

| CANDIDATE | INTERVIEWER | DATE | STAGE |
|-----------|-------------|------|-------|
|-----------|-------------|------|-------|

INTERVIEW QUESTIONS · SOCIAL MEDIA INTERN

|    |                                                                                                                                 |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------|-----------|--|
| 1  | What prior experience do you have with managing and creating content for social media platforms?                                | 1 2 3 4 5 |  |
| 2  | Can you tell me about a successful social media campaign that you have been involved in?                                        | 1 2 3 4 5 |  |
| 3  | How familiar are you with common analytics tools used to measure the success of campaigns?                                      | 1 2 3 4 5 |  |
| 4  | Describe how your approach to building relationships on social media platforms can help our brand reach more customers.         | 1 2 3 4 5 |  |
| 5  | Do you have any knowledge or experience in coding languages such as HTML, CSS, JavaScript, etc.?                                | 1 2 3 4 5 |  |
| 6  | Have you ever managed multiple accounts at once and successfully balanced their needs simultaneously?                           | 1 2 3 4 5 |  |
| 7  | How would you handle a customer complaint on social media?                                                                      | 1 2 3 4 5 |  |
| 8  | Are you able to come up with creative strategies for promoting our brand on social media?                                       | 1 2 3 4 5 |  |
| 9  | What strategies do you use to optimize content across multiple platforms in order to maximize engagement?                       | 1 2 3 4 5 |  |
| 10 | Can you give me an example of a time when you have worked as part of a team to complete a social media campaign?                | 1 2 3 4 5 |  |
| 11 | Are you able to identify and use current trends in the industry to create effective campaigns?                                  | 1 2 3 4 5 |  |
| 12 | What strategies do you use for staying up to date with changes in the industry, such as new platforms, algorithm updates, etc.? | 1 2 3 4 5 |  |
| 13 | How would you handle a situation where our brand receives negative feedback on social media?                                    | 1 2 3 4 5 |  |
| 14 | What tools or processes do you have in place to ensure the accuracy, consistency, and quality of our brand's messaging?         | 1 2 3 4 5 |  |
| 15 | How would you track progress on a social media campaign to determine its success rate?                                          | 1 2 3 4 5 |  |
| 16 | What strategies do you use to engage followers and drive conversions?                                                           | 1 2 3 4 5 |  |

OVERALL ASSESSMENT

| CRITERIA                                                                                  | SCORE (1-5) | NOTES                   |
|-------------------------------------------------------------------------------------------|-------------|-------------------------|
| <b>Educational Background</b><br>Appropriate qualifications or training for the position. | ① ② ③ ④ ⑤   | <div></div> <div></div> |
| <b>Prior Work Experience</b><br>Skills or qualifications acquired through past work.      | ① ② ③ ④ ⑤   | <div></div> <div></div> |
| <b>Qualifications / Experience</b><br>The technical skills the position actually needs.   | ① ② ③ ④ ⑤   | <div></div> <div></div> |
| <b>Problem Solving Abilities</b><br>Demonstrated critical problem-solving.                | ① ② ③ ④ ⑤   | <div></div> <div></div> |
| <b>Communication</b><br>Team building and communication skills.                           | ① ② ③ ④ ⑤   | <div></div> <div></div> |
| <b>Organizational Fit</b><br>Would this hire steer the organization the right way?        | ① ② ③ ④ ⑤   | <div></div> <div></div> |
| <b>Directional Fit</b><br>A step forward, or backward, in their career?                   | ① ② ③ ④ ⑤   | <div></div> <div></div> |

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.