1. What are all the skills required to become a social media manager?
2. How do you measure social media success?
3. Give me a couple of examples of social media experiments you’d like to run with our business.
4. What channels do you think are most relevant to our business? How do you use each channel differently?
5. How will you deal with negative comments on any post on our Facebook or Instagram page?
6. What makes you so passionate about social media and digital marketing?
7. A
   1. Very good communication skills and convincing skills.
   2. Creativity to develop innovative campaigns and content
   3. The ability to analyze the data to understand user behavior
   4. The ability to strategize and look after social media campaigns, making changes when necessary
8. Social media success depends on the goal of the campaign.
   1. If you would like to get conversion, it is the number of online leads, online purchase, content downloads, registrations for webinars, eBook downloads the campaign got.
   2. If you would like to get engagement, it is about how many people comment, like, share the posts.
   3. If you would like to get awareness, number of reaches of the post is the primary metric.
   4. If you would like to get traffic to your website, how many clicks you get to the website is the success factor.
   5. The following are the metrics we can track to understand the success of the campaign
      1. Follower growth
      2. Likes and reaction to the posts
      3. Comments and replies to the posts
      4. Sharing numbers of the posts
9. 1
   1. One of the campaigns that I would like to run to increase awareness would be a ‘Share an Earn’ scheme using a lucky draw. !00 lucky people who retweet our posts or share it with as certain number of individuals/groups on WhatsApp will receive a Gift Voucher.
   2. Another campaign that we can run can be a Photo Upload Contest which can be done in collaboration with XYZ company which is a Virtual Try On software. Users can take pictures in our apparel remotely using this technology and upload it on Instagram. The best picture shall be selected to be our Store Cover Model picture and receive a cash prize.
10. Our most important channel of communication shall be Facebook, Youtube and Instagram. Facebook with it’s large user base can be used to convey most of the information especially the Early Bird offers, promotions, sale dates, etc. Short videos of models unveiling a new apparel line can be uploaded to Youtube or Tiktok. Twitter can be used to convey announcements, business decisions, partnerships and other important information for any stakeholders.
11. 1
    1. Few negative comments are just for attention. I can try to identify these using past data.
    2. Other methods
       1. Acting quick – Before the issue becomes big and become viral, respond appropriately
       2. Not deleting it – Deleting it makes it look like their claim is real and we are afraid
       3. Informing the management – to let them know the situation and let them share any of their ideas
       4. Respond to each comment an connect them to customer service/other authority if required.
12. 1
    1. I have always been a gregarious individual and love communicating and interacting with people. Besides, I have worked as a customer support executive for ABC company and am aware of how to handle complaints and issues.
    2. I love the unpredictability of the job. Every new day may find us using new a different viral technique to market our product.
    3. It helps me be more aware in general as I need to keep a watch on the ads and campaigns of our rivals and learn to do better.
    4. I come from a family of Software Engineers and hence I have an natural attraction towards new technologies especially related to social and digital media.