

## How to become a social media expert

In your quest to become a social media expert, there is one most basic thing that will help, and that is practical experience. Of course, theoretical knowledge is also essential, but practical knowledge is important to master the techniques of social media marketing. Apart from that, digital marketing certifications can also help a lot in the initial stages of getting the job, but once you are on the job, all that matters is your practical experience and performance.

Let us discuss these three areas one by one:

### **Theoretical Knowledge**

One of the best ways to develop theoretical knowledge about social media marketing is to read lots of posts and how-to guides on reputed blogs like Agora Pulse, Buffer Social, HubSpot, Social Media Examiner, Top Dog Social Media and Digital Vidya. Apart from these third-party blogs, another very useful resource to learn how to become a social media expert is to follow the blogs owned by social media channels like Facebook, Twitter, LinkedIn and others.

### **Facebook marketing resources:**

Facebook Marketing Resources: Learn about Facebook tools to help brands market their business, from useful information to personalized support.

Facebook Marketing: Learn about different business goals that can be achieved through Facebook. How to create and promote Facebook pages, how to create Facebook ads and how to measure results using Facebook Insights.

Facebook for Industries: Learn how to meet business goals with Facebook solutions tailored specifically for a particular Industry like Financial Services, Retail and e-commerce, Gaming, Entertainment and Media, Telecommunications, Restaurants, Consumer packaged goods, etc.

Facebook Inspiration: Take inspiration by reading real-life success stories of brands on Facebook.

Facebook Business News: Read this to learn about the latest features and other technological developments made by Facebook. A social media expert needs to keep himself abreast of the latest developments.

## **Twitter**

Twitter Marketing Resources: Learn about marketing using Twitter. There are four main sections on this blog: Product news, Best practices, Research and Events.

Twitter Insights: There are three sections on this blog: Twitter Insights, Success Stories and Solutions. Learn about some useful Twitter marketing tips, real-life case studies, and ways to create and measure results on Twitter.

Other social media channels also have their own native blogs where they share marketing tips related to their platform.

### **Practical Experience**

You can gain practical experience in social media marketing through the following ways:

#### **Professional Training**

There are lots of companies running instructor-led training courses in digital marketing. The benefit of getting trained from a professional training institute is that you get to learn quickly and in an organized way. You also get practical experience in different social media marketing exercises like identifying the target audience, creating the campaigns, creating the social media ads, measuring the results, etc.

In addition to learning, you also get a certificate.

#### **Online Courses**

Another way of getting practical experience is to undergo the certification programs available by Facebook and Google. Although Google AdWords certifications do not fall under social media per se, going for them still increases your chances of getting a job.

You can access all of Facebook's different courses and certifications on the Facebook blueprint page.

### **Industry Experience**

Nothing beats the actual experience of running social media marketing campaigns for some brand.

You can get social media jobs in some digital marketing agency or with some brand. Almost each and every company these days is investing largely in digital marketing and specifically in social media marketing. It has become a must for the brand awareness aspect of the companies. If you want to know how to be a social media expert, then this is the answer, that successfully running campaigns and achieving the results and goals desired by the brand using social media is the best way.

### **Skills you need to become a social media expert**

As an expert, a strong social media presence, with followers to boast of will help you garner similar responses while you promote and plan the strategy for a brand/business/product/service. Roping in the right players, subject matter experts, influencers, brand ambassadors will also serve your purpose well.

Thus, having a wide, broad network, with resources in different areas of interest, to tap in, is always an asset. You must be able to reach out to the right resource that will add that value to your content. In addition to that, one must possess:

- Excellent creativity
- Aesthetic eye
- Be adept and accomplished in Graphic designing, with knowledge of using basic tools like Canva or Buffer
- Eye for details
- Excellent communication skills, using words and infographics
- Intra-team communication is vital

- Research skill
- Compelling, concise, and clear writing skills that create the right impact. You are the voice of the brand and need to establish a connection with the end consumer by means of striking content
- Need to be data-driven
- Agility and flexibility are indisputably essential skills that one must possess
- Ability to plan, organize, strategize, make decisions, etc.
- Consistency and regularity in writing
- SEO knowledge
- SERP understanding
- Be good at data analysis
- The analysis should prompt you to initiate changes and affect the stakeholders
- Be a student of life, be willing to learn, upgrade and expand your knowledge
- Time management is an extremely essential skill as time gets easily spent on various social media platforms. One must have systems in place to organize tasks of creating tweets, Facebook, and Instagram posts, images, Pinterest boards, etc. Scheduling live sessions, feedback, question and answer sessions also needs to be timely
- Right place, Right time is the mantra one must follow
- You must possess a sense of what's trending, and must stay abreast with the current happenings, as they can be incorporated into the content creation process
- An expert must be able to understand the pulse or the sentiment of a particular eye-grabbing trend