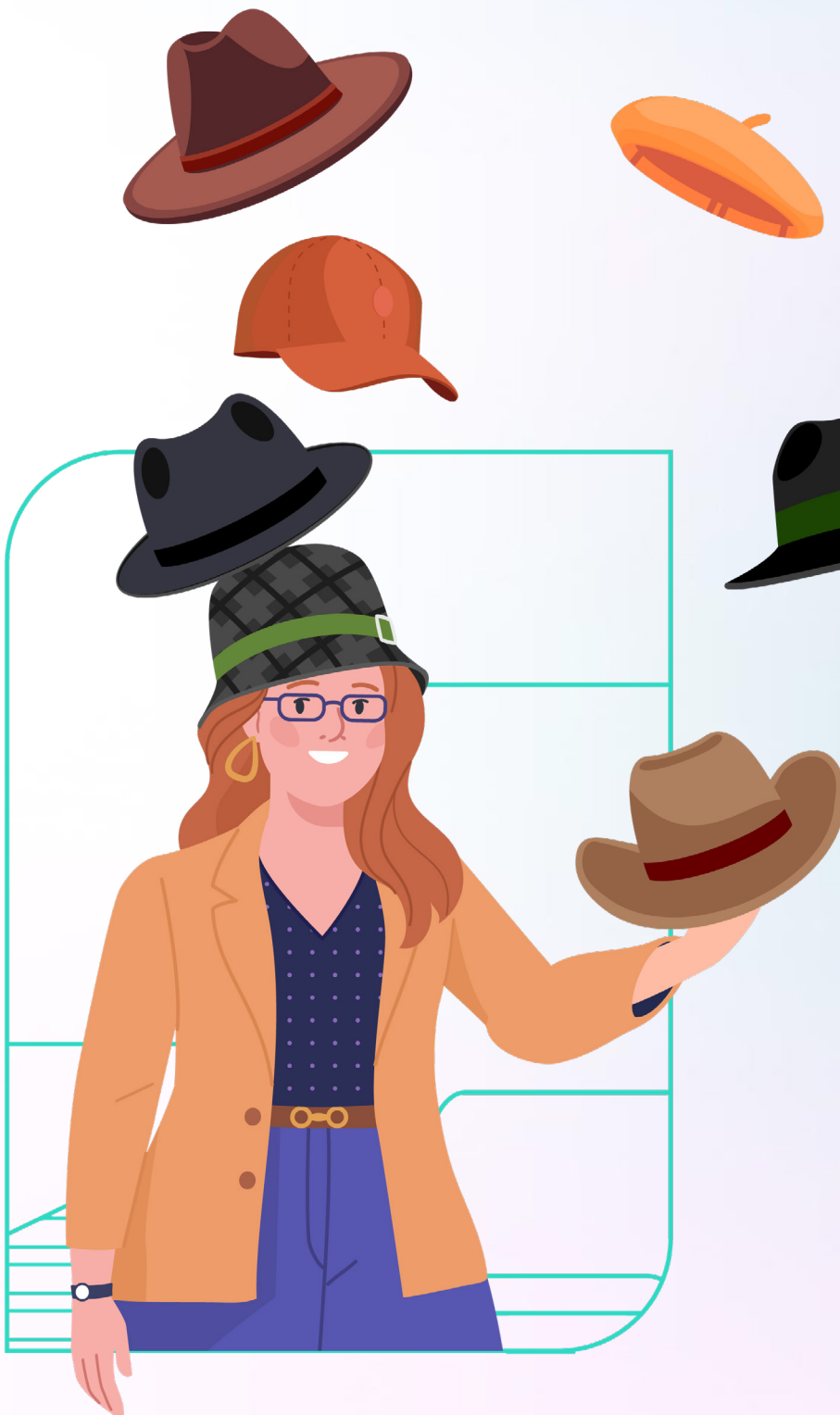


How to Wear Many Hats Well:

A Social Media Manager's Guide to Working Smarter

The secret to wearing all those hats (and looking good while doing it): Work smarter, not harder.



