

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SOCIAL MEDIA SPECIALIST

1	What is your experience in Social Media advertising?	12345	
2	What platforms do you specialize in?	12345	
3	Do you have experience working with brands?	12345	
4	Can you provide me with examples of successful campaigns you've completed?	12345	
5	What kind of strategy do you think is necessary for our brand?	12345	
6	How would you measure the success of a social media campaign?	12345	
7	Have you ever encountered a situation where you were unable to solve a problem on your own? If so, how did you handle it?	12345	
8	What kind of analytics and reporting tools do you use?	12345	
9	How would you handle a situation where our brand is receiving negative feedback on social media?	12345	
10	Do you have any experience creating content for YouTube, Instagram, LinkedIn, etc.?	12345	
11	How do you stay up to date with the latest trends and changes in social media platforms?	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	

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.