

Get paid to help companies with social media!

FabJob Guide to Become a Social Media Consultant



**LAURA SCHOPFER
AND SARAH MATZKE**

Visit www.FabJob.com

Contents

How to Use This Guide	3
About the Authors	8
Acknowledgements	9
1. Introduction to Social Media.....	10
1.1 What A Social Media Consultant Does	11
1.2 Social Media Case Studies.....	12
1.2.1 Social Media Success Stories	12
1.2.2 Social Media Disasters	13
1.3 The Social Media Industry	14
1.4 Benefits of Being a Social Media Consultant	15
1.5 Inside This Guide	16
2. How to Be a Social Media Consultant.....	18
2.1 Your Role as a Social Media Consultant.....	18
2.1.1 Your Responsibilities.....	18
2.1.2 Who Your Clients Are	19
2.1.3 Overview of Popular Social Media Platforms	21
2.1.4 Meeting Potential Clients	26
2.2 Social Media Consultation Procedure	27
2.2.1 Initial Consultation: Social Media Audit	28
2.2.2 Second Consultation: Social Media Strategy Plan	31
2.3 Post-Consultation: Executing the Strategy Plan	33
2.3.1 Use a Content Calendar	33
2.3.2 Standards and Practices.....	37
2.3.3 Using Local Social Media and Review Sites	39
2.3.4 False and Compensated Reviews.....	41
2.3.5 Monitoring the Internet	44
2.3.6 Responding to Customer Reviews or Online Criticism	45
2.3.7 Constructive Criticism	46

2.3.8	Five Steps to Manage a Social Media Crisis.....	47
2.4	Targeting and Reaching Audiences	48
2.4.1	Content Creation Strategies	48
2.4.2	Elements of a Social Media Campaign	49
2.4.3	Social Media Management Tools.....	52
2.4.4	Blogging and Social Media.....	54
2.4.5	Paid Social Media Marketing.....	58
2.4.6	Influencer Marketing	58
2.4.7	Video Content	61
2.5	Measuring Results.....	62
2.5.1	Social Media and Digital ROI	62
2.5.2	Monitoring Social Media	64
2.5.3	Analyzing Metrics	65
3.	Getting Ready.....	67
3.1	Skills and Knowledge You Will Need	67
3.1.1	Social Media Skills.....	68
3.1.2	Interpersonal Skills.....	70
3.1.3	Business Skills	73
3.2	Hands-On Experience with Social Media	74
3.2.1	Volunteer to Manage Social Media	74
3.2.2	Internships.....	77
3.2.3	Part-Time Jobs	82
3.3	Learn From Other Social Media Experts.....	83
3.3.1	Information Interviews.....	83
3.3.2	Mentoring	85
3.3.3	Associations.....	88
3.4	Educational Programs	89
3.4.1	Degree Programs	90
3.4.2	Certificate Programs.....	91
3.5	Resources for Self-Study.....	92

4. Getting A Job In Social Media	95
4.1 How to Find Job Openings	97
4.1.1 Advertised Positions	97
4.1.2 Unadvertised Positions.....	101
4.1.3 Create a New Job	102
4.2 Job-Hunting Materials.....	106
4.2.1 Your Resume	106
4.2.2 Cover Letters	111
4.2.3 Other Materials	115
4.3 Job Interviews	116
4.3.1 How to Prepare for an Interview	116
4.3.2 Interview Questions	121
4.3.3 Following Up.....	125
4.4 The Job Offer	127
4.4.1 Salary	127
4.4.2 Deciding Whether to Take the Job.....	129
5. Starting Your Own Social Media Business.....	130
5.1 Getting Started	132
5.1.1 Creating a Business Plan	132
5.1.2 Choosing a Business Legal Structure.....	140
5.1.3 Choosing a Business Name	147
5.1.4 Choosing Your Location	149
5.2 Financial Matters	151
5.2.1 Start-up and Operating Expenses	151
5.2.2 Start-up Financing	157
5.2.3 Taxes	162
5.2.4 Insurance.....	163
5.2.5 Setting Your Fees	167
5.2.6 Getting Paid.....	174

