

DIGITAL SKILLS

BEING A SOCIAL MEDIA MANAGER

PROGRAMME: ERASMUS+

KEY ACTION: PARTNERSHIPS FOR COOPERATION AND EXCHANGES OF PRACTICES

ACTION TYPE: SMALL-SCALE PARTNERSHIPS IN VOCATIONAL EDUCATION AND TRAINING

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BEING A SOCIAL MEDIA MANAGER REQUIRES A DIVERSE SET OF SKILLS TO EFFECTIVELY MANAGE AND GROW AN ORGANIZATION'S PRESENCE ON SOCIAL MEDIA PLATFORMS. HERE ARE SOME OF THE ESSENTIAL SKILLS FOR A SOCIAL MEDIA MANAGER:

1. SOCIAL MEDIA STRATEGY: DEVELOPING AND IMPLEMENTING A COMPREHENSIVE SOCIAL MEDIA STRATEGY THAT ALIGNS WITH THE ORGANIZATION'S GOALS AND TARGET AUDIENCE. THIS INCLUDES IDENTIFYING THE RIGHT PLATFORMS, CONTENT TYPES, AND ENGAGEMENT TACTICS.





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2.CONTENT CREATION: CREATING ENGAGING AND COMPELLING CONTENT, INCLUDING TEXT, IMAGES, VIDEOS, AND GRAPHICS, THAT RESONATES WITH THE TARGET AUDIENCE. STRONG COPYWRITING, DESIGN, AND STORYTELLING SKILLS ARE VALUABLE IN CRAFTING IMPACTFUL SOCIAL MEDIA CONTENT.





3. COMMUNITY MANAGEMENT:

MONITORING AND ENGAGING WITH THE ORGANIZATION'S SOCIAL MEDIA COMMUNITY BY RESPONDING TO COMMENTS, MESSAGES, AND INQUIRIES. BUILDING RELATIONSHIPS, MANAGING FEEDBACK, AND ADDRESSING CUSTOMER CONCERNS ARE ESSENTIAL ASPECTS OF COMMUNITY MANAGEMENT.



4. ANALYTICS AND REPORTING:

UTILIZING SOCIAL MEDIA ANALYTICS TOOLS TO TRACK PERFORMANCE, MEASURE KEY METRICS, AND GENERATE REPORTS. ANALYZING DATA HELPS OPTIMIZE STRATEGIES, IDENTIFY TRENDS, AND MAKE DATA-DRIVEN DECISIONS TO IMPROVE SOCIAL MEDIA PERFORMANCE

5. SOCIAL MEDIA ADVERTISING:

UNDERSTANDING AND UTILIZING SOCIAL MEDIA ADVERTISING PLATFORMS TO RUN TARGETED AD CAMPAIGNS. THIS INCLUDES CREATING AD CONTENT, DEFINING AUDIENCE TARGETING PARAMETERS, MONITORING CAMPAIGN PERFORMANCE, AND OPTIMIZING AD SPEND.



6. SOCIAL MEDIA TOOLS AND PLATFORMS: FAMILIARITY WITH VARIOUS SOCIAL MEDIA MANAGEMENT TOOLS, SCHEDULING PLATFORMS, ANALYTICS TOOLS, AND SOCIAL MEDIA LISTENING TOOLS. PROFICIENCY IN PLATFORMS LIKE FACEBOOK BUSINESS MANAGER, INSTAGRAM INSIGHTS, TWITTER ANALYTICS, ETC., HELPS STREAMLINE MANAGEMENT TASKS.



7. BRAND MANAGEMENT: ENSURING CONSISTENT BRAND REPRESENTATION ACROSS ALL SOCIAL MEDIA PLATFORMS, INCLUDING MAINTAINING BRAND VOICE, VISUAL IDENTITY, AND MESSAGING. UNDERSTANDING THE ORGANIZATION'S BRAND GUIDELINES AND APPLYING THEM EFFECTIVELY IS CRUCIAL.

8. TREND AWARENESS: STAYING UP TO DATE WITH THE LATEST SOCIAL MEDIA TRENDS, ALGORITHM CHANGES, AND EMERGING PLATFORMS. BEING AWARE OF INDUSTRY TRENDS HELPS ADAPT STRATEGIES, DISCOVER NEW OPPORTUNITIES, AND STAY AHEAD OF COMPETITORS.



9.COMMUNICATION AND COLLABORATION: EXCELLENT COMMUNICATION SKILLS, BOTH WRITTEN AND VERBAL, ARE ESSENTIAL FOR INTERACTING WITH INTERNAL STAKEHOLDERS, INFLUENCERS, AND THE SOCIAL MEDIA AUDIENCE. COLLABORATION SKILLS ARE CRUCIAL WHEN WORKING WITH CROSS-FUNCTIONAL TEAMS, AGENCIES, OR FREELANCERS.



10. CRISIS MANAGEMENT: BEING PREPARED TO HANDLE POTENTIAL SOCIAL MEDIA CRISES AND NEGATIVE SITUATIONS EFFECTIVELY. RESPONDING PROMPTLY, PROFESSIONALLY, AND EMPATHETICALLY DURING CHALLENGING TIMES HELPS PROTECT THE BRAND'S REPUTATION.

11. CONTINUOUS LEARNING: SOCIAL MEDIA IS EVER-EVOLVING, SO A WILLINGNESS TO LEARN AND ADAPT TO NEW PLATFORMS, FEATURES, AND BEST PRACTICES IS VITAL. KEEPING UP WITH INDUSTRY BLOGS, ATTENDING WEBINARS, AND PARTICIPATING IN RELEVANT COURSES CAN HELP ENHANCE SKILLS AND KNOWLEDGE.



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