

Social Media - Sample Project

Social media marketing is the management of your brands' presence on social platforms to increase engagement with your target audience, create brand awareness for your product or service, and to grow referral traffic to your website. Social media marketing campaigns typically utilize engaging content that attracts attention and encourages users to share it with their social networks. This viral effect results in more traffic to your site and ultimately more sales.

Here is a very good sample of a job posting and what makes it so strong:

Project Name: Need A Social Media Manager For Twitter, Facebook and Instagram

Goals:

It's impossible to measure project success if you have not put the proper goals and metrics in place. The best time to do this is before the project has even begun. Choose three goals in order of importance from the choices below:

- Increase my follower base
- Increase brand mentions
- Increase the frequency of my posts

Business Description:

FinalFitness is an emerging fitness movement that combines dancing and treadmills into a seriously fun workout that gets results. We launched with our first studio in San Francisco in 2013 and with our early success, we're now looking to grow our footprint in new cities including New York, Los Angeles and Boston.

Project Description:

Create and manage the FinalFitness Facebook, Twitter and Instagram accounts. The tasks to be performed on a monthly basis are as follows –

- Minimum of 2-3 posts per day on Twitter and Instagram and 3-5 per week on Facebook at peak hours
- Active recruitment of and engagement with followers with a target of approximately 300-400 new followers per month on Twitter and Instagram and 150-200 new likes per month on Facebook
- Ongoing management of messages and comments
- "Favoriting" / retweeting / sharing of high quality relevant content

- Monthly report including key performance indicators for each platform and recommendations for campaign improvement

Abilities and Knowledge Required:

- Previous experience in the successful planning, implementation and management of social media campaigns
- In-depth knowledge of Facebook, Twitter, and Instagram
- True passion for social media and a keen interest in staying on top of emerging social media trends and platforms
- The ability to understand a brand and source engaging, relevant online content for sharing
- Strong copywriting skills with ability to produce copy of varying tone and messaging based on target audience and medium
- Passionate about the competitive nature of growing brand awareness and reach within social networks
- Familiarity with social media analytics tools, particularly Hootsuite
- Knowledge of SEO and its impact on social media content
- Strong values, high integrity and an eagerness to become a brand ambassador
- An interest in fitness is a strong plus

Ideal Provider Attributes:

Which of the following attributes do you value most in a provider? Please choose three and rank them in order of importance.

- “Likeability”
- Responsiveness
- Creativity

Experience Required:

How many years of experience would you like your provider to have? Please note that the more experience you desire, the more difficult it is for us to find you a provider that’s right for your job.

- 1-2 years

Desired Provider Interaction:

How frequently would you like to check in with your provider throughout the duration of the project? Please select from the options below.

- Every day