

Getting a Job in Social Media

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You're a digital [redacted] You're on several different social media sites. Your social media [redacted] is perfect, and you have hundreds of followers. You know how to create avatars, GIFs, memes, and [redacted] Some of your videos have gone viral. You know how to use hashtags effectively to link your posts to things that are trending online. You have even created a [redacted] to teach teenagers to use social media safely. Your social media skills should make it easy for you to get a job in social media, right? Maybe not. Getting a job in social media is not only about social media.

When you think about jobs in social media, you may think that means working for one of the large international social media companies. Some people do work in those companies, but more often working in social media means that you work for a company and use social media to help promote its products or services. A social media job is most often a marketing job.

A common [redacted] social media job is social media coordinator, which usually involves writing posts about things the company is doing, working with the marketing department to create messages that represent the image of the company, working with company or marketing managers to plan [redacted] for how best to use social media, and reading and responding to messages from clients or from the public. When managers want to hire someone for a social media job, they will usually look at the job candidate's social media presence. They want to know what social media platforms you use, [redacted] or photos you use, what kinds of content you post, and how well you write.

If your avatar or photo is a [redacted] and your posts don't say much more than *Ugh! This cat is totally me on*



a Monday, you guys, companies are not going to be very interested in you, no matter how many technical skills you have. They want to know that you can write well and that you have something interesting to say.

To prepare for a career in social media, there are several things you should do. First, make sure you are on at least four or five social media sites, and become an expert at using each of them. Use them to post meaningful, interesting content, not just photos of your pets and comments about your last beach vacation. Second, attend conferences or take online courses on how to use social media in business. Learn the language and terms specific to social media. Third, expand your social media network to include people and organizations in your industry. This will show [redacted] that you are serious and professional. Finally, find people who have the types of jobs you might want and connect with them. Follow them to learn about what they do and possibly [redacted] about job openings.

Most social media jobs require a college degree. Since one of the main requirements for a social media job is writing skills, a degree in language or communication, along with a strong social media presence, is a good choice. Because most social media jobs are focused on marketing, a degree in advertising or marketing is also an excellent qualification.

A 5.04 READING SKILL—Use knowledge to predict content Choose *True* or *False*. Then read the article and check your answers.

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| 1 Most social media jobs are in large international social media companies. | True / False |
| 2 Social media jobs are usually marketing jobs. | True / False |
| 3 People who work in social media need good writing skills. | True / False |
| 4 Your social media presence is an important part of your résumé for a social media job. | True / False |
| 5 You need a degree in information technology to get a job in social media. | True / False |
| 6 A degree in languages can help you get a job in social media. | True / False |