

# Social Media Management



How to become a Social Media Manager

# Summary of a Social Media Manager

- Have a resume that stands out from your competitors
- Keep consistently networking and building a contact list
- Understand who the client is/what the company does
- Know the clients target audience
- Research other players in the industry
- Keep up to date with new social networks

# The Best Social Media Management Tools

- Hootsuite
- Buffer
- Sprout Social
- Social Bro
- Klout

# Top Social Media Networks to use

1. Facebook
2. Twitter
3. LinkedIn
4. YouTube
5. Pinterest
6. Google+
7. Tumblr
8. Instagram



# Other methods for Social Media Marketing

- Email Marketing- involves using email sending ads, request business, solicit sales, or donations, and is meant to build loyalty, trust, or brand awareness to the customer for repeated business.
- Local Mobile Marketing- is about marketing campaigns to boost sales for small business in your local area that don't have the money to compete with the big businesses because of their tight





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