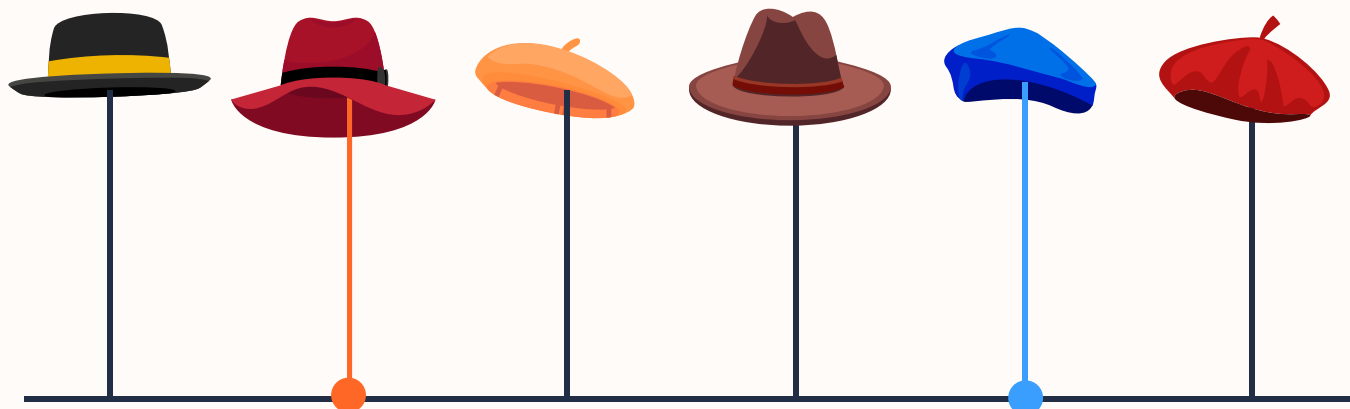
As a social media manager, you wear many hats. You're a strategist, writer, publisher, graphic designer, video creator, data analyst, community builder, customer support agent—it's a lot!

This playbook gives you actionable tactics so you can reclaim focus, reduce context switching, and find breathing room in your workday.

Let's dig in!

agorapulse

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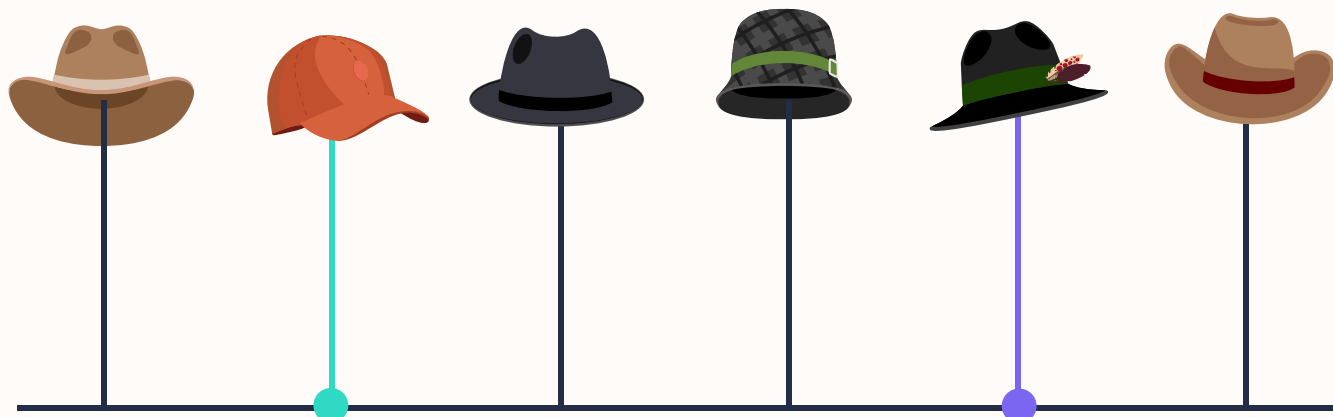
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Plan & Publish Like a Pro

Wearing
Your
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"We use so many different tools! Publishing and scheduling are never-ending tasks. I feel like I never have time to think about the bigger picture. If only I could clone myself!"

