



HARDCASTLE  
social media

Six questions  
to ask yourself  
before hiring a  
Social Media  
Manager.



# Are they mature?

Often businesses will hand their social media over to a junior member of their team, which might work for some, but for others it will not. What needs to be considered is that your social media is your online reputation, which is a very valuable commodity for any business I'm sure you would agree. Accordingly, this needs to be delegated to somebody you trust to handle your online reputation.

**Ask yourself this:** will the office junior have enough work or life experience to appropriately handle complaints? Will they handle them in an adequate response time? Will they be offering strategic advice or merely be implementing according to a Manager's request?

Giving your social media to a junior member of staff simply because they're from a certain generation doesn't make good business sense. Just because they may be an active Facebooker or Tweeter does not give them the qualifications for managing your business's online reputation.

In her article *11 Reasons Why A 23-Year-Old Shouldn't Run Your Social Media*<sup>(1)</sup>, Hollis Thomases lists lack of maturity, focus on their own social media activities as well as lack of etiquette knowledge as some reasons the office junior should not be given the reigns to your social media management.

<sup>(1)</sup> <http://www.businessinsider.com.au/11-reasons-why-a-23-year-old-shouldnt-run-your-social-media-2012-8>

# Do they think strategically?

Social Media Managers can be at risk of being thought of as glorified Facebook addicts. And perhaps in some very rare cases this may be accurate. But when looking for somebody to take over your social media, you need to engage a strategic thinker..., somebody who can sit with you to discuss your business needs and specific goals or objectives you're trying to achieve. This person should then be able to write a Social Media Strategy for you and implement this.

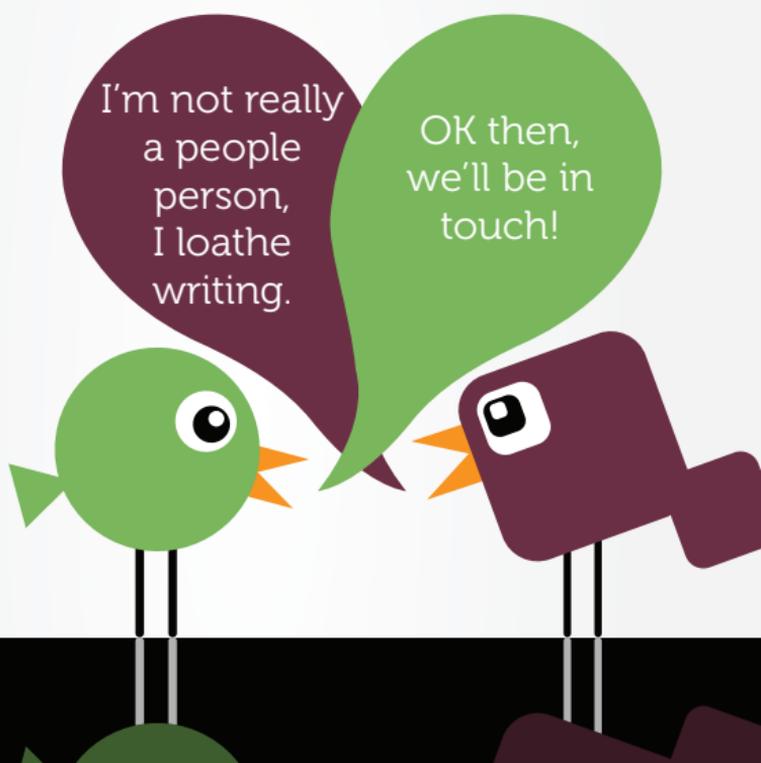
What if you don't believe in strategies and you just want them to get on with it? Well then you need to understand the significance of a strategy and the role it can play for your business's marketing plan. The importance of a strategy is that it helps everyone focus on the business goals, and how they will be achieved, and which networks will be used to help reach these goals. If you want a focused, strategic direction with your social media, as opposed to a scattergun "let's see how we go" approach, then look for a strategic thinker. This person should be able to give you recommendations of which networks you should be focusing on and why. As Lewis Carroll once famously said, "if you don't know where you're going – any road will get you there".



# Do you want to work with this person?

It's a well-known fact that people like to do business with people they like. And unfortunately no work or life experience can prepare your potential social media manager for this. When recruiting for someone to join your business, cultural fit is extremely important. On paper they may look perfect, but in interview they may not gel well with you or your other staff. The same is true for hiring a social media manager. While most times, they may be working off-site, it's still imperative that you and your staff respect this person. After all, you should be having regular communication with your social media manager.