5.2.7	Keeping Track of Your Finances	180
5.3	Working with Support Staff.....	185
5.3.1	Employees versus Contractors	185
5.3.2	Before You Hire.....	186
5.3.3	Finding Support Staff.....	189
5.3.4	The Interview Process.....	190
5.3.5	References.....	191
6.	Building A Client Base	193
6.1	Choose Your Target Market	194
6.2	Marketing Tools.....	196
6.2.1	Printed Materials	196
6.2.2	Your Portfolio	202
6.2.3	Your Website.....	205
6.2.4	Social Media	211
6.3	Marketing Techniques	214
6.3.1	Advertising.....	214
6.3.2	Free Media Publicity	218
6.3.3	Networking	223
6.3.4	Your Elevator Pitch.....	225
6.3.5	Promotional Events	229
6.4	Selling Your Services.....	231
6.4.1	Responding to Inquiries	232
6.4.2	Contacting Corporate Clients	235
6.4.3	Meeting with a Prospective Client	240
6.4.4	Preparing a Proposal.....	243
6.5	Client Contracts	249
7.	Conclusion	254



1. Introduction to Social Media

The concept of a community is timeless for humanity, but the tools we use for communication have changed with advances in technology. Social media and its many platforms have become the latest staples in online communication, allowing businesses and individuals to establish and nurture virtual communities across the globe. As a social media consultant, your primary tools of the trade are social media platforms. A social media platform, such as Facebook or Twitter, is essentially a tool used to build an online community through user-generated conversation and content.

As a Social Media Consultant, it is important for you to remain updated on the latest social media platforms and the standards and practices associated with them. Social media, like fashion trends, are always changing. MySpace, for example, was the highest-ranked social media platform in 2006. In 2008, the advent of Facebook stirred the migration of tens of millions of users from MySpace to the newest virtual hangout. Facebook's community has only continued to grow, and it has consistently ranked as one of the top five leading social media platforms since its inception. By being open to following the trends and

accepting change in the online community, you can become valuable to your clients as a source of knowledge in the marketing industry.

In this chapter you will read more about what a social media consultant does as well as several case studies of social media success stories and social media disasters. In the remaining chapters of this guide, you will learn your role as a social media consultant, how to perform social media consulting and how to get a job in social media or begin your new social media business as an entrepreneur.

1.1 What A Social Media Consultant Does

A social media consultant provides advice and assistance in planning and participating in marketing campaigns for individuals, businesses, nonprofit organizations and anyone else who wants to have an online presence and utilize social media as a tool for communicating with others or selling products and services.

Experts in social media can direct people away from false sources of information, connecting them with businesses, professionals and nonprofits through building effective social media campaigns for these entities. Social media consultants spend the majority of their time performing social media audits and building social media campaigns, which consist of establishing a plan using a client's most appropriate social media accounts to spread awareness on the internet and gain customers or clients through customer conversion.

Beyond planning and performing social media campaigns and executing social media audits, your duties will consist of several other tasks as a social media consultant:

- Judging which social media platforms would be best for a client
- Preparing a content calendar
- Aggregating (gathering) content for publishing on various social media platforms for clients
- Staying up to date on current standards and practices in social media

- Assisting clients in determining the best content for their marketing campaigns
- Analyzing and tracking results from marketing campaigns
- Building reports and advising clients on what can be improved in their marketing strategy

1.2 Social Media Case Studies

1.2.1 Social Media Success Stories

KFC's "Hidden" Twitter Campaign

In September 2017, KFC (Kentucky Fried Chicken) quietly started following just 11 people on Twitter: the five original Spice Girls and six individuals named Herb. After about a month, Twitter user @edgette22 took notice of this oddity, realizing the connection to KFC's secret recipe of "11 herbs and spices".

Mike Edgette of TallGrass Public Relations tweeted out his observations to the world in October 2017 and this produced hundreds of thousands of retweets and likes. The tweet generated a burst of commotion on KFC's Twitter feed. The initial Tweet has been favorited by over 700,000 people and collected over 300,000 comments.

