

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SOCIAL MEDIA ANALYST

1	Can you give me an example of a successful social media campaign you've implemented?	1 2 3 4 5	
2	What platforms are you most comfortable working with?	1 2 3 4 5	
3	What do you think is the most important element of a successful social media strategy?	1 2 3 4 5	
4	What strategies do you use to increase engagement on social media?	1 2 3 4 5	
5	Do you have any experience with paid advertising on social media? How did it go?	1 2 3 4 5	
6	What metrics do you use to measure the success of a social media campaign?	1 2 3 4 5	
7	What platforms do you feel most comfortable working with?	1 2 3 4 5	
8	Can you share a campaign that you spearheaded on social media?	1 2 3 4 5	
9	What do you think is the most important thing to keep in mind when working with clients?	1 2 3 4 5	
10	How do you stay up-to-date with the latest social media trends?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	

CRITERIA

SCORE (1-5) NOTES

Directional Fit

A step forward, or backward, in their career?

- 1
- 2
- 3
- 4
- 5

RECOMMENDATION

- ☐ Advance
- ☐ Hold
- ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.