

100 THINGS A SOCIAL MEDIA VIRTUAL ASSISTANT CAN DO



Social Friends

VIRTUAL ASSISTANTS ARE AN INVALUABLE RESOURCE TO MANY BUSINESSES AS THEY ALLOW YOU TO CREATE LEVERAGE, FREEDOM AND SCALABILITY

Right now in Australia, businesses are feeling a lot of financial pressure. They need team to grow (or even maintain where they're at) - because people are burning out, but hiring onshore is unfortunately not always an affordable option.

This is where we're going to see a massive uptake in businesses hiring offshore talent... but we're also going to see some epic fails, when it comes to recruitment, onboarding and the ongoing working relationship in terms of productivity, communication & overall performance.

You need **TEAMS AND SYSTEMS** to create leverage, freedom and scalability in your business and VA's are perfect to help you do that in a really cost effective way.

It is common for business owners and entrepreneurs to save money by doing as much as they can themselves. I'm sure you can relate. But eventually, as your business grows, you'll reach a point where the growth stalls because you can no longer keep up with the executive functions of the business. You need help.

There are heaps of benefits to hiring offshore talent, including:

- ✓ Cost savings / Reduction in overhead costs
- ✓ Access to global talent
- ✓ Increased productivity
- ✓ Scalability / Task Delegation

9/10 businesses need help with their marketing and for businesses that can't afford to work with an agency VA's are a super cost effective option.

We've put together this guide of 100 tasks you can handover to your Social Media Virtual Assistant to give you some time back!

HERE'S A COMPREHENSIVE GUIDE WITH 100 TASKS THAT YOUR SOCIAL MEDIA VIRTUAL ASSISTANT (VA) CAN HANDLE TO ENHANCE YOUR ONLINE PRESENCE AND ENGAGEMENT:

CONTENT CREATION AND CURATION:

1. Create engaging social media posts.
2. Design eye-catching graphics for posts.
3. Curate relevant content from industry sources.
4. Compile and schedule content calendars.
5. Craft compelling captions for posts.
6. Design and create infographics.
7. Develop templates for consistent branding.
8. Source and edit images for posts.
9. Write and schedule blog posts for sharing.
10. Create and manage content categories.

SOCIAL MEDIA MANAGEMENT:

11. Schedule posts across platforms (Facebook, Instagram, LinkedIn, etc.).
12. Monitor social media channels for comments and mentions.
13. Respond to comments and engage with followers.
14. Share user-generated content.
15. Implement social media advertising campaigns.
16. Manage social media analytics and reporting.
17. Monitor trending topics and hashtags.
18. Identify and engage with influencers.
19. Conduct competitor analysis on social media.
20. Implement and manage social media contests.

AUDIENCE ENGAGEMENT:

21. Increase follower count and engagement.
22. Respond to direct messages and enquiries.
23. Like and share content from followers.
24. Run polls and surveys to gather feedback.
25. Host live Q&A sessions.
26. Encourage user-generated content submissions.
27. Reply to customer reviews and testimonials.
28. Foster a sense of community among followers.
29. Create and manage social media groups.
30. Monitor and reply to brand mentions.

SOCIAL MEDIA STRATEGY:

31. Develop and refine social media strategies.
32. Research and implement new social media trends.
33. Set measurable goals for social media growth.
34. Create and manage social media advertising budgets.
35. Monitor and adjust social media strategies based on analytics.
36. Collaborate with other departments for cross-promotions.
37. Develop campaigns for product launches.
38. Implement strategies to increase organic reach.
39. Optimise social media profiles for SEO.
40. Monitor and adjust posting frequency.

DATA ANALYSIS AND REPORTING:

41. Analyse social media metrics (engagement, reach, clicks).
42. Create monthly performance reports.
43. Track and report on social media advertising ROI.
44. Identify patterns and trends in audience behaviour.
45. Use data to optimise posting times and content.
46. Monitor competitor social media performance.
47. Evaluate the success of social media campaigns.
48. Track and report on follower demographics.
49. Analyse the impact of hashtags on reach.
50. Suggest improvements based on data analysis.