Goal



Simplify your publishing and scheduling workflows, so you can spend more time on strategy and other priorities.

Tactics

1

Identify the right social networks for your brand

2

Stop platform hopping

3

Schedule content in advance

4

Repurpose content

1

Identify the right social networks for your brand

You don't have to be active on all networks at once. Do research to learn where your audience spends time, and find where you can build the most meaningful connections.



Consider your social media goals. Take time to understand how each platform can drive website traffic, generate sales, and/or help you meet other objectives.



Ask your customers where they spend the most time online. Get that info from a survey or social post.



Look at social media usage trends from a trusted source like Pew Research Center, or dig into Google Analytics to identify high-potential channels.



Start by running the same campaign across different platforms. After you have a sense of what's working, you can begin tailoring your goals and content to other networks.

2

Stop platform hopping

Jumping between platforms, folders, and tabs takes more time than you think. Start by simplifying where you can. Everything is easier when you have the full picture of all of your social efforts in one place.



Look for a social media management tool that lets you plan, schedule, publish, and report in one place. Having the right tool will make your time-consuming tasks more efficient.



Find one that integrates with other tools you already use (image editors, your CRM, or other productivity tools).

3

Schedule content in advance

Though scheduling every type of content in advance is impossible, having a set calendar avoids reactive posting and last-minute chaos.



Add major campaigns and seasonal promotions to your calendar, allowing plenty of time to tease content before the actual event.



Theme your content based on days of the week (e.g., Monday for product tips, Wednesday for behind-the-scenes).



Add in links to content your team wants to promote, such as new blog posts.



Set aside time to develop creative assets (photos, graphics, and videos) tied to your planned posts. Make sure each one is tailored to the platform before you publish.

4

Repurpose content

Everything you post doesn't have to be brand new.



Reshare high-performing posts to reach new followers. If it struck a chord last time, it's worth sharing again. Make a habit of reviewing content every quarter to find posts that can be reshared or repurposed.



Leverage user-generated content (UGC). UGC is great for building brand trust and authentic engagement with your audience. Plus, using it lightens your content load. Win-win.

Outcome

Your posts are scheduled weeks in advance across all platforms. You've cut your content creation time by centralizing your tools, and you're focusing on the social networks where your audience spends the most time, so your efforts have maximum impact.

How a
social media
management
tool can help



Create, schedule,
and publish content
from one platform.

Key features that will give you time back in your day:



Publishing queues

Great for evergreen content because it's not tied to a date. Add it to a queue so you can reshare content.



Bulk scheduling

Schedule hundreds of posts at once with a single CSV file upload. Imagine weeks (or months) of content planned in a single upload.



Recommended time to publish

Get tailored recommendations for when to post based on past performance, engagement trends, and peak hours.

Helpful Resources

- [10 Tips for Effortless Social Media Scheduling](#)
- [Checklist: Find the Right Social Media Management Tool](#)

Create Content Faster

WEARING
YOUR
CREATOR
HAT



"So much goes into the content creation process—writing, creating visual assets, getting approvals, and pulling reports. It can feel so inefficient. I wish there was a quicker way to go from draft to final content."



Goal



Build a more streamlined and automated workflow so you can reduce back-and-forth, create content faster, and spend more time being creative and strategic.

Tactics

1

Use AI tools to simplify content creation

2

Get your approvals out of email threads

3

Track what's working (and what's not)

1

Use AI tools to simplify content creation

At a loss for words? AI can help you get over the dread of a blank page.



Use AI for brainstorming. Beyond captions, you can use it to help you find new ways to approach content. Great for when you need inspiration.



Get help drafting captions, refining tone, and choosing the best emojis.

Some social media management tools include built-in AI features. The results: faster drafts and less writer's block.



Create eye-catching visuals with [AI image generators](#) to accompany your posts. Get visuals that complement your posts in less time than it takes to submit a request to your designer.

2

Get your approvals out of email threads

If your content needs sign-off before it officially makes it onto the calendar, you'll want something clear and streamlined. Avoid messy email threads or scattered Slack messages.



Use a [shared content calendar](#) or tool with built-in approvals to streamline communication and keep feedback organized.



Define who needs to approve what (and by when) to keep things moving along. Requests, approval, and follow-up should all be kept in one place.

Helpful Resources



[How to Speed Up Social Media Content Creation](#)



[52 Content Ideas to Fill Your Calendar](#)

3

Track what's working (and what's not)

Creating content is only half the battle. You also need to know how it performed. Reporting helps you identify the types of content to focus on while also proving the impact of your work on the business.



Decide what metrics are most important, so you can pull the information that has the most impact for your team and business.



Create a reporting template, so you can standardize the process and track progress over time.



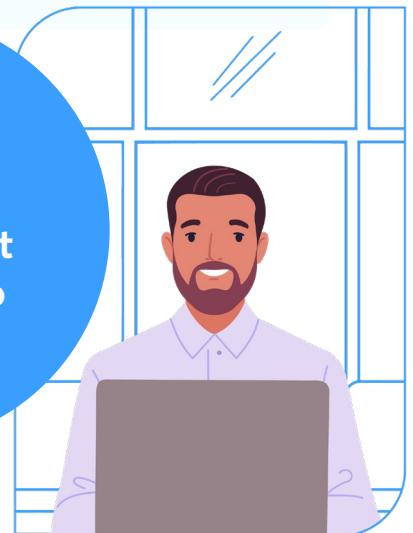
Set a regular cadence for communicating results to leadership and other stakeholders. If you use a social media management tool with built-in reporting, automate the sending of those reports. One less thing to think about!

Outcome

More efficiency and creativity, with less burnout. You're no longer chasing approvals, reporting takes minutes, and you're using the latest technology to boost productivity.

Some features can help teams cut their content creation time by up to 50%:

How a
social media
management
tool can help



AI-powered Writing Assistant

Built into the platform, this feature can help you adjust tone, length, and messaging to quickly create content that resonates with your audience.

Multi-step approval workflows

Add steps, assign roles, and streamline review.

Shared calendar

Invite users to review published and scheduled content. Perfect for client approvals or stakeholders outside of your team.

Reporting

Shareable reports help you track your key metrics. Patented link-tracking ROI reporting helps you show how social contributes to business results.

Tame Your Inbox

WEARING
YOUR
COMMUNITY HAT



"It feels like I'm always playing catch-up with comments and DMs, and switching from one platform to another. I want to stay engaged with our audience, but I feel like I live in our inbox."

Goal



Streamline your inbox management, so you can respond faster, engage more meaningfully, and protect your mental bandwidth.

Tactics

1

Connect all profiles to one inbox

2

Assign roles to your team

3

Organize your inbox

1

Connect all profiles to one inbox

We've said it before, and we'll say it again—simplification is the key to social media management bliss.



Use an all-in-one inbox to simplify community management. Once you connect your company's or client's social profiles, you can handle everything from a single tab or app.

2

Assign roles to your team

If you have a team who helps you, make sure they have the right permissions to access your profiles.



Clearly assign who handles each platform or type of inquiry then divide and conquer as a team.



Define roles by content type (e.g., product questions, brand engagement, customer support) or assign colleagues a specific time of day to cover.

3

Organize your inbox

Not all messages should be treated equally. A system for prioritizing incoming messages is your key to efficient community management.



Use labels to organize your inbox, and identify common themes and questions.



Use moderation filters to automatically hide spam or offensive comments. You don't need to give them your energy.



Create templates for common replies, so you can respond faster while still sounding personal and on-brand.



Prioritize responding to negative comments to avoid a potential brand crisis. Quick, empathetic responses go a long way in stopping a situation from escalating.

Outcome

You're managing your community in less time and with more intention. No switching between platforms. Your team is aligned, your community feels heard, and inbox zero doesn't seem so far away.

