

## How to Hire a Social Media Management Team

July 3, 2018

Mark Clain

The role of social media in business marketing has been steadily growing. These days, you will have a hard time finding a business without a Twitter, Facebook, or Instagram account, with good reason. Social media is a quick, easy, and relevant way for companies to get their names and content out there. But, using social media to market a business can get time-consuming. A lot of the time, many small companies cannot dedicate the time and staff to maintaining an effective social media marketing plan. Social media marketing involves regular posts and updates as well as regular monitoring of customer participation.

When a business can't dedicate these resources to social media, it can have an impact on lead generation or reputation building. For small and medium-sized businesses, it may be difficult to justify the cost of bringing someone in full time to manage social media accounts; not many businesses need a full-time employee for that, and the associated overhead costs of bringing in even a part-time employee can be huge. While someone who is already an employee could accept the role of social media manager, you may not have anyone who has that kind of time available. Training a staff member on how to properly manage social media is time-consuming, and may require a skill set that you don't have. For many small and mid-sized businesses, the solution is to outsource their social media management to a social media management team. A professional social media management team will be able to handle your social media posts without leaving you a lot of hassle and stress.

Hiring a social media management team can take some time in the beginning. There are certain things you need to look for during your outsourcing process.

**1. Trustworthiness:** Trustworthiness is crucial any time you are looking to give someone control over an aspect of your life or business. You wouldn't trust a random person off the street to maintain your business's social media account. Make sure that you know your social media manager will be able to manage your posts and present a positive face for your company. A social media management team generally handles accounts for multiple businesses.

**2. Marketing Skills:** A social media manager needs to know more than just how to use social media accounts. They need to know how to market as well. Hiring someone to manage your business' social media will be counterproductive if the person you bring in does not use it to draw in new business. They need to know what catches people's attention and how to achieve your marketing goals. When you're talking to social media management teams, they should be asking questions about your business, and the set-up phase should include an extensive discovery session about your goals, expectations, and vision.

**3. Marketing Experience:** Your social media manager also needs to have experience in marketing. Hiring someone who has never been in marketing before

would be just as bad as posting infrequently. To use social media to your advantage, you need to hire someone who can provide you with a great marketing strategy as well. You need someone who not only manages your social media accounts but someone who helps you plan your posts and who will understand your goals as well. A great social media management team understands the importance of working with your content managers and blog writers to make sure that social media posts supporting other content areas mesh well together. Social posts are just part of the overall content marketing picture, and an experienced marketer will realize this.

Outsourcing your social media management is a big deal, and finding the right team for the job can be hard. Keep in mind all of the traits that you need and are looking for during your search. Look for customer testimonials and reviews that show what the agency you're considering has done for other clients. Knowing what kind of work they provide ahead of time can save you a headache in the future. Once you put an effective social media manager in place, you will see your business flourish. Social media is imperative in marketing these days. Don't let the opportunity to grow your business go to waste.

### **Author:**

My name is Mark Clain. I support the effective adoption of new technologies or ways of working within writing by communicating complex information in an informative and inspiring way. My texts are varied – some of them are technical, requiring in-depth instruction, others are educational on [Studymoose.com](http://Studymoose.com). I'm fond of writing articles for