Then KFC went further to make the most of the publicity by posting a portrait of Edgette riding on Colonel Sander's back holding up a chicken drumstick. This humorous portrait was then shared for tens of thousands of additional retweets and shared across the internet.

KFC's low-key campaign was a triumph because it played into the idea of The Colonel's "secret recipe" by allowing the public to discover the little stunt on their own, like a piece of a puzzle. The campaign was not announced or promoted, it was allowed to be slowly discovered for a subtle approach.

#MeToo

Social media campaigns and hashtags also play a huge role in collective movements such as the #MeToo campaign that has increased society's

understanding of sexual harassment and assault. Following the January 2017 Women's March, the movement grew on social media leading to the emergence of the Me Too hashtag in October 2017 in part due to actress Alyssa Milano's call to action tweets.

That month, Milano asked Twitter users to comment "me too" on her tweet if they had been victims of sexual harassment or assault. In the following months of 2017 and into 2018, millions of individuals were disclosing their experiences and calling out well-known public figures while using the hashtag on Twitter and Facebook.

Everyone was able to have a voice in the conversation by their use of social media. Other celebrities also shared their personal experiences in response to the movement which led to the disgracing of high-level individuals such as Harvey Weinstein.

1.2.2 Social Media Disasters

U.S. Department of Education

Social media snafus can happen to anyone, including government agencies. This is exactly what happened in February 2017 when the U.S. Department of Education tweeted out a quote by W.E.B Du Bois, but misspelled his name as "Debois." Du Bois was a civil rights activist and also co-founder of the NAACP.

Astonishingly, the blunders went even further when the agency tweeted their apology for the error and mistakenly wrote "deepest apologizes" in their tweet. Looks like the U.S. Department of Education could use some English majors in their ranks. After a lot of criticism from Twitter users, the agency corrected both errors and offered a properly spelled "apology". Never underestimate the value of double-checking social media before it goes live.

Dove Beauty

In October 2017, Dove distributed a Facebook ad for their body wash which "missed the mark" as they later stated in an apology. The 3-second GIF was live on their page for less than two days before going viral and being removed. That was long enough for Facebook

and Twitter users to voice their concerns that the ad had racist undercurrents.

The video clip featured an image of a black woman removing a brown t-shirt to uncover a white woman who then takes off her light beige t-shirt to reveal a third woman in a tan t-shirt.

To their credit, Dove has been making strides for more than 10 years to showcase models of diverse body types, skin tones, and ages. A great reminder that even with the best of intentions, social media messages can miss the mark with the public and should be vetted by people outside the organization.

TIP: The examples of social media fails and successes in this section don't even scratch the surface of the topic, and there's a spectacular new fail--and a new success--to learn from every single week. As Eleanor Roosevelt said: "Learn from the mistakes of others. You can't live long enough to make them all yourself." Keep an eye peeled. Take a few minutes weekly or monthly (put on your calendar if necessary) to use your favorite search engine to look for 'social media fails' (setting the date range accordingly) and also visit the resource websites provided in section 3.5.

1.3 The Social Media Industry

Social media is a staple of communication in today's society. As our world grows louder in virtual communication, the more important it is for our voices to be heard over the noise of information streaming over the internet. The need for social media experts has been steadily rising and is predicted to continue rising according to the U.S. Department of Labor by 9% by 2026 (Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Public Relations Specialists).

Social media is not only used in marketing, it is also used for communication between family and friends. Originally the solicited purpose of social media, connecting with friends and family has become only one of several reasons to use these tools for online communication.

According to a 2017 study by the Pew Research Center in association with the John S. and James L. Knight Foundation, two-thirds (67%) of Americans report that they get at least some of their news on social media – with two-in-ten doing so often. In 2013, 52% of Twitter users and 47% of Facebook users kept up on world news via the platforms; by 2015, this increased to 63% and 63% respectively.

