The show must go on.**
- **Create an environment for yourself that allows you to be productive and get your work done.**
- **Maintain an online community of like-minded people.**
- **Be a leader - give and share love.**
- **Add supportive messaging aligned to the organization's values.**
- **Stop marketing your business, start providing real solutions to all.**
- **Look for needs where your brand can assist.**



Experts included in this eBook

- Andy Crestodina - CEO Orbit Media Studios
- Christian Karasiewicz - Social Business Manager and Social Media Strategist
- Mohamad Ziyadah - Social Media Editor at BBC
- Dorien Morin van-Dam - Organic Social Media Content Specialist
- Carlijn (Meijer) Postma - Author of Binge Marketing
- Albert Jan Huisman - Founder Y Content
- Jenn Herman - Instagram Expert | Social Media Strategist
- Dr. Natalia Wiechowski - LinkedIn experts | Personal Branding Pro
- Adrian Domocos - Founder & CEO Hot in Social Media
- Brian Honigman - Social Media & Content Marketing Consultant
- Shane Barker - Digital Strategist, Brand & Influencer Consultant
- Pascal Hoffmann - Social Media Manager at Tec4med
- Christina Garnett - Digital Strategist | Inbound Marketer
- Rachel Strella - Social Media Strategist | Social Media Manager
- Ivan Santos - Copywriter & Content Manager at EF Education First
- Maddie McClure - Social Media Manager (Cangshan Cutlery Company)
- Yolanda Valery - Head of Digital Engagement, Ocado Group
- Neal Schaffer - Digital and Social Media Marketing Speaker
- Nicole Schmiedl - Social Media Manager @The North Face
- Mirabela Dinu - Global Social Media Manager Team Lead
- Cristian Florea - Social Media Strategist
- Alina Robu - Social Media Manager at MRM//McCann
- Vincent Bucciachio - Founder @SociallyInfused Media
- Rina Anthony Rasolofoniaina - Senior Social Media Manager at ONE Championship
- Julian O'hayon - Founder Blvck Paris



With this eBook, I aim to help social media managers to understand this career path better, and to discover the good, the bad and the ugly.

I want to thank all the experts who have dedicated their time, knowledge, and energy to make this eBook possible.

Maria-Mirabela Ganta

**Marketing Coordinator @
Socialinsider**

socialinsider

