

Taja Colbert

Social Media Strategy

October 18, 2023

The person I decided to interview for the professional project is Erin Davis, the Social Media Manager at Duck Donuts.

I started the interview by asking Mrs. Davis to describe her job. She explained that she manages content across five different social media platforms and also provides training.

To wrap up part one of the interview, I asked what a typical workday or week looks like for her. Davis works a hybrid schedule, three days from home and two in the office.

On the days she's in the office, she starts her morning with a workout at the gym and always grabs an iced coffee on the way to work. She emphasized that "no day is the same, but all days require check-ins with social media accounts."

Last week, she had a collaboration meeting with a company Duck Donuts will be partnering with in the coming months. She also attended marketing meetings to plan upcoming promotions. Once meetings are done, she spends time doing market research, tracking trends on social media, and checking in on competitors.

As we moved into part two of the interview, I wanted to know more about her background in social media.

"I grew up in the era of social media, more specifically Facebook," she said. "I've been a user my whole life, and it transitioned into my professional life. Previous jobs required me to work with social media."

When I asked how she prepared for her current role, Davis explained that she built a portfolio to showcase her skills and provided content samples during her interview process.

One thing she said really stuck with me: "Social media is self-taught; you learn as the platforms develop and change. I implemented it into my work experiences and created content strategies from that."

I had never thought of social media as something you could teach yourself, but I believe it now.

I asked her how she comes up with new ideas and knows if they're good ones. Her answer was simple, market research. She explained that social media is always evolving, so she keeps up with trends—whether it's TikTok videos or hashtags. She also attends webinars and training sessions to stay sharp.

When I asked again how she knows if something will work, she said, "Oftentimes, it's a gamble. You never know. But after spending enough time with my audience, I know what they like to see, and I tailor to that."

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This made me realize that there's no exact formula for success in social media.

When it comes to the challenges, Davis mentioned that some are simply out of her control. Technical issues with platforms like Meta can be frustrating, but she works with account managers to find solutions.

“You have to be strong and advocate for yourself and actively search and get the answers. No one is going to do these things for you. You have to make the decision to stand up for yourself and get things done.”

To wrap up the interview, I asked what advice she'd give to someone entering the field. Her first point, network.

“You have to network, make connections, and then stay in contact with those people. That is the best way to stay in that circle.”

She also advised using social media to teach yourself about the platforms. The more time you spend browsing and analyzing content, the easier it becomes to create your own.

This interview gave me a lot of insight. Social media is something anyone can do, but success depends on consistent market research and adaptability.

Trends change fast. What's popular one week might not work the next. Falling behind can lead to posting content that backfires or reflects poorly on your brand.

I also learned something unexpected, companies don't just focus on themselves. They study their competitors closely. I now understand that being a social media manager means staying highly aware of everything happening in the digital world and using that knowledge to build a stronger brand.