

# **SMM INTERVIEWS**

## **INTERVIEW QUESTIONS & ANSWERS**

# **16 Top Interview Questions & Answers For SMIMs**

**IDEAL FOR BUSINESS  
OWNERS & SMIMs**

The why and how to protect yourself and never  
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# 16 Top Social Media Manager Interview Questions (With Answers)

## 1. What platforms are you most experienced with?

(e.g. Facebook, Instagram, Pinterest, X, TikTok, LinkedIn)

The best answer would be more along the lines of, "it doesn't matter what platform it's on because people are visual and emotional. And most if not all will explore other platforms so you never know who is looking at your content."

A new client that is hardcore LinkedIn user, found me on Facebook. So you never know.

## 2. Can you show me examples of past work or campaigns?

(Look for style, creativity, engagement, and growth)

My work is confidential, that means that I don't send people to previous client pages. It's all about integrity and confidentiality.

On other client pages you don't get a full overall picture just a shallow vanity metrics view. You don't know how many leads, real conversations and sales we generated for them and I don't want anyone asking them directly saying I sent you to them. It's just not professional.

However, I am happy to do a couple of mockups or samples using your content so you can review it in the environment the content is meant for. This provides you proof that I can do the job correctly, and am a good fit for you.

## 3. How do you develop a content strategy for a brand?

For me, the strategy starts with the visitors experience. Why? Because they're your hottest lead at the moment, they're on your page, they're seeing, reading and watching any content you have.

That means your content should be valid, valuable, and useful. This builds trust and it gives them enough information to join, sign up, or buy.

The second half is that they should feel good about everything they see, read or watch, if they do, that's more trust coming your way which only enhances the other. That means they are liking you, your business and your service(s)/product(s).

This also allows them to look at you like an authority in your niche.

Just like in a book or novel, the author leads the reader on an easy to follow pathway. This is part of the strategy, most social media managers don't get this part. Especially the new ones. If it's done well, the visitor has no idea, they're being lead to an outcome you want.

## 4. Do you have experience in my industry or with similar audiences?

A good experienced social media content creator should have a wide range of experience in

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different industries and niches. If they have experience in your industry, that may or may not be beneficial. Be careful of people saying yes, this is also a good time to ask for a mockup or sample post, to show they do know what they're creating in your niche. The best answer would simply be, "Let me show you how I understand your niche with a custom sample post."

### 5. How do you handle engagement and community management?

This kind of question is likely out of context for a social media manager unless they have the skills to engage with adequate knowledge of your business and its operation. Often conversation lead to sales and most social media managers don't have adequate sales closing skills. Unless you're prepared to train and pay them more to operate as a community manager, engagement specialist and sales closer.

### 6. Do you create original content or rely on templates?

(Ask if they use Canva, Photoshop, video editing, etc.)

It depends on what you want, if your content is unique and you have images of your own product, that's what you provide me. Otherwise Canva, Photoshop and Camatasia are what I use for Image, graphics and video creation. It may take a week or so for us to feel each other out regarding style.

### 7. How do you measure success?

(Which KPIs: reach, engagement, leads, conversions, etc.)

Reach, engagement which is considered comments and shares are considered vanity feel good metrics.

The real inconvenient metrics are real conversations, and sales and yes followers because followers are actually warm leads.

Over analyzing is the quickest way to misdirection and procrastination so I try to keep it as simple as I can. I focus mostly on optimizing the content so the algorithm knows who to share your content with on your platform and of course making it appeal to the visitor/reader themselves.

### 8. How often will you post and report results to me?

A SSM may or may not have a ready answer, but it's more helpful if you as the client inform them when you expect a report.

Just understand if there are not conversations or sales happening after 2-3 weeks of steady content, there's a reason, and a clog that s happening.

The interviewee should be asking you the interviewer how often you want your reports and in what manner.

