Social Media Associate Job

Employer Name:

SpiderID: 12447123

Location: Webster, Massachusetts

Date Posted: 4/22/2022

Wage:

Category: Information Technology

Job Code: Social Media

Social Media Specialist duties and responsibilities   
  
A social media specialist follows conversations on the internet while interacting with the public at the same time, unable to predict what other users will say. The specialist is responsible for monitoring trending hashtags and topics while finding unique ways to integrate them into the brand.   
  
A social media specialist may also work with other staff members as a way to further promote a brand, such as bringing in marketing consultants to help publicize an event. The specialist is responsible for tracking whether or not social marketing efforts have been successful through goal setting with markers for identifying success through various online analytical tools. Other job duties include:   
  
Ability to develop and implement a corporate social media strategy  
  
Ability to monitor online activity across departments and geographical areas to ensure anyone using the companys online tools is following established guidelines and best-practice rules  
  
Encourage greater social media participation  
  
Identify opportunities to influence public perception through audience engagement and publicly speaking about the brands social media strategy  
  
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Contact Name: Don Bourque

Company: Choice 1 Temps

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Massachusetts

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Web Site: