

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SOCIAL MEDIA DESIGNER

1	What platforms do you use to design social media graphics?	1 2 3 4 5	
2	Have you ever created a social media campaign? If so, can you tell me about it?	1 2 3 4 5	
3	What design software do you feel most comfortable using?	1 2 3 4 5	
4	Do you have any experience with video editing?	1 2 3 4 5	
5	Can you give me an example of a successful social media campaign that you've been involved in?	1 2 3 4 5	
6	How do you stay up to date with trends in social media marketing?	1 2 3 4 5	
7	What strategies do you use when designing a post or campaign?	1 2 3 4 5	
8	Do you have any experience with creating ads for social media platforms such as Facebook and Instagram?	1 2 3 4 5	
9	What challenges have you faced when designing for social media?	1 2 3 4 5	
10	Are there any metrics or analytics that you track on your campaigns to measure success?	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	
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.