avaHR

Social Media Manager Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · SOCIAL MEDIA MANAGER

1	What is your experience with managing social media for a business?	① ② ③ ④ ⑤	
2	Can you provide me with examples of successful campaigns you have run?	① ② ③ ④ ⑤	
3	What platforms do you feel most comfortable managing?	① ② ③ ④ ⑤	
4	How would you go about creating a content calendar for our business?	① ② ③ ④ ⑤	
5	Have you had any issues with bots or fake accounts attacking or impeding the success of your campaigns?	① ② ③ ④ ⑤	
6	What do you think is the key to a successful social media presence?	① ② ③ ④ ⑤	
7	How often do you check in on analytics and reporting?	① ② ③ ④ ⑤	
8	What would you do if one of our posts went viral?	① ② ③ ④ ⑤	
9	Do you have any experience with paid social media advertising?	① ② ③ ④ ⑤	
10	What strategies do you typically use to grow a following?	① ② ③ ④ ⑤	
11	How do you handle negative comments or feedback?	① ② ③ ④ ⑤	
12	What do you think is the most important factor to consider when managing social media for a business?	① ② ③ ④ ⑤	
13	Have you ever run into any problems with copyright or trademark infringement?	① ② ③ ④ ⑤	
14	What do you think is the best way to measure the success of social media?	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	

CRITERIA	SCORE (1–5)	NOTES
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.