

Social Media Specialist Interview Questions

Today, no business can survive without a careful social media strategy. Almost any company — no matter if it is large or small, local or international one, B2B or B2C — has social media accounts online. Of course, social media campaigns will depend on business specifics and its scale. Since business owners cannot control every aspect of their brand promotion, they need to hire social media specialist.

Often, a social media specialist will work along with your marketing division. Still, there is a difference between general marketers and people focusing specifically on social media promotion. Besides, different business needs call for different social media strategies and specialists who can execute them. And, even though there is no universal recipe for success when hiring the best pros, the following list of questions should help you handpick the best candidates during a job interview.

Experience and expertise-based questions

- What online profiles have you managed before? Give specific examples.
- Which social media channels should be the most beneficial for our business?
- How would you measure the success of a social media campaign?
- Which goals do you usually set for online campaigns? What logic do you use to set them?
- What is your approach to lead generation?
- How do you plan to unite SEO and social media campaigns?
- Which advertisement (or other professional) tools do you use?
- How do you plan to track social media ROI?
- How do you plan to allocate budgets for your campaigns?
- Have you ever dealt with an image or reputation-damaging crisis?
- How do you generally treat negative feedback and comments?
- What has been your biggest social media success?
- What has been your biggest social media failure?
- What is the most challenging/inspiring campaign you've worked on?
- What is your attitude to newly emerging platforms? Do you keep track of them and how?
- What do you think about free contests on social media?
- What do you think about our competitors' social media strategies/accounts?
- Do you think user-generated content is a must in social media strategy?

Work ethics questions

- How do you see your role in the company?
- Do you mention the brands you represent on personal social media accounts?
- How closely do you think social media, SEO, content, and general marketing divisions should collaborate?
- Describe the most negative work situation with one of your past employers.
- Why do you consider yourself a good fit for our company?
- What do you already know about our company?
- Have you noticed any flaws in our current social media campaigns? Do you have any ideas on how to improve the situation?
- What is the main difference between freelance and in-house work?

Personal questions

- Which social media platform is your personal favorite?
- Which social platform do you personally dislike?
- Do you have any preference when it comes to promoting certain products?
- What do you do in your free time? Mention any hobbies or activities you enjoy.
- How do you manage to maintain the balance between personal life and work?
- Which info would you never post on your personal social media accounts? Why?