

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SOCIAL MEDIA COORDINATOR

1	What is your background in marketing or communications?	12345	
2	What are your skills in writing, graphic design, and social media marketing?	12345	
3	Give me an example of a campaign you spearheaded.	12345	
4	What was the most successful social media campaign you executed?	12345	
5	Do you have any examples of content you created for social media?	12345	
6	What strategies do you use to grow a social media following?	12345	
7	How do you measure the success of a social media campaign?	12345	
8	What are some common mistakes made in social media marketing?	12345	
9	How should a company respond to negative comments on social media?	12345	
10	Are you familiar with graphic design software?	12345	
11	Have you ever managed a team of social media professionals?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.