

Being a Social Media Manager and Social Media Manager Salary

Meta: Find out about social media manager salary and the skills and knowledge you need to do the role.

If you know you want to be a social media manager, or perhaps you think you would like to do the role, but you want to know more about what it involves and what a social media manager salary is, then we are here to help. [1394ta](#) is the top Instagram business platform. We know a lot about social media marketing, and we are the company that big brands, influencers and businesses come to in order to find out how to buy Instagram followers from genuine accounts. With our powerful influence and knowledge, we are proud to be the right place to buy likes on Instagram (from reputable, genuine user accounts) and we have a team of quite brilliant social media managers working for us. So here is what you need to know about being a social media manager and find out about the social media manager salary:

Brief Information on What Social Media Managers Do and Social Media Manager Salary

Today, more businesses are employing social media managers to lead their social media strategy and it's doubtless one of the most critical areas nowadays in order to grow customer base and increase engagement with a brand, business, or service.

As a social media manager, it will be your role to manage your company's presence online. You will also have to develop great content, organize when to post it and create a social media marketing strategy. Additionally, you will have to analyze every single post that you put on social media (Facebook, Instagram, Pinterest, Snapchat, TikTok, YouTube, Twitter etc.) and carefully look at the data.

Social media management encompasses lots of different things, including customer service, developing social media campaigns, and managing social media projects, cross-platform. It's a fun but often demanding job that usually means you don't just work 9.00am to 5.00pm, remember, customers engage with social media mostly after working hours – so you may well be on call then!

Some companies employ a social media manager to cover everything but often, smaller companies employ someone to do marketing communications, and this includes social media management. However, the responsibilities of social media management remain the same. As far as the social media manager salary, it depends on a lot of factors, from your previous experience to the industry involved and the size of company (much like any job).

The Responsibilities of a Social Media Manager and Social Media Manager Salary

We've listed the key responsibilities that you'll be expected to cover as a social media manager and this is true regardless of industry (although social media manager salary varies, depending on the industry):

- Create social media marketing strategies cross-platform and often link with other marketing strategies in your company.
- Manage social media channels every day, and this may be just one or two platforms or multiple platforms, depending on how many your company uses. So, get to grips with all of them (Pinterest, Instagram, Facebook, WhatsApp, Messenger, Snapchat, YouTube, Reddit, Twitter, TikTok etc.). You'll often have to modify content to suit each platform, but it should have a similar message and be uniform in look so it's instantly recognizable as your company.
- You will need to schedule your posts as well, using certain tools such as Hootsuite (<https://www.hootsuite.com/>), Asana or Sprinklr. These are all excellent social media management tools.
- You will need to be creative and produce really exciting and engaging multimedia content for each platform, understanding the different requirements and audience for each platform as some have a different voice (for example, LinkedIn is professional whereas TikTok is dramatically informal).
- Produce great competitions and campaigns to promote brands, products, and services that your company offers.
- Find suitable influencers to work with your brand and build relationships.
- Conduct extensive audience research.
- Know [how to buy followers on Instagram](#) (using our service, for example).
- Know [how to buy likes on Instagram](#) (again, using our genuine service).
- Manage commentary, respond to comments, talk to customers direct and track discussions.
- Analyze social media performance – good websites to use for this purpose include Google Analytics and Facebook Insights.
- Be on top of social media trends so you know what's coming up and when and be proactive with techniques to improve and engage with your audience.
- Coach junior social media managers or interns.
- Look after a social media management budget.
- Find ways to increase social media performance across platforms.
- Manage a blog and regularly post on it, taking care to keep track of comments and analyze results.
- Develop collabs with other brands (as well as across departments in your business if it's a big business).
- Conduct meetings and liaise with clients (and other team members).

What is a Social Media Manager Salary and does a Social Media Manager Salary Go Up?

When it comes to social media manager salary, much of it depends on your level but a junior or an assistant social media manager can expect to earn anything from \$30,000 to \$45,000 depending on experience and size of company. Social Media Manager salary does get bigger as your experience grows and as you climb the ladder, expect to earn around \$50,000 to \$65,000. At the top of the social media manager salary scale, a big organization could pay

you \$70,000+. For freelance social media manager salary, it's usually around \$40 to \$50 an hour but again, this depends on location, industry, and level of experience.

As far as your working hours go, yes normal office hours apply but remember, as customers are on social media 24 hours a day, 7 days a week, 365 days a year you might have to work some evenings and weekends – but you won't have to reply 24 hours a day! If you're not a flexible person or you have other commitments outside of work, then social media marketing management may not be the right job for you.

What Qualifications do You Need to be a Social Media Marketing Manager?

This very depends on the social media manager job role. Some people will take you on in their organization without any relevant social media marketing qualifications at all if you can display to them that you have a deep understanding of social media marketing and that you are creative, with clever ideas. You will likely be set a task to prove your social media knowledge so if you perform well in the designated task, get customers engaged and even send something viral, your qualifications won't matter as much. However, lots of companies will expect a marketing degree, an advertising, journalism, communications, or similar qualification. As such, there's no social media management degree (yet – it may well come), but lots of the aforementioned qualifications cover off social media marketing as part of the course.

As well as the above, future employers will want to see if your personality is a good match and will evaluate your existing social media marketing knowledge.

When the Role of Social Media Management is NOT for You

If you're unsure then the following may be useful. The job is wrong for you if:

- You like to travel, it's usually very office based but there will be opportunity to visit clients, go on photoshoots and attend events as all are social media opportunities.
- You have commitments after working hours because you will be in demand after the office has closed its doors for the night!
You don't understand social media marketing – enough said!

If none of the above bothers you – then see if you have the following skills to be a social media manager:

- You understand all the social media platforms
- You understand the industry you're going for
- You're good at copywriting and editing
- You're creative and can produce engaging storylines
- You understand algorithms and search engine optimization
- You're an innovative ideas person
- You have effective communication skills, across customer base and management too
- You can motivate a team and be a team worker

- You're good at organization and can prioritize work plus if something exciting comes in, you can easily juggle your work
- You can work under pressure and meet deadlines
- You know how to conduct analysis and data reports
- You're good at accuracy and can spot mistakes!
- You're motivated and committed
- You have a passion for social media

Gaining Work Experience

The area is immensely competitive – and that is because the social media manager salary can be good depending on your level and industry. If you are desperate to put your social media skills to effective use, consider asking around for work experience or an internship. Do not be fussy about the industry area either if you love fashion that's great but it is a competitive area, so be prepared to intern or gain work experience in another industry. Once you have the work experience then you can afford to be pickier with where you want to work. If you are desperate to get into a particular company, consider a different role just to gain entry, then, once you've been there a few months you can start knocking on internal doors asking for social media marketing opportunities.