

Social Media Manager Interview Questions and Answers PDF | Xobin [Downloaded]

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for- Digital marketing, social media management tools, etc.

Soft skills to look for- Communication skills, creativity, etc.

Pro Tip : Always screen before you interview. Use [Online Assessment to screen applicants for a social media manager position](#) before blocking your time for an in-person interview.

Compilation of Social Media Manager Interview Questions

Role specific Interview Questions to ask a Social Media Manager



Which social media management tools are you most familiar with

Purpose of this Question: The question helps you in testing the scope of knowledge of the candidate.

What to listen for in candidate response: Listen for specific tools which show you the depth of knowledge of the candidate.



What are the key elements for creating a successful social media campaign

Purpose of this question: The question is designed to test the competence of the candidate.

What to listen for in candidate response: Top candidates give data based examples as to why such elements are important.



What do you understand by audience engagement?

Purpose of this question: The question allows you to test the candidate on the basis of their knowledge.

What to listen for in candidate response: The candidate should concisely explain the meaning of audience engagement using simple terms.



How do you monitor your data and performance of a campaign?

Purpose of this question: The question helps in analysing the scope of skill of the candidate.

What to listen for in candidate response: Top candidates will mention which metrics they use for monitoring purposes.



Do you think there is a best time to post?

Purpose of this question: The question points towards the competence and skill level of the candidate.

What to listen for in candidate response: Top candidates usually explain their reason for choosing the best time for posting on social media.



Which tools do you use to schedule posts and why?

Purpose of this question: This question is designed to understand the scope of knowledge of the candidate, since it is one of the most basic roles of a social media manager.

What to listen for in candidate response: Listen for the specific tools that the candidate mentions.



How do you go about creating the social media strategies

Purpose of this question: The question helps in understanding the strategic decision making of the candidate.

What to listen for in candidate response: Top candidates will usually explain their own unique way which they use for creating strategies and provide examples as to how that process has helped them in the past.



How do you manage the budget in social media ads?

Purpose of this question: The question points towards the competence level of the candidate.

What to listen for in candidate response: Candidates should thoroughly explain their process taking help from their past experiences.



What are your views on the importance of SEO in social media marketing?

Purpose of this question: The question allows you to test the candidate and understand their approach of working towards social media marketing.

What to listen for in candidate response: The candidate should thoroughly explain how SEO helps in building a better social media strategy for a company using some of the examples.



Which platforms do you think are best for generating leads for our business?

Purpose of this question: The question helps in testing the knowledge and skill level of the candidate.

What to listen for in candidate response: Top candidates will take some time to measure the pros and cons of different platforms and then answer with the most suitable social media platform with a backed up reason.

Situational Judgement Questions



Can you tell us about your most successful campaign?

Purpose of this question: The question helps in understanding about the skill level of the candidate by learning about their past successful campaigns.

What to listen for in candidate response: Listen for data driven answers which prove that the candidate's particular campaign was successful.



If you were given the task of building our brand awareness using social media, what would you do?

Purpose of this question: The question is designed to test the candidate based on their analytical and technical skills as a social media manager.

What to listen for in candidate response: Top candidates will explain their particular strategy and the reason for adapting to that strategy.



Tell us about a time when you dealt with social media hate and how you overcame that.

Purpose of this question: Since social media is a place where you have to constantly deal with hate, rejections, and crises, it is necessary to understand if the candidate has the required attitude or not.

What to listen for in candidate response: Candidates should concisely explain about their particular experiences and you should focus on if the candidate is telling the truth or not.



What would be your immediate reaction to a campaign of yours that didn't do well.

Purpose of this question: The question allows you to understand the attitude of the candidate towards failures.

What to listen for in candidate response: The candidate should explain their reaction and why they would react in a particular way or what would they do to resolve it.



What is the process that you follow to make the content more engaging to the audience?

Purpose of this question: The question helps in testing the scope of knowledge and competence of the candidate.

What to listen for in candidate response: Listen for specific systems and processes that showcase if the candidate can produce engaging content or not.



What did you learn from your least liked social media campaign?

Purpose of this question: The question helps in understanding if the candidate has a learning attitude or not.

What to listen for in candidate response: Top candidates start with stating why they think their particular campaign failed and what they learned from it. Since, candidates can overexaggerate, you should focus more on evidence based answers which show that the candidate learned from their past mistakes.



What strategy do you follow to minimize the spam on social media accounts that you handle?

Purpose of this question: The question points to the level of competence of the candidate.

What to listen for in candidate response: Top candidates explain their particular strategy and how it has worked for them in the past.



What would you do if you had to build our brand's social media presence from scratch?

Purpose of this question: The question helps in testing the skill level of the candidate and shows if the candidate has a problem solving attitude or not.

What to listen for in candidate response: Top candidates take some time to answer but they give you a personalized strategy and ask you questions like what is your main motive from building the social media presence. The candidates further build their answer according to the needs of your company.



Imagine if the instagram algorithm stops pushing reels and it affects your reach. What would you do in such a scenario?

Purpose of this question: This is a hypothetical question which helps you in testing the solution oriented approach of the candidate.

What to listen for in candidate response: Top candidates will go on by hw they have adapted to major changes in the past as well and how they can adapt to different channels of social media in such cases.



Tell us what you think is the most complicated social media concept and then explain it to us in the most simple terms.

Purpose of this question: The question allows you to test the knowledge of the candidate as well as their communication skills.

What to listen for in candidate response: Pay attention to the concept that the candidate mentions and then listen for simple terms which make the whole concept easier.

Start Optimizing your Social Media Manager Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for an email marketing specific position, then they're obviously not a great fit.

Prepared and Curated by Xobin Team

