



# SOCIAL MEDIA COMMUNITY MANAGER PLAYBOOK

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# WHY A COMMUNITY MANAGER IS IMPORTANT

The difference between those companies with successful social media marketing programs and those who do not often comes down to having a Social Media Community Manager in place to make it happen.



Social Media Examiner's Social Media Marketing Industry Report identified

## THE TOP 3 BENEFITS OF SOCIAL MEDIA MARKETING:



Increased  
Business Exposure



Increased  
Website Traffic



Marketplace Insight

One of the top concerns in the report was how to best manage time required to conduct social media marketing to maximize social media results. A common reason as to why companies have ineffective social media programs is because they mistakenly believe that simply having a blog, a Facebook page, and a Twitter account is enough.

Ultimately, a blog or a corporate Twitter account end up doing nothing more than broadcasting the company's marketing message without ever engaging an audience. Often this is because companies have not designated anyone to be responsible for this, or if they have, it's given to the marketing department, who may not have the time and resources to keep up with all that is

## THERE ARE TWO CORNERSTONES OF A SUCCESSFUL SOCIAL MEDIA PROGRAM:

- Solid, Useful Content Readers Can Relate to
- Meaningful Engagement With the Audience



In fact, some argue that for small to mid-size businesses there's really just one cornerstone — engagement. How so? Your company can have the best social media strategy or campaign in the world, and it could be loaded with premium content, but if there's no one there to execute the strategy, interact with the audience, and build a community, then that great plan will likely be useless. In the end it will be a waste of your time and money while yielding nothing in return.

If you do not already have a community manager, adding another position or reassigning someone isn't a popular choice at the moment, but consider the benefits. The Industry Report also found that 59% of companies who spent at least 6 or more hours a week using their social media platforms on a regular basis witnessed increased lead generation benefits.

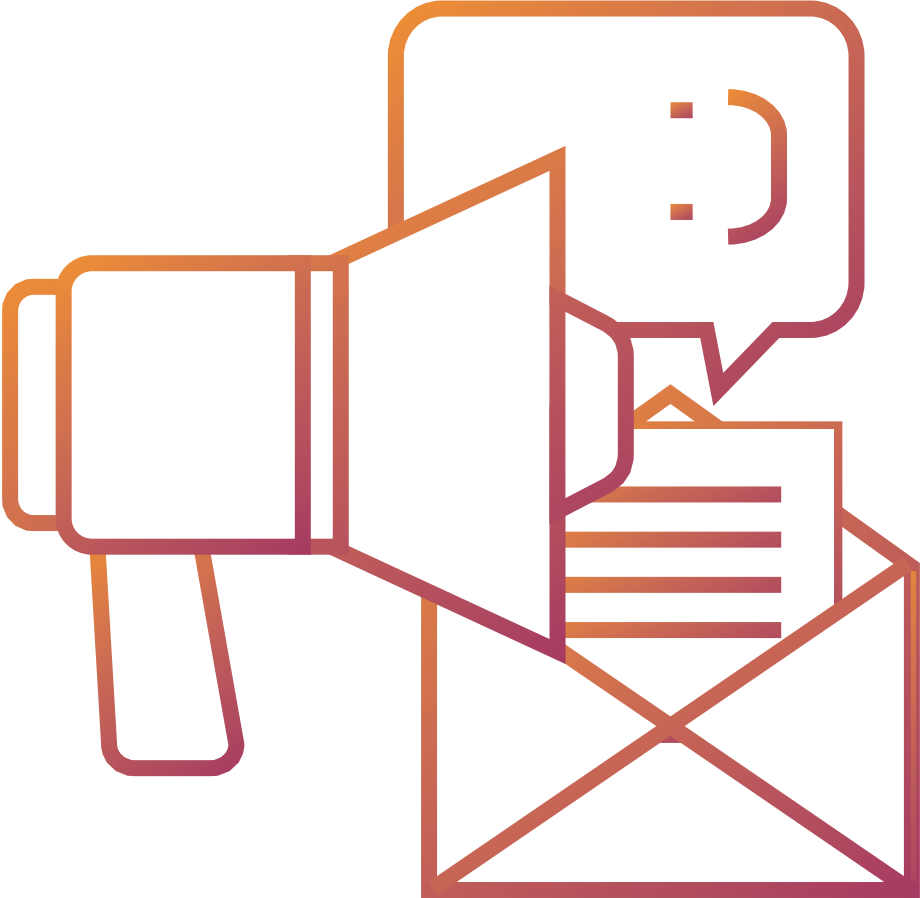
A key element to this is how that time is being spent. Maybe 6 – 10 hours is all your company can afford to spare at the moment. Understanding what a community manager does, picking the right person, and managing their workflow will help optimize your social media marketing time.