Social media also connects us with interest groups, celebrities, religious figureheads and government officials. According to Twiplomacy, the leading global study of world leaders on Twitter (conducted in 2017 by leading global public relations and communications firm Burson-Marstellerf), 5.2 million tweets have been sent out by world leaders:

Twitter is the social media channel of choice for governments and foreign ministries, judging by the number of governments on the platform. Burson-Marsteller's research team identified 856 Twitter accounts belonging to heads of state and government, and foreign ministers in 178 countries, representing 92 percent of all UN member states, with a combined audience of 356 million followers.

While the majority of your clients will be in businesses and nonprofit organizations, it is important to realize that social media has become an important facet of communication in our society—in all aspects of our society.

1.4 Benefits of Being a Social Media Consultant

There are many benefits to joining the social media industry as a social media consultant right now.

Fast-Paced, Cutting-Edge Career

As a social media consultant, you are entering a very exciting, fast-paced industry where new trends develop every year with our advancing technology. Every day you are working you can celebrate the small accomplishments leading to a successful social media campaign.

Be in the Know-How

As part of your work, you get to keep up with the latest trends in communication, learning new things about the industries and the people you associate with. As a consultant, you have the opportunity to specialize and find clients who work in services, for causes and areas of life you are interested in learning more about. You may find yourself giving advice to friends, referring them through your association with a wide group of professionals and organizations.

Be Your Own Boss

Who doesn't want to be their own boss? You get to set your own wages, work wherever you can find an internet connection for your computer such as the local café or library or seaside cabin. Your ability to choose who you are going to work with can come in handy too. You can choose where and when to meet your clients, or you might communicate with them solely via electronic means (such as email, text, Skype, or telephone). You can meet people face to face and enjoy interacting with them as you plan together how to expand their reach across the globe.

Good Source of Income

You can choose how much you pay yourself in this career. By finding a good range of clients, you can make quite a bit of money for yourself. You can work for \$75 up to over \$200 an hour on average as a social media consultant and you can choose however many clients you want to work for to create your dream salary range.

1.5 Inside This Guide

By purchasing this guide, you have taken the first step in making your dream of becoming a social media consultant a reality. In the pages that follow, you will find out exactly what you need to do to turn your passion for order into a successful business. You will learn how to package and market the skills you already have, and how to acquire the skills that may be new to you.

In *Chapter 2: How to Be a Social Media Consultant*, we delve into exactly what you need to know to become a social media consultant. You are given forms for assessing your client's situation, tools for building social

media campaigns and for using your tools of the trade: social media platforms. We also go into detail about the process of client interaction and how to find and resolve common problems faced by social media experts.

In *Chapter 3: Getting Ready*, we explore the skills needed for being a social media consultant as well as where you can learn them through self-study, work, volunteering, and coursework. These resources will help you learn how to become an industry expert. We will also delve into how you can become a certified social media consultant.

In *Chapter 4: Getting a Social Media Job*, you will learn how to get hired by professionals in the industry. We will look at how to find out about job openings, how to prepare an effective resume and cover letter, and how to do well in an interview. You will also learn how to create your own job through effective communication techniques.

In *Chapter 5: Starting Your Own Social Media Business*, you will learn how to establish your own small business as an entrepreneur. Whether you choose to perform business in a home office, rent an office space or inhabit the nearest cafe, you will need to learn about creating a business plan, choosing a name for your company and legal issues. In this chapter, we delve into these important topics and more.

In *Chapter 6: Establishing A Client Base*, you will learn how to identify your target audience and use marketing tools and techniques to obtain a client base. You will also learn how to gain free publicity and network with other professionals and businesses. You will also find advice about selling your services to clients and creating legal contracts and letters of agreement.

In *Chapter 7: Conclusion*, we wrap things up with a brief discussion of the benefits of this career in the final chapter of the *The FabJob Guide to Become a Social Media Consultant*.

You have reached the end of the free sample of the *FabJob Guide to Become a Social Media Consultant*. To order and download the complete guide go to <https://fabjob.com/program/become-social-media-consultant/>.