

# WHAT TO ASK BEFORE HIRING YOUR NEXT SOCIAL MEDIA MARKETER.

We wanted to provide a few thought-starters to consider before hiring your next web partner. Whether that's ICS or not, here are twenty things to keep in mind.

1. Who are your **clients**?
2. How is your pricing structured?
3. Do you run **social ads**?
4. **Do you outsource** your work?
5. Who will be my main point of contact and **how available** will they be to me?
6. What **time commitment** is required from me?
7. What is your **content development** strategy?
8. Is there a **minimum contract** length?
9. What online communities have you **managed in the past**?
10. **Which social media channels** do you recommend for our business and why?
11. What goals should we set for each of our social media accounts, and **what does success look like**?
12. Tell me about SEO and its relationship with social media.
13. Which **social media tools** do you use?
14. What kind of **reporting** do you provide?
15. How do you deal with **negative comments or a brand reputation crisis**?
16. How do you check and stay on top of the latest updates, innovations, and new platforms in social media?
17. What **certifications** do you have?
18. Can we see some examples of the social media projects you've worked on?
19. What is the most important thing a social media manager should be doing?
20. What strategies would you use to generate leads for us?