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## Your Best Job Interview Coach Since 2011

### Social Media Manager Interview Questions

1. Why do you want to work as a social media manager?
2. Many companies look for new social media managers. Why did you choose us?
3. Please tell us more about your experience with managing SM profiles.
4. If we hire you for this job, what will be the first thing you'll do?
5. In your opinion, how can we generate leads with the help of our social profiles?
6. Do you have experience with any analytics for social media?
7. Describe your most successful and least successful SM campaign.
8. What is your knowledge of SEO, and how does it apply to your work with social media?
9. If you should pick only one social media platform for our business, which one would you pick, and why?
10. What do you think about contests and product giveaways? Do they play some role in your social media strategy?
11. What are your expectations on marketing managers, and people from the sales department?
12. Define our typical customer. How would you use social media profiles to motivate them to make the desired action?
13. What goals would you set for yourself in this job?
14. How do you imagine a typical day in work?
15. Why should we hire you, and not one of many other people who apply for this job with us?

Source and answers: <https://interviewpenguin.com/social-media-manager-interview/>