# WHO IS THE SOCIAL MEDIA COMMUNITY MANAGER?

Definitions may vary, but a Social Media Community Manager\* is the company's face in the social sphere from the public's point of view. This digital-savvy person, depending on the size your company, is typically responsible for carrying out many, if not the majority, of the day-to-day duties required to make a social media marketing strategy or campaign successful. Communications, PR, audience engagement, and online community development are only a few subjects a community manager must be knowledgeable about in order to be successful.

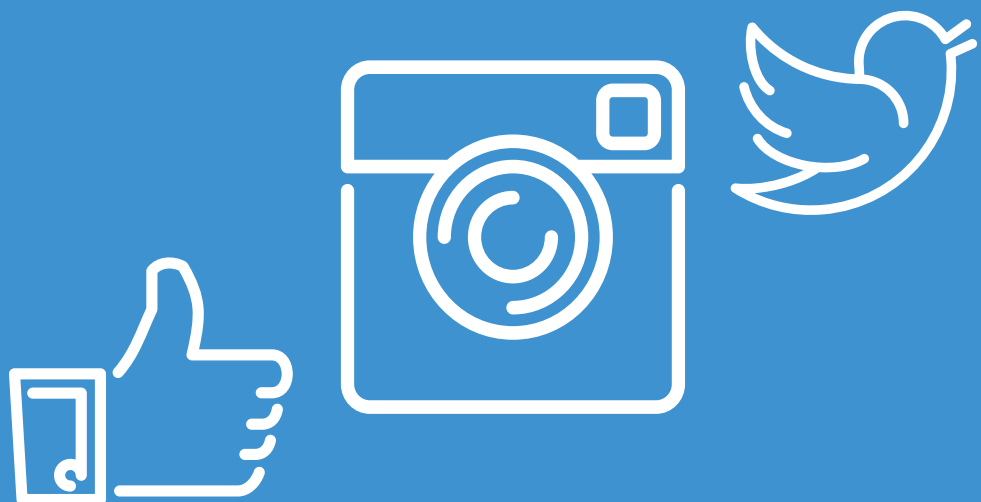
\* Depending on the size of your company, the duties of this position might be split between a community manager and a social media manager. If your company is really large, you may need an entire social media team.

Social media community managers primarily focus on incorporating online tools and networking to create relationships that build the company’s brand online. They help implement the company’s online community strategy, manage engagement and interact with its audience, while also fostering community spirit. As part of this, they coordinate with the internal Editorial and Marketing teams to support their respective missions, ensuring consistency in voice as well as cultivating a strong community around the brand.



# WHAT ARE A COMMUNITY MANAGER'S COMMON RESPONSIBILITIES?

While every day as a Social Media Community Manager is different and requirements may differ from company to company, the next page lists a full range of responsibilities that the role may entail:





## ACTIVITY

Content Creation

Content Management

Social Media Marketing

Off-Line Presence

Public Relations

Customer Relations

Communications/  
Marketing Strategy

## RESPONSIBILITIES

Write blog posts, articles, newsletters, communications materials, and material for social media channels.

Manage editorial content and a schedule for the community to engage with, while encouraging them to contribute their own high quality submissions.

Create, manage, and grow the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties.

Attend industry events in your city and planned meet-ups for your community while chronicling them on social media.

