

TIPS FOR DESIGNATING YOUR SOCIAL MEDIA MANAGER

Social media is an important marketing and business tool: utilize it effectively, and your practice can benefit greatly. Ignore it, and you'll likely come to regret it. In choosing a team member to manage your social media presence, you'll want to make sure that person is not only someone you trust, but someone who has an affinity and basic skills for the job. Those include:

- + KNOWLEDGE ABOUT SOCIAL MEDIA PLATFORMS (FACEBOOK, INSTAGRAM, TWITTER)
- + CURRENT IN SOCIAL MEDIA TRENDS, BEST PRACTICES, FUNCTIONALITY, PLATFORM UPDATES
- + EXCITEMENT ABOUT YOUR BRAND AND MISSION
- + ATTENTION TO DETAIL
- + ORGANIZATIONAL ABILITY
- + PASSIONATE ABOUT STORYTELLING
- + ABILITY TO ENCOURAGE TEAM PARTICIPATION (SENDING PHOTOS, NEWS UPDATES, ANSWERING TEAM Q&AS, ABILITY TO TRAIN)

You can plan to budget about 1-3 designated hours per week of your team member's time. This estimate is based on posting to your social media a minimum of three times per week and on the number of social platforms where your practice is active, as well as your clients' and followers' level of engagement. Your Social Media Manager should have this time set aside specifically for working your social media accounts—it's a detail-oriented job that requires focus to be done properly.

YOUR SOCIAL MEDIA MANAGER WILL ALSO NEED THE FOLLOWING TOOLS:

- + ACCESS TO YOUR ACCOUNTS WITH LOGINS AND PASSWORDS
- + ACCESS TO THE IVET360 SOCIAL LIBRARY
- + ABILITY TO CHECK SOCIAL MEDIA ACCOUNTS DAILY
- + ABILITY AND PERMISSION TO RESPOND TO USER COMMENTS AND DIRECT MESSAGES AS NEEDED
- + MONTHLY EDITORIAL CALENDAR
- + BUFFER / HOOTSUITE ACCOUNTS (OPTIONAL SOCIAL MEDIA MANAGEMENT PLATFORMS—RECOMMENDED)

Have questions about social media management or finding just the right team member to handle this important job? Just ask—we're social media experts and here to help.