

FRESH GRADUATE SOCIAL MEDIA MARKETING EVALUATION CHECKLIST

Candidate Name:

Date:

CONTENT CREATION SKILLS

- Familiar with written content (captions, blog posts, tweets)
- Familiar with visual content (images, graphics, videos, IG Reels, IG Stories)
- Familiar with interactive content (polls, quizzes, Q&As, contests)
- Able to provide examples of previous work
- Shows basic proficiency in relevant software in photo or video editing
- Can name and explain uses of major social media platforms
- Can suggest initial steps for managing our company's social media

PLATFORM KNOWLEDGE

- Instagram
- TikTok
- Facebook
- LinkedIn
- Twitter
- XiaoHongShu
- YouTube Shorts
- Pinterest
- Snapchat

TRANSFERABLE SKILLS FROM HOBBIES/INTERESTS

- Has relevant hobbies that could benefit social media marketing (e.g., photography, gaming, music, crafting)
- Can explain how their interests relate to social media skills

SOFT SKILLS

- Shows enthusiasm and eagerness to learn
- Demonstrates creativity in approach to social media
- Shows good communication skills during the interview

BONUS: STRATEGIC SOCIAL MEDIA MARKETING FUNDAMENTALS

- Understands the goals of social media marketing
- Can explain how social media builds a brand
- Can describe a successful social media campaign
- Can name a few ways to measure if a campaign is working

ADDITIONAL NOTES