

SOCIAL MEDIA STRATEGIST – ACTION WORDS HIGHLIGHTED

- **Manage** social media on various platforms
- **Create** content and build brand awareness
- **Research, establish and maintain** relationships with influencers
- **Interact** with customers on social media and **answer or redirect** questions
- **Develop** a strategy and schedule for campaigns
- **Create** content for social media and **post** on schedule
- **Communicate** with team members to **gather** relevant material for sharing
- **Write** blog posts to **share** on social media
- **Monitor and assess** engagement and **adapt** strategies as needed
- **Attend** team meetings and community events
- **Train** others in **posting to** and **monitoring** social media
- **Develop** a quarterly newsletter and **manage** a mailing list
- **Research** related and appropriate posts to **share**
- **Respond** to any posted questions and concerns quickly and diplomatically
- **Prepare, and manage** social media budget
- **Write and maintain** reports for the marketing department