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Top 21 Social Media Manager Interview Questions

- 1) What is the importance of conducting a social media audit?
- 2) What is the use of social media analytics?
- 3) If you see a fall in your engagement value, what measures will you take?
- 4) What skills do you possess that makes you a good social media manager?
- 5) Which social media channels do you recommend for our business and why?
- 6) Tell me about SEO.
- 7) Why would you be good fit for social media manager position?
- 8) What according to you are the pillars of SMM?
- 9) What can social media do, which traditional marketing can't?
- 10) How can LinkedIn media platform be used?
- 11) How can you measure success on social media?



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- 12) Tell us one best practice on Twitter?
- 13) How do you keep up with trends on the social media?
- 14) What are your interests outside the work?
- 15) What is your favorite social media platform and why is it so?
- 16) Tell me about a time you had to handle a social media crisis.
- 17) How many years of experience do you have as a SMM?
- 18) Can you manage multiple social media accounts on different platforms at once?
- 19) How did you get into this field?
- 20) How do you deal with negative comments?
- 21) What is the most important thing that a social media manager should be doing?

Source and more details: <https://prepmycareer.com/social-media-manager-interview-questions-answers/>