

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SOCIAL MEDIA EXECUTIVE

1	What experience do you have in managing social media accounts?	1 2 3 4 5	
2	How would you develop and maintain our social media presence?	1 2 3 4 5	
3	Can you describe your approach to developing a successful content strategy?	1 2 3 4 5	
4	What techniques do you use to engage customers on social media platforms?	1 2 3 4 5	
5	Have you ever managed any challenging campaigns or projects successfully?	1 2 3 4 5	
6	Are there any specific tools that you are familiar with for scheduling posts and reporting analytics?	1 2 3 4 5	
7	Do you have any experience with influencer marketing?	1 2 3 4 5	
8	How do you measure success in social media campaigns?	1 2 3 4 5	
9	What methods do you use to create an effective digital presence?	1 2 3 4 5	
10	Are you capable of creating creative and engaging content for our audience?	1 2 3 4 5	
11	How do you stay informed on current trends and developments in the field of Social Media Marketing?	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.