

To,

[Mention the name of the Recipient],

[Mention the address],

Sub: An Appointment Letter for The Role of Social Media Analyst.

Dear [Mention the name of the Recipient],

We are glad to extend to you an offer of employment with [mention the name of the organization] as Social Media Analyst.

The tenure of your employment starts from [Mention the date of joining] at [mention the time].

Your payment package will be [Mention the payment details] as discussed earlier.

As a Social Media Analyst, you will be on probation for a period of [Mention the period of probation].

Your job role Social Media Analyst will primarily be:

- Managing and helping to create marketing content for socializing and use for social media purposes;
- Building and nurturing social media network-specific communities and audiences;
- Supporting SEO strategies by understanding the keyword priorities and how they integrate into the content marketing plans;
- Assisting in linking building campaigns in coordination with the client's SEO goals;
- Providing analysis and recommendations accordingly to the program;
- In support of the clients' social media strategy, regularly administer and research social media tools;
- Monitoring and evaluating social media results by client goals and the benchmarks;
- Communicating to management and team on project timelines, development, and results;
- Working closely with all the other team members to meet client goals;
- Keeping pace with internet marketing industry trends, social media, and developments.

With utmost expectation and pleasure, [mention the organization's name], we welcome you to the organization and hope to have a successful relationship.

Yours Sincerely

[Mention the sender's name],

[Mention the Designation],

[Mention the date]