

Article on

# 10 Skills you need to become a great Social media manager

---

By Neha



Why do skills matter in [Social media management](#)?

## Social media manager

**Social media manager skills** aren't just for sharing photos or videos anymore. Those days are long gone, however. Today, it is a tool that allows big brands to build brand awareness and grow their brand online. But behind each of these, there is a human being, who handles everything from behind and that human mind is a **skilled social media manager**.

This is one of the most important **qualifications for a social media manager**, and often listed as a key skill for social media manager roles in job descriptions.

Imagine you liked a post of a brand on the same day that made you laugh or think or even share it. It's not an immediate thing, and it's all about timing, and the right message and the art of engaging people.

In an age where everybody is online, brands require individuals who are exceptional — who can communicate well, who don't just produce content, but who also know and understand their audience, talk to them and are also able to use data.

## ★ Want to be a Great Social Media Manager?

Start with these 10 must-have skills!

### 1. Strong writing and communication skill

At the core of social media is communication . As a manager, you also need to write clearly, confidently, and in the brand's voice. Your words, whether you are captioning, commenting, storytelling around your brand: they must resonate with your audience. This is considered the **best ability to become a social media manager** by many hiring managers.

Tip: Try writing a series of short, clear, catchy sentences.

### 2. Creativity

Social media is a visually creative space. From crafting graphics to creating reels and memes, you need inventive ideas that will get noticed. Creativity ensures that you stand out in a sea of mediocrity. This skill is considered a **valuable qualification for a social media manager** in dynamic industries like fashion, tech, and entertainment.

Tip: For more creative content, utilize resources such as canva, Adobe Express, InShot etc.

### 3. Content creation

A great social media manager makes various types of content: images, video, text posts, stories, even polls. If you know how to design and edit, you're going to have a great online presence.

Tips : Understanding mobile photography and basic video editing is a big plus!

#### 4. Research

Social media managers need to keep a pulse on the fast-paced world of social, digital media. This may include new measurement / analytics tools, industry and world trend information, what your peers are doing and even what the competition is up to – every day. Being analytical is one of the **core competencies for social media managers**, especially in mid- to senior-level positions.

Tips : you can use tools like feedly , ahrefs, buzzsumo to keep up with trending content

#### 5 . Time Management

A social media manager has to do so many things in a single day — design, post, reply, plan, analyze. If you're not good at managing your time, you're going to get buried. This ability is among the **key requirements for social media manager roles**, especially in agencies or fast-paced brands.

Tips : Consider using resources like Buffer or Later, which allow you to schedule posts ahead of time and save time.

#### 6. Customer Engagement

A social media manager converses with customers, too. People can ask questions, provide feedback or complain. Firstly, you will need to be able to respond to questions on time and in a manner that is polite.

Tips : Be kind and swift and helpful, and it will feel safe to do business with you

#### 7. Strategic planning

A good social media manager uses calendars and automation tools to schedule posts in advance. This facilitates a smooth-running campaign and ensures operational consistency—and nothing slipping through the cracks.

Tips : This helps you to stay consistent and never miss important dates or trends.

## 8. Basic Design skills

Good visuals matter. Being able to navigate tools like Canva, Photoshop, or mobile editing apps will allow you to design compelling images, infographics, or videos that drive engagement.

Tips : you can use canva to make easy and beginner-friendly and eye-catching graphics.

## 9. SEO knowledge

By knowing SEO, a social media manager can create content that more people can find. Thanks to the playlist, content is far superior to using the correct keywords, hashtags, and captions on search engines and social media (as long as we use it well). Paid promotion skills are often included in the **technical skills needed to be a social media manager**. It is a way to grow your business's brand more quickly online.

Tips : Add appropriate keywords and hashtags to help make your content more searchable.

## 10 . Platform Knowledge

You should know how each platform (Instagram, Facebook, Twitter, LinkedIn, etc.) works, what kind of content performs best, and how to use all their features effectively like hashtags, stories, reels, etc.

Tips : Understand each platform's features and audience to create the right content and stay updated with trends.

## Conclusion : Become a successful social media manager

The **Career of a social media manager** can be fast-paced and exciting. But it requires a constant update of key skills to perform in the role and leverage channels and technologies to attract and convert customers.

The **estimated salary for a social media manager** in the u.k is \$35k per year, if you work on above mentioned skills step by step , practice regularly , and keep learning about new trends and tools, you can become a great social media manager .