Manage incoming media requests and build relationships with industry journalists, while creating, executing and measuring media campaigns.

Answer online questions and manage online feedback forums.

Create strategic marketing/communications plans to provide direction for the company's public-facing communications.

## ACTIVITY

Implementation

Product Development

Social Media Upkeep

Brand Advocacy

Community Retention

Reporting

## RESPONSIBILITIES

Implement the online community strategy; coordinate with stakeholders across the Company to ensure its effectiveness and to provide customer service and support to their community.

Keep community platform (for ex. forums, blogs, moderation tools) up to date and functional and collate user feedback.

Advise IT on social networking sites including Facebook, Twitter, and other similar social media outposts.

Act as an advocate of the company in the brand's community and as the advocate of the community within the company, engaging in dialogues and answering questions where appropriate.

Seek the return of lapsed readers through items such as a regular system mass emails and producing a regular community newsletters and editorial calendar.

Measure growth of community, and then analyze, review, and report on effectiveness of new initiatives.

## ACTIVITY

Feedback

Social Media Research

## RESPONSIBILITIES

Provide feedback and insights gained from community monitoring into the Marketing and Editorial teams, to help them evolve their strategies in a timely fashion.

Monitor online community tools, trends and applications.

# WHAT DOES A COMMUNITY MANAGER LOOK LIKE?

Like anyone you want on your company's team, a good community manager should have all the intangibles - is a team player, takes initiative, has strong communication skills, demonstrates maturity, etc., but there are some other key strengths that will aid in the position's success.



### Willingness to Work Around the Clock

Being a Community Manager isn't a 9-5 job. Make sure they understand that the job involves working some evenings and weekends, and responding to community members outside of work hours (but please, please compensate them accordingly).

### PR Experience

Having experience with public relations is a nice to have, especially if it's a focus for your business.

### Culture Fit

This especially applies if you're at a small company. The person needs to get along with your other employees and needs to mesh with the company's culture.

### Education

Doesn't necessarily need a particular degree, but someone who has studied journalism, communications, English, Public Relations, or corporate communications will be an asset. Editorial and/or marketing experience is also a big plus.

### Creative

To be successful in the social media realm, you need to stick out, and you need to develop campaigns and content that are creative and differentiate you from everyone else.

### Strong Project Management or Organizational Skills

Managing communities can literally be like have a conversation with ten different people at the same time. Staying on top of it will get hectic without skills in this area. They will not survive otherwise.

### Professional Knowledge

In-depth knowledge and understanding of online community platforms and their respective participants (Forums, Blogs, Photo Uploads, Profiling etc.) and how they can be deployed in different scenarios are a must. The reasons here are obvious.

### Knowledge of the Company's industry

As the company's social media spokesperson, it would be a good idea for managers to know what's going on when engaging curious customers and thought leaders.

### Interest in Your industry

If a community manager can't get excited about the industry your company is a part of, how will they get your community excited.

### Relationship Skills

To build a community, a manager needs to know how to relate to people at all levels.

### Understands the Principles of Customer Service

The community manager will be handling customer service issues and the last thing an irate customer wants is to deal with someone who is incompetent or sets unrealistic expectations.

### Social Media Experience

Experience with social media tools isn't necessarily a must for smaller companies, but it is helpful. Knowledge of how to navigate blogs and an understanding of common social media platforms like Twitter and Facebook will go a long way.

*“To build a community, a manager needs to know how to relate to people at all levels.”*

# HOW DOES A COMMUNITY MANAGER MANAGE WORKFLOW?

Here's where the rubber meets the road when it comes to determining how a community manager spends their time and focuses their efforts. Having a simple, clear workflow as a guide is the starting point for this position. The DIMM Workflow model is the easiest, and it applies to companies of any size. The DIMM Workflow consists of four main activities: Discovery, Implementation, Management, and Measurement (DIMM).