How a
social media
management
tool can help



Foster community
engagement with
less effort.

You'll have everything you need to manage organic and paid post comments, mentions, DMs, and reviews in one place.



Saved replies

Create your own templated answers for common questions. Add a dash of personalization and your response is done.



Reply suggestions

AI-powered suggestions based on your latest replies speed up responses.



Inbox Assistant

Automatically moderates social media engagement based on your preferred workflows. Set up sentiment rules based on specific words and phrases to easily label an inbox item as "positive" or "negative."

Helpful Resources

- [15 Tips to Manage Social Engagement Better and Faster](#)
- [How to Manage Multiple Social Media Accounts Without Stressing Out](#)

Dig Up Valuable Insights

Wearing
Your
Detective
Hat



"I know I should pay attention to what competitors and customers are saying, but I don't have enough time to dig through all the comments and mentions."



Goal



Use social listening to stay informed about industry trends, customer feedback, and competitors. You have valuable insights that inform your content strategy and help you make data-driven decisions.

Tactics

1

Listen to your audience

2

Spy on your competitors

1

Listen to your audience

Using a dedicated tool for social listening will transform how you can tap into audience and brand insights. You'll be able to respond faster to customer feedback, join relevant conversations, and address potential issues.



Automate the process of tracking brand mentions and keywords across social networks and other internet sources with a social listening tool. These tools can pick up on comments about your brand even when you're not tagged in a post.



Know where to listen. Eliminate saved searches that don't dish up the good stuff and remove any words that yield false or spam results. Phrases like "content marketing" are great to monitor, but they yield so many results that you might find yourself swamped and unable to do anything with the information.

2

Spy on your competitors

As important as tracking your own brand is tracking your competitors' content.



Simplify competitor research. Social listening tools put an end to time-sucking scrolling through individual profiles trying to gather competitive intel. Automating this process by tracking brand mentions and targeted keywords helps you learn what their audiences engage with the most, how often they're mentioned, and what people say about them.



Look for content gaps or engagement tactics you can learn from. Understanding what topics, posts, or campaigns generate the most (or least) engagement for your competition helps identify opportunities for your own content strategy.

Outcome

You have the insights you need to be proactive. No more chasing information and you're able to stay a step ahead.

How a
social media
management
tool can help



Get actionable
insights to put
you ahead of your
competition.

**Get a clear view of brand perception, industry shifts,
and competitive activity.**



Sentiment analysis

Get a clearer picture of how your brand is perceived on social media. You'll get a snapshot of how your audience feels about your brand and how that sentiment is evolving over time.



Volume and engagement reports

Spot emerging trends and get a better understanding of long-term shifts in your industry.



Real-time alerts

Set up alerts to get notifications of a spike in search results related to your brand keywords. This helps you manage potential social media crises by taking immediate action to resolve issues before they negatively impact your brand.

Helpful Resource

[!\[\]\(06a315363e7801bba8c7489a6694af19_img.jpg\) How to Use Social Listening to Unlock Strategic Insights](#)



Hats Off to the Social Media Managers Doing It All

We hope these tactics help empower you to confidently wear the many hats in your role.

Remember, it's not about working harder, but finding ways to automate, simplify, and prioritize your everyday tasks. Don't be afraid of tweaking your workflows and leveraging tools to help you get more done. That is what gives you the space to create the content and connections that drive real results.

The most successful social media marketers aren't the ones who wear all the hats at once; it's the ones who know the right hat to wear for every occasion. So whether you're putting on your planner hat to map out this month's content or slipping into your detective hat to spot the next trend, you've got the tools you need.



About Agorapulse

Agorapulse is a leading social media management platform that helps businesses like yours easily manage their social presence across all major networks. Trusted by thousands of brands worldwide, Agorapulse offers comprehensive publishing, scheduling, inbox, listening, advocacy, and reporting tools that save time, enhance collaboration, and drive real business impact.

Find out how Interstates saved 50% of their social media management time

[Read the case study](#)

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