

Social Media Competency Levels

<p>Level 1: Fundamental</p>	<p>Has one or more personal social media accounts; demonstrates ability to post text and pictures; ability to tag friends and share content</p>
<p>Level 2: Basic</p>	<p>Level 1 skills + Communication & Content: understands and operates within the unique cultural expectations needed for effective engagement and communication across a variety of platforms such as Twitter, Facebook, Instagram, Snapchat and blogs; demonstrates basic knowledge and use of hashtags; demonstrates ability to effectively search and browse for contacts, information, and resources in various platforms; understands topic trending and popular social media trends. Graphics: demonstrates ability to select compelling images and crop. Strategy: demonstrates basic knowledge of best times/days to post content; ability to articulate and understand various social media platforms and their roles</p>
<p>Level 3: Intermediate</p>	<p>Level 2 skills + Communication & Content: demonstrates ability to customize privacy settings; can find and use key hashtags (popular or niche) and create strong branded hashtags; can select relevant content and write basic marketing copy in various formats including text, links, video, visual and more; demonstrates basic ability to research and find interested audiences, influencers and potential partnerships; basic ability to cover events live on social media (live-tweeting, posting) and engage with online participants during an event; has knowledge of Twitter lists used to monitor competition, community needs and for content curation. Graphics: demonstrates basic photo editing abilities as well as ability to overlay text; knowledge of and competency in various photo editing apps. Strategy: demonstrates ability to contribute creative ideas to the larger strategy; basic implementation of strategy with supervision; basic knowledge of Hootsuite scheduling tools as well as in-platform scheduling tools. Paid & Targeted Advertising: demonstrates basic knowledge of filters to target posts by age and demographic; basic knowledge of when and how to boost posts; ability to create trackable links. Data Analytics: demonstrates basic understanding of key terms such as clicks, views, reactions, etc.; basic understanding of Google Analytics.</p>
<p>Level 4: Advanced</p>	<p>Level 3 skills + Communication & Content: demonstrates ability to negotiate online partnerships and cross-promotions; ability to create promotions packets for partnerships; ability to live-tweet panel discussions and engage with online participants live; knowledge of live-broadcasting tools and appropriate use; ability to critically evaluate content online for accuracy, bias, and authority; ability to adopt new tools and technology quickly and effectively. Graphics: demonstrates ability to create high quality marketing images through a variety of software and applications; ability to design and edit images quickly for distribution in real time. Strategy: demonstrates ability to develop and implement small campaign focused strategies with flexibility; knowledge of trends, industry standards, and emerging technologies. Paid & Targeted Advertising: demonstrates ability to set up basic targeted ads (geo and demo), select compelling images, and write copy; ability to interpret performance data; ability to manage a budget. Data Analytics: demonstrates ability to find and accurately interpret campaign data in Google Analytics; understanding of in-platform analytics; ability to compile reports and analyze data as well as communicate findings in a meaningful way to a broad audience.</p>

<p>Level 5: Proficient</p>	<p>Level 4 skills + Communication & Content: demonstrates high awareness of ethical and legal use of social media and Internet; high level of social intelligence needed to handle conflict resolution and crisis management within the digital community; ability to protect an organization's brand and reputation; ability to manage several different brands and platforms simultaneously. Strategy: demonstrates ability to develop and implement multiple complex strategies over multiple brands and platforms simultaneously with the flexibility required for dynamic environments; ability to create post-event strategies that extend community engagement and further foster meaningful relationships; ability to create buzz campaigns leading up to large events that generate broad awareness and encourages social media ambassadors to contribute actively, culminating in trending online locally or nationally; ability to anticipate social trends, tools and directions; ability to align needs with larger goals; ability to analyze strategic approaches and processes. Paid & Targeted Advertising: demonstrates understanding of the principle behind social media algorithms and how to work with them to achieve marketing goals; ability to set up highly targeted ads (based on interests, behavior, lookalike audiences, etc.); understanding of ad optimization and A/B testing; ability to run and monitor several ad campaigns simultaneously. Data Analytics: demonstrates ability to set and determine meaningful goals; ability to measure progress quantitatively; ability to set goals in Google Analytics; ability to troubleshoot; comprehensive understanding of Google Analytics as well as other reporting software and tools. Teaching: demonstrates ability to communicate level-appropriate feedback to train and empower social media users in a variety of capacities and roles; ability to identify, evaluate and recommend tools that best suit an individual's or organization's needs; ability to promote strategic ways of thinking (proactive versus reactive).</p>
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