

**Social Media Manager**

*The Social Media Manager reports directly to the CMO and works collaboratively with Email Marketing, Affiliate Marketing, Media Buying, Search Marketing and Public Relations departments. Holds weekly meetings to review listening and strategic campaign progress.*

**Chief Listening Officer**

- ✓ Monitors Radian6, Alterian, or other robust listening tool
- ✓ Receives Google Alerts with the brand name & executive names
- ✓ Receives Google Alerts with competitor names
- ✓ Receives Google Alerts with product and product benefit queries
- ✓ Responds to negative posts
- ✓ Responds to positive posts
- ✓ Reports statistics to product development teams
- ✓ Feeds link building & PR teams new opportunities

**Social Community MGR**

- ✓ Creates groups, communities, circles, and open industry forums
- ✓ Invites influencers to all the above
- ✓ Promotes loyal users to moderators
- ✓ Announces campaigns & promos
- ✓ Surveys for data to help SEO and content (link bait) teams
- ✓ Creates landing pages on popular social sites (Facebook Pages) for contests, club memberships, and other campaign themes
- ✓ Connects profiles to web analytics
- ✓ Builds subscribers and followers
- ✓ Reports KPIs to SMM Manager

**Social Media Engager**

- ✓ Joins groups, communities, circles, and open industry forums
- ✓ Follows & engages with industry influencers and active users
- ✓ Asks for feedback on recent blog posts within communities
- ✓ Searches for similar content and engages bloggers within comments
- ✓ Shares recent case studies
- ✓ Promotes webinars and upcoming events
- ✓ Promotes contests and special offers tactfully (no link-dropping)
- ✓ Answers technical questions

**Campaign Manager**

- ✓ Develops social media campaign themes (contests, how-to's, skits, viral marketing ideas, flash mobs, BrandCon events, Meetup events)
- ✓ Creates tracking codes and short URLs for social media team
- ✓ Coordinates with PR on promotions
- ✓ Cheers on and supports the SCM and SME roles
- ✓ Analyzes reactions from CLO role
- ✓ Works with legal department on contests and offers
- ✓ Coordinates prizes and awards
- ✓ Reports campaign results