



SOCIAL MEDIA MANAGER

Do you LIKE the idea of a career in social media?

Today more than 3.4 billion people are active social media users. Social media managers tap into that vast audience by using tweets, blogs, vlogs, and other online tools to build brands and attract customers. The job requires lots of planning and tons of creativity. Companies of all sizes hire social media managers to get them seen and heard online. Some jobs require college degrees in communications or marketing. All jobs require a proven track record in building social media platforms. Expect this career to continue to evolve as social media continues to change the way humans connect with each other.



IS THIS CAREER RIGHT FOR YOU?

Use your favorite online search engine or career information system (CIS) to find out more about this career. Sound like a good fit for you? Or not so much? Share three reasons why – or why not – below.

1. _____

2. _____

3. _____

HOW DOES THIS CAREER LOOK ON YOU?

Use words or images to imagine this as your dream job or career disaster!