### 9. Do you handle paid ads as well as organic content?

It depends on the purpose of the paid ads, are your ads asking for direct click through to a website or your social media. Maybe a landing page. Otherwise you have no way to account for

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your ads other than the stats they provide you. An interviewee should be honest with their ability on experience in paid ads. But be careful, they can some times exaggerate just to get the job. An interviewee, should be super honest about their ads experience.

### 10. How do you stay up to date on algorithm changes and trends?

Algorithm changes are rarely announced. But checking on a consistent basis for platform updates can be helpful. Trends can work but they often end as fast as they start and you have to be on top of them if you rely on trends. The best answer is to focus on the basics and take a look at trends and algorithm changes periodically and not pamper over them.

### 11. What tools do you use for scheduling, reporting, or analytics?

For many SSM's they won't be able to answer this, especially if they're new. Experienced SSMs will know exactly what tools they use.

For the interviewee, this is a catch you moment, so be honest.

### 12. How do you respond to negative comments or DMs?

I leave the negative comments to the owner and will address them if brought to my attention. An analysis can uncover many different reasons for negative comments as an indicator a specific topic or subject matter is not appropriate all the way to realizing the comment is coming from a troll. The boss should be responsible for handling negative comments or DMs.

### 13. Are you available for real-time updates or urgent posts if needed?

Yes, that's par of my customer service to you.

### 14. Do you offer strategy calls or regular check-ins?

Yes, but it's usually at the preference of the employer and not the employee SSM.

### 15. What's your pricing and what's included in your package?

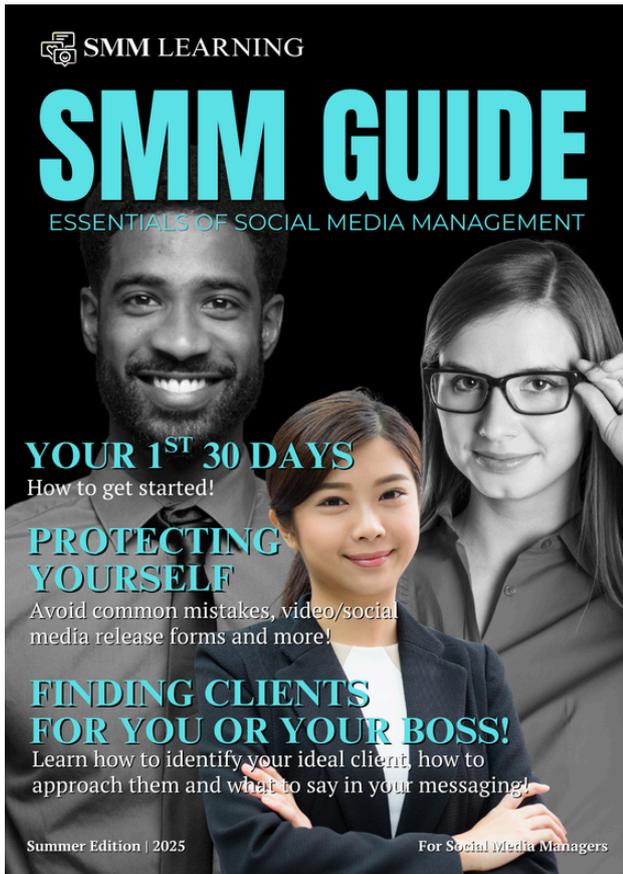
My packages and pricing are based on customization and your needs. Some require more hand-holding while others don't want any hand-holding and just allow me to do what I feel is necessary.

Employers always have expectations if they're going to pay you for a service, as an employer or even the employee, you both need to agree on expectations from each other or there can be conflicts that arise.

### 16. Do you require a contract or offer trial periods?

I will only do written agreements on request. I'll usually ask if you want one. Trial periods are still based on fees. I will do a few things for you for free, but 10-30 day trial periods are fine but are also fee based.

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**For Beginners:** New social media managers often seek free and inexpensive courses and resources to quickly get up to speed in the field. This guide would cover fundamental skills like content creation, marketing basics, and platform-specific strategies.

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