INFLUENCER OUTREACH:

51. Identify and research potential influencers.
52. Reach out to influencers for collaborations.
53. Negotiate and manage influencer partnerships.
54. Monitor influencer content for brand mentions.
55. Send out product samples to influencers.
56. Analyse the impact of influencer collaborations.
57. Develop long-term relationships with influencers.
58. Identify micro-influencers for targeted campaigns.
59. Monitor industry trends in influencer marketing.
60. Track and report on influencer campaign performance.

CRISIS MANAGEMENT:

61. Monitor social media for potential crises.
62. Develop crisis communication plans.
63. Respond to negative comments and reviews.
64. Engage with customers in a crisis.
65. Escalate issues to appropriate departments.
66. Acknowledge and rectify mistakes publicly.
67. Monitor and manage online reputation.
68. Implement strategies for reputation repair.
69. Provide timely updates during crises.
70. Learn from crises and adjust strategies.

SOCIAL MEDIA TOOLS AND PLATFORMS:

71. Stay updated on changes to social media algorithms.
72. Utilise social media scheduling tools.
73. Implement social media listening tools.
74. Manage and optimise paid advertising on social media.
75. Utilise analytics tools for data-driven decisions.
76. Explore and test new social media platforms.
77. Implement chatbots for customer service.
78. Use design tools for creating graphics.
79. Utilise video editing tools for multimedia content.
80. Stay informed about emerging social media technologies.

NETWORKING AND COLLABORATION:

81. Join and participate in relevant social media groups.
82. Collaborate with influencers for joint campaigns.
83. Attend virtual events and engage with participants.
84. Share industry news and updates.
85. Build partnerships with complementary brands.
86. Host and participate in Twitter chats.
87. Connect with industry professionals on LinkedIn.
88. Share insights and expertise on forums.
89. Collaborate with other social media managers.
90. Cross-promote content with partners.

CUSTOMER SUPPORT:

91. Monitor and respond to customer queries on social media.
92. Direct customers to appropriate support channels.
93. Resolve customer complaints and issues.
94. Monitor and respond to product-related queries.
95. Provide helpful and timely responses to enquiries.
96. Collaborate with customer support teams.
97. Gather customer feedback through social media.
98. Share customer success stories.
99. Implement strategies to improve customer satisfaction.
100. Analyse customer support-related metrics.

The effectiveness of your social media VA will depend on clear communication, well-defined goals, and ongoing collaboration. Tailor these tasks to your specific business needs and objectives.

Ready to hire your Social Media Virtual Assistant?
Book a discovery call with us today!

[HIRE A SOCIAL MEDIA VIRTUAL ASSISTANT](#)

 [@socifriends](#)

 [@socifriends](#)

 www.socialfriends.net.au

 support@socialfriends.net.au



Copyright © 2024 Social Friends

All rights reserved. No part of this workbook may be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information or retrieval, without prior permission in writing from the publisher. Under the Australian Copyright Act 1968 (the Act), a maximum of 10 per cent of the number of pages of the resource or chapter, whichever is the greater, may be photocopied by any educational institution for its educational purposes provided that the educational institution (or the body that administers it) has given a remuneration notice to Copyright Agency Limited (CAL) under the Act.

Social Friends

2024 100 Things Your Social Media VA Can Do. Version 1
First published & distributed January 2024 by Social Friends
This is proudly a Social Friends Resource

Disclaimer

The content of this workbook is to serve as a general overview of matters of interest and is not intended to be comprehensive, nor does it constitute financial (or other) advice in any way. This workbook is a compilation of one person's ideas, concepts, ideologies, philosophies and opinions. You should carry out your own research and/or seek your own professional advice before acting or relying on any of the information displayed in the resource. The author, and its related entities will not be liable for any loss or damage (financial or otherwise) that may arise out of your improper use, or reliance on, the content in the resource. You accept sole responsibility for the outcomes if you choose to adopt and/or use the ideas, concepts, ideologies, philosophies and opinions within the content of the workbook.