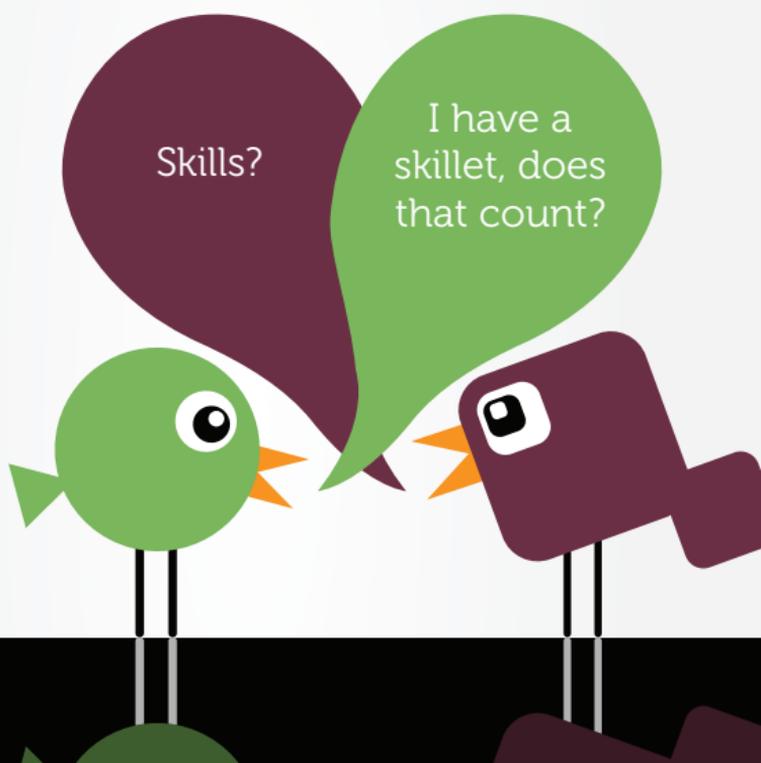
They also need to understand your business and you, the owner. When you're meeting with them face to face, decide whether their personality can match the online presentation of your business. Ask yourself these questions: do you have a rapport with this person? Do they display a genuine enthusiasm to get to know you and your business? If you can answer yes to these questions, then it's worth taking their application to the next level.



# Do they have the skills?

Some social media managers have come from a background of Marketing, Journalism and PR. All these careers involve writing and being creative, which becomes valuable when writing a punchy, leading update in 140 characters. The ability to write an engaging status update that makes sense, is compelling and relevant to your brand or target market is extremely important for this role.

A good social media manager knows that Facebook is more than understanding the technical side of uploading images or sharing updates. They understand that it involves customer service, marketing, copywriting and journalism. Somebody who merely uploads a stream of the latest memes or quotes may not be the right person to manage your online reputation.

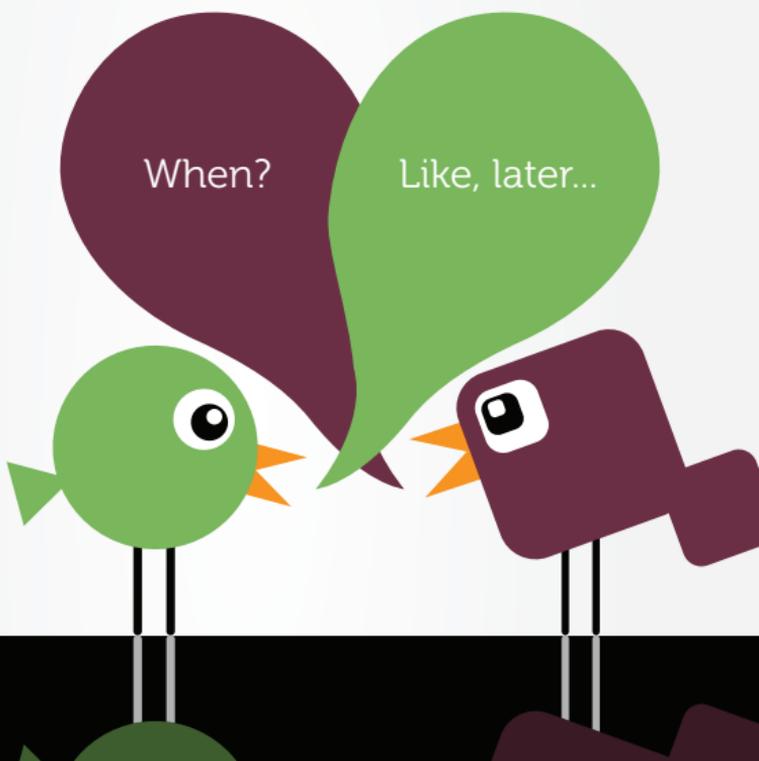


# How quickly will they manage complaints?

There are many examples of how businesses have got it wrong when it comes to receiving and dealing with complaints. This can potentially make or break a business, so it is important enough to discuss and plan for.