## DISCOVERY

Gathering information to monitor, analyze, or share

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- ✓ Subscribing to blogs in order to share useful context
- ✓ Conducting keyword searches to monitor relevant conversations i.e. brand, industry, competitor
- ✓ Searching for new people to follow for education, prospecting, and/or follower acquisition

## IMPLEMENTATION

Tactical execution of social media activities

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- ✓ Posting a company status update on Linked In
- ✓ Responding to @mentions, DMs, comments, etc. on Twitter, Facebook, Blogs, etc.
- ✓ Publishing a blog post

## MANAGEMENT

Planning and organizing information flow

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- ✓ Set up lists in Twitter or on Facebook
- ✓ Use dashboard tools like Hootsuite or Tweetdeck to filter streams
- ✓ Publish a monthly editorial calendar

## MEASUREMENT

Analyzing social media metrics to inform decision making

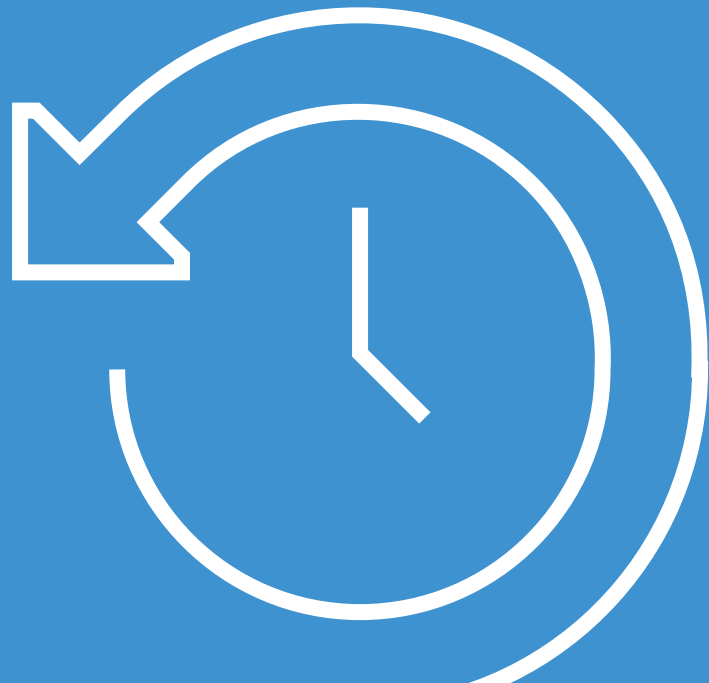
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- ✓ Use dashboard analytics or third party tools like Bitly to measure audience activity
- ✓ Check Facebook insights
- ✓ Monitoring reputation scores



# WHAT DOES A COMMUNITY MANAGER'S DAY LOOK LIKE?

How do these workflow elements translate into actual tasks during a typical day? The following page shows a breakdown of how a community manager may spend their time. Keep in mind, this chart is designed for a full-time manager. For smaller companies, the time spent will be relative to the size of the community, and will also be prioritized based on how much time can be allotted for these duties. In such cases, focus on tasks related to content, engagement, and brand monitoring.





## MORNING

30  
MINUTES

Alerts & Brand Reputation - Sentiment, Reputation, Reviews, Comments

1+  
HOUR

Post Content - Blog, Pinterest, YouTube, Scheduled Tweets

45  
MINUTES

Content Sharing & Filtering - stumbleUpon, Digg, Reddit, Delicious

15  
MINUTES

Update Social Networks - Facebook, Twitter, LinkedIn, etc.

1+  
HOUR

Problem Solving/Contingencies - Long or short-term issues, Training, IT issues, etc.



## AFTERNOON

1+  
HOUR

Engagement/Community Building - Comment, ReTweets, @Mentions, DMs, Share, Likes, etc.

