How to Build a Social Media Team That Gets Results

Social media is vital for brands looking to increase visibility and influence. Creating and leveraging a dedicated social media team enables brands to get the most from their social media strategy and will significantly improve growth efforts.

While most companies recognize the importance of social media for brand visibility, they may not understand how to create an effective social media team. From building the team to leveraging essential tools and technologies, an effective social media team will ensure the successful execution of your social media strategy.

This post will explore the importance of a social media team and the best practices for creating a team that will drive brand exposure and growth.

How A Social Media Team Helps With Brand Exposure

An effective social media team is invaluable for increasing brand awareness. They leverage the power of social platforms to connect with a brand's audience, promote the brand, and fuel growth and engagement.

A social media team is primarily responsible for curating content that showcases your brand and engaging with your target audience through content, comments, messages, and discussions. A successful social media team will maintain a consistent, positive online presence, build a sense of community with your audience, and introduce your brand to new audiences.

Employee advocacy is also an important initiative for your social media team. One of the most helpful things your team can do is inspire and guide the rest of your employees to actively participate in social media sharing. Clearview Social found that an employee advocacy program can [increase total social engagement](#) for a brand by at least 25% to 40%. By rallying team members around your message, you can turn employees into passionate advocates for your brand and expand your reach.

Learn More: [Transforming Employees into Social Media Champions: Building a Strong Advocacy Program](#)

What Is The Ideal Social Media Team Structure?

While the specific roles and their functions can vary based on your company's priorities, the social media team structure is a crucial aspect of how the team will operate and achieve its goals. The roles and hierarchy of a well-rounded social media

team typically look like this:

- **Social Media Manager/Director** - This key role oversees all social media strategy and execution. The manager/director also sets goals and KPIs for the team. This role reports to higher management on the performance of social media efforts and frequently manages the social media budget and resources.
- **Content Creators, Community Managers, and Paid Media Specialists** - These roles may be filled by individual team members, or you may choose to combine them. Content creators curate all social media content, developing text, graphics, and videos, ensuring consistency in brand messaging. Community managers engage with your brand's audience, respond to messages, and rally the online community around your brand. Paid media specialists manage and report on paid advertising campaigns on social media platforms.
- **Graphic Designers and Copywriters** - These roles assist content creators and other team members with developing visual assets or written copy for social media content.
- **SEO Specialists** - If you aim to optimize your online content for search engines, SEO specialists will be key in this effort.

It's essential to adapt the social media team structure to meet your organization's unique needs and goals.

Strategies To Help Your Social Media Team Get Results

Any business initiative starts with identifying your objectives, and social media is no different. With clear goals in mind, your social media team can proceed to create a results-oriented content strategy that aligns with those goals.

While they can easily be confused, a content strategy is different from an overall social media strategy. Your primary strategy includes objectives for social media performance and growth, but [creating an effective content strategy](#) will direct how you curate and post content. A content strategy focuses on your brand identity and the stories your content should tell about your brand.

[Tracking the performance of your social media strategy](#) is a critical aspect of achieving results. What works for some companies might not work for others, so performance metrics will help you stay aligned with what works for your brand and audience. With the ever-changing social media landscape, it's also important to be adaptable in your approach, so tracking performance will help you adjust your strategy accordingly.

Tools And Resources For Your Social Media Team

Perhaps just as essential as building a social media team is setting that team up for

success by equipping them with the right tools and resources. These can include:

- **A content calendar** - This provides a calendar-style view of your planned content and allows you to visualize and track campaigns.
- **A scheduler and [publishing tool](#)** - A crucial resource for social media teams, a publishing tool streamlines scheduling and posting content to multiple channels.
- **Tools for automation** - Many aspects of social media can be [automated to improve productivity](#) and performance. AI-powered tools like Clearview Social's [AI caption generator](#) semi-automates the creative process of writing post captions. The tool also leverages AI intelligence to determine the best times to post content.
- **Tools for measuring performance** - Many tools used for publishing or automating content also provide analytics on performance, helping guide and shape your social media strategy.

How Clearview Social Can Streamline Social Media Efforts

Without a cohesive strategy and the right resources, your social media team's efforts will be inconsistent and unproductive. Clearview Social is an employee advocacy platform created to help companies increase revenue through more effective and systematic use of social media. Clearview Social makes social media team management easier by providing tools for publishing and optimizing content and engaging team members to share content with their networks.

Utilizing Clearview Social's employee advocacy tool means increased reach, more engaged employees, and reduced dependence on paid ads. It's a faster, more affordable way to boost engagement with your content. With Clearview Social, you can also publish content, utilize AI tools to streamline your workflow, and track your employee engagement with analytics.

[Contact the Clearview Social team](#) today to explore ways to equip your social media team and amplify your brand's impact.