As we all know, social media is 24/7 and a good social media manager will be aware of any developments on your Facebook page within a short period of time of them occurring. Whilst it's unrealistic for you to expect your social media manager to be online 24/7, it is realistic to expect issues to be addressed within an agreed amount of time.

Discuss and agree on a complaints process and timeframe with your social media manager so that you all understand what will happen if and when the time comes. Most people don't plan to fail, they fail to plan.



## Are they realistic?

Beware of anyone who promises you thousands of likes in a very short space of time. Any Social Media Manager worth their salt understands that (1) the number of likes isn't that important – it's the quality; and (2) that social media is about engagement and listening.

There are those among us who like to promise the world and deliver nothing, and whilst this is a famous quote from Napoleon Bonaparte, it doesn't make for good practice in business or in life. If your social media expectations were unrealistic, would you have more respect for the person who said yes to everything, and delivered nothing, or the person who gave you a more realistic view of the situation?



# About me

Hi, I'm Leanne Hardcastle and I'm a local Brisbane social media strategist who is passionate about helping Brisbane businesses stay on top of their social media. Whatever your marketing goals may be, I can create a social media strategy that will help you achieve your goals.

I started offering this service when I noticed a lot of friends struggling to maintain their business' Facebook page. They had the want and the need, but they didn't have the time or the understanding as to how to approach this. With a degree in Marketing and many years experience in marketing principles, I started Hardcastle Social Media as a means of addressing their needs whilst at the same time fueling my desire for helping small business's thrive.

Since my initial start-up my intention for Hardcastle Social Media has remained true. I continue to help small businesses in Brisbane manage their social media.

My clients operate in industries including:

Health & beauty;

Financial services;

Professional services;

Real estate & property;

Food & beverage; and

Jewellery.

Getting started is as simple as a phone call. So give me a call on 0401 505 423 to get your journey started today.

# Testimonials

“I’m not very good at writing things like testimonials, but I want to tell you how incredibly awesome I think Leanne is. Before we met Leanne our Facebook was there, but we weren’t doing anything with it. There was the occasional photo of somebody’s dog that came into the salon, but not that much was happening. Since Leanne started with us, she’s helped us increase our business by constantly updating our page with awesome content. She looks after our Facebook and has started an Instagram account for us as well. I love that I can work in the salon, and know that Leanne’s looking after our social media and doing such a great job”.

~ **Ed Hope, Ed Hope Hair**

“Working with Leanne and Hardcastle Social Media has been a great experience for us at Cassels Strata. Leanne gives us peace of mind by posting relevant, regular content on our sites, which leaves us free to work on our business. Leanne posts to our Facebook, LinkedIn and Twitter accounts and manages to post a mix of articles that keeps our clients and followers interested. Very happy!”

~ **Peter & Lana Cassels, Cassels Strata**

“Thank you to Leanne Hardcastle Social Media for completely overhauling my business social media account with amazing results. Leanne’s professional approach along with her relentless desire to achieve has been a godsend. I would thoroughly recommend her for any social media services.”

~ **Tina Roberts, King’s Beauty**

# Testimonials

“Leanne brought a depth of industry experience to our social media campaign applying her creative talents with a thorough understanding of our business and then combining it with a full suite of social network tools. I can recommend Hardcastle Media to any organisation looking to improve the social media effectiveness.”

~ **Wayne Fowler, Gilkatho Coffee**

“To reach my global audience group I knew I needed social media but I didn’t have the first idea where to start. Gaining an engaged customer group that not only supported but helped to promote my product is a very different skill set to chatting with my friends over Facebook. Leanne was recommended to me by a friend and I haven’t looked back. She’s made it easy, kept to our agreed budget and became an integral part of the Definitive Team.”

~ **Janelle Greene, Definitive Jewellery**

“Events management is a large part of my role and Leanne has been instrumental in increasing traffic to our Facebook, LinkedIn and Instagram pages and keeping our contacts up to date with the latest movements in the architectural industry. Not only has Leanne been able to promote more awareness of AIS and our services through social media but she has succeeded in boosting our enquiries”.

~ **Shannan Golding, Architectural Information Services**



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