



Social Media Expert (SME)

Project Description

Are you passionate about social media? Do you love creating content? We're looking for social media professionals who are interested in helping businesses & brands create a thriving social media presence. Our clients include small to medium sized businesses such as doctors, realtors, attorneys, dentists, apartment complexes, restaurants, brands & more!

For each client you take on, you will complete a set of monthly tasks:

Monthly Tasks	Part Time Client	Full Time Client
Create content: write social media posts, complete revisions, schedule using Buffer, create Reels with Raw videos provided. Channels: Instagram, Facebook, TikTok	10 posts per month (avg 2 hrs/mo.)	20 posts per month (avg 4 hrs/mo.)
Stories on Instagram + Facebook: reshare posts, create polls, questions, etc...	10 stories per month (avg 1 hrs/mo.)	20 stories per month (avg 2 hrs/mo.)
Daily responses: log in to all social channels daily & respond to ALL messages and comments	Daily (avg 1 hrs/mo.)	Daily (avg 1 hrs/mo.)
Engagement: follow provided engagement strategy daily by comment, message, follow, like	Daily (avg 5 hrs/mo.)	Daily (avg 10 hrs/mo.)
Weekly Growth Report: fill in provided report template of prior week stats (10-15 min per wk)	Weekly (avg 1 hr/mo.)	Weekly (avg 1 hr/mo.)
TOTAL	Avg 10 hrs/mo.	Avg 18 hrs/mo.

please note you are NOT paid hourly. Average times listed above are based on our team's experience completing tasks. Some SME's complete tasks in a shorter amount of time, others complete tasks in a longer amount of time.

We provide content topic calendars, engagement strategy, client demographics survey, branding guidelines, hashtags, social media scheduling tool logins, Google Drive access, and assets needed (photos/videos) to complete the monthly content creation.

Availability

100% of your work is done remotely and you make your own schedule. SME's must be available to respond to all communications within 24 hours.



We prefer to hire SMEs who have a minimum 6 month availability to take on freelance work. The more committed you are to us, the more committed we are to finding you quality, consistent, ongoing projects.

Social Media Process Training

Upon completing the onboarding process, we will schedule your online training. This FREE social media training covers everything you need to know about managing a business's social media account. From writing captions and scheduling posts, to tracking success and creating reports, we give you the tools you need to succeed in this role. We also cover HIPAA compliance protocols for social media as you may manage accounts for healthcare practices.

Getting Started

Once you complete the training process, we will add you to our list of approved SMEs. When a client becomes available or a new client signs up, we send out a mass email to our list of SMEs- it's a first come, first serve basis. Whoever accepts the client first, gets the project. Our team will provide you with all the information needed to start creating content and managing the profiles for the new client.

Payment

Compensation is delivered via direct deposit into your bank account monthly via Square. You will be paid by the last day of the month for the month of work completed. For example, if your clients campaign launches on January 1, you will be paid in full for the month of January by January 31st.

*****email hr@social-practicetx.com for more information on compensation model*****