

Social Media Management

What is a social media manager?

A social media manager manages almost everything related to social media for their clients.

This can include:

- ❖ Writing posts for Facebook, Twitter, etc.
- ❖ Creating/curating visuals for social media feeds
- ❖ Providing online customer service
- ❖ Developing new campaigns and strategies
- ❖ Measuring and analyzing social media data/web traffic
- ❖ Search engine optimization

Depending on the client, you may do all, or only a few of these tasks as a social media manager. The main role of a social media manager is usually to **engage audiences and create a brand**.

Career path

Social media managers usually have an undergraduate degree in English, Journalism, Communications, Marketing, or other related fields of study.

Social media management careers can begin as a career in editorial writing, media relations, marketing, or many other fields.

Many entry level jobs and internships also exist in social media management, so you can also enter the field and work your way up to a more senior position.

Income and benefits

Social media management is a growing field. Social media is becoming a larger and larger part of our lives, and so is the need for social media managers.

According to the data collected by Pew Research, 72% of adults in the United States used at least one social media service as of 2019. This number has been fairly consistently increasing since 2005.

According to Glassdoor, the average income for social media managers in the United States is \$50,473 per year.