What are the main changes in social media you’ve noticed since the start of your career?

More and more businesses are realising the importance of social media to their brands, especially if executed the right way.

The rise of short-form video content, Instagram stories, reels and TikTok has brought about some changes in the way that people use platforms; and the style of content creation has varied across social marketing. It has marked a dramatic shift towards more reactive and varied across social marketing. It has marked a dramatic shift towards more reactive and varied styles of engaging with audiences.

What are the different challenges you’ve faced in your roles?

“I enjoy the opportunity of working with a range of clients that are B2B and B2C from a broad range of industries.”

What is a typical day like for you in your role?

I don’t think there is a typical day! Every day can be different, but that’s what I love about it. As a paid media manager, I support other members of the team, so things can vary. A typical day will start and end by ensuring that paid campaigns are running and delivering effectively, reviewing and reporting on campaign performance as well as communicating all this with clients. The list goes on.

What do you love most about your role?

What tools do you rely on to fulfil your role?

What is your favourite quote?

“Be curious. Always question everything - is there a different or better way to do something; just keep asking why.”

What advice would you give to someone joining the industry?

What does it mean to achieve success in social media?

If you had to choose just one social media channel to use, which would you choose?

What tools do you use as a social media marketer to create and schedule content?

What is the greatest barrier or challenge facing the development of social media?

What is your favourite quote?

“Be curious. Always question everything - is there a different or better way to do something; just keep asking why.”

What advice would you give to someone joining the industry?

As a sports fanatic, particularly cricket, I will listen to cricket podcasts. One of my favourites is Tailenders hosted by BBC Radio 1 presenter Greg James.

What is your favourite quote?

“There are standard tools that almost all social media marketers will use. These include a content scheduling tool for organic content, Facebook tools like Business Manager to access ads manager and Google Analytics and Google Ads. However, particularly for myself working in an agency across a wide range of clients, a time/task management tool is critical to ensuring all those one-off but also repetitive tasks are noted down to be completed.”

What is your favourite quote?

“If you had to choose just one social media channel to use, which would you choose?”

What advice would you give to someone joining the industry?

As a sports fanatic, particularly cricket, I will listen to cricket podcasts. One of my favourites is Tailenders hosted by BBC Radio 1 presenter Greg James.

What is your favourite quote?

“There are standard tools that almost all social media marketers will use. These include a content scheduling tool for organic content, Facebook tools like Business Manager to access ads manager and Google Analytics and Google Ads. However, particularly for myself working in an agency across a wide range of clients, a time/task management tool is critical to ensuring all those one-off but also repetitive tasks are noted down to be completed.”

What is your favourite quote?

“If you had to choose just one social media channel to use, which would you choose?”

What advice would you give to someone joining the industry?

As a sports fanatic, particularly cricket, I will listen to cricket podcasts. One of my favourites is Tailenders hosted by BBC Radio 1 presenter Greg James.

What is your favourite quote?

“It is the greatest accomplishment to make you something else that is constantly trying to do something; just keep asking why.”

What tools do you rely on to fulfil your role?

What is the greatest barrier or challenge facing the development of social media?

Over the last few years, in particular, social media platforms have been at the centre of attention around DATA such as how it is handled online, but also how it is handled across the world.

As platforms continue to grow and expand around the world, conversations will continue to be discussed. There have been some solutions proposed and some implemented (not forgetting to mention the uproar over the new iOS 14 update), but challenges will linger and debates will continue for some time.

What is your favourite quote?

“It is the greatest accomplishment to make you something else that is constantly trying to do something; just keep asking why.”

What tools do you rely on to fulfil your role?

What is the greatest barrier or challenge facing the development of social media?

Over the last few years, in particular, social media platforms have been at the centre of attention around DATA such as how it is handled online, but also how it is handled across the world.

As platforms continue to grow and expand around the world, conversations will continue to be discussed. There have been some solutions proposed and some implemented (not forgetting to mention the uproar over the new iOS 14 update), but challenges will linger and debates will continue for some time.

What is your favourite quote?

“It is the greatest accomplishment to make you something else that is constantly trying to do something; just keep asking why.”

What tools do you rely on to fulfil your role?

What is the greatest barrier or challenge facing the development of social media?

Over the last few years, in particular, social media platforms have been at the centre of attention around DATA such as how it is handled online, but also how it is handled across the world.

As platforms continue to grow and expand around the world, conversations will continue to be discussed. There have been some solutions proposed and some implemented (not forgetting to mention the uproar over the new iOS 14 update), but challenges will linger and debates will continue for some time.

What is your favourite quote?

“It is the greatest accomplishment to make you something else that is constantly trying to do something; just keep asking why.”

What tools do you rely on to fulfil your role?

What is the greatest barrier or challenge facing the development of social media?

Over the last few years, in particular, social media platforms have been at the centre of attention around DATA such as how it is handled online, but also how it is handled across the world.

As platforms continue to grow and expand around the world, conversations will continue to be discussed. There have been some solutions proposed and some implemented (not forgetting to mention the uproar over the new iOS 14 update), but challenges will linger and debates will continue for some time.