1  
HOUR

Research/Strategy/Tactics/Planning - Preparing for future, Editorial Calendar, Workflow items

1+  
HOUR

Content Creation - All new content per platform for next publication period

15  
MINUTES

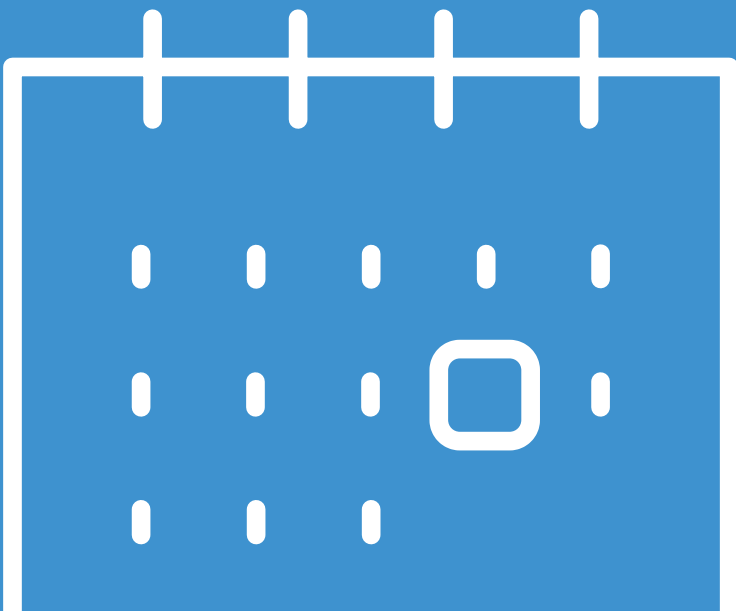
Alerts & Brand Reputation - Reviews, Comments, Mentions

15  
MINUTES

Update Social Networks - Facebook, Twitter, LinkedIn, etc.

# HOW DOES A COMMUNITY MANAGER MANAGE TASKS?

Again, tasks will vary from company to company, but a good method for managing a week's worth of tasks is to spread them out to balance the amount of work across a typical week.



TASK	DAILY	WEEKLY	NOTES
Check Accounts for Comments/Questions/Reviews	✓		Respond to followers who engaged with your posts. Address any questions or concerns they may post/ message you about.
Publish Blog Post		✓	Frequency per your editorial calendar. Share on social media sites accordingly
Post on Social Media Sites	✓		Post content you have planned for the morning.
Answer Blog Comments	✓		Check your posts for comments and respond to readers. Thank them for reading and answer their questions.
Retweet/Share Posts From Others	✓		Share relevant posts from other users. The goal is to gain new followers by promoting their work.
Check Search Engines for Comments/Complaints		✓	Conduct a quick search to make sure there are no negative comments about your organization. If there are, politely address them
Read/Comment on a Post/ Tweet/Status Update	✓		Engage in conversations that others have started. Answer a question that was posed or make a thoughtful comment on a thread. This is a good way to get your brand noticed.
Check Accounts for Mentions/ Comments (afternoon)	✓		Do another check for mentions and engage back

TASK	DAILY	WEEKLY	NOTES
Audit Competition's Social Media Sites	✓		Check to see what your competitors are posting. Take note off what's getting results and try to implement a similar strategy
Content Mining/Curation		✓	Check trending posts for new ideas. See if any trending topics/ hashtags are relevant to your brand
Engage With Industry Influencers/Similar Organizations		✓	Find big names in your industry and reach out on social media. Try to build a partnership.
Repost Content From the Previous Week		✓	You can repost something from last week if it's still relevant. Just make sure you switch up the title/ commentary a bit so it appears fresh.
Check Account Performance		✓	Check metrics to see how your social media is performing. Take note of shares, followers, and page views. What's performing well and what isn't? Use this info to adjust your strategy.
Create Blog/Video/Photo Content		✓	Creating original content is a great way to get shares and promote your brand. Share something followers won't find on another page.
Account Maintenance		✓	Update events, promotions, and profile info as needed.
Check Accounts for Mentions (PM)	✓		As the day comes to a close, make sure to engage with any other mentions you may have.



*Lynton is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.*

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WEB DESIGN



INBOUND MARKETING



HUBSPOT INTEGRATIONS

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Get Your Assessment With an  
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GET STARTED TODAY