

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- **Social Strategy & Planning — Score (1–5): _____**
1-2: No clear channel strategy; reactive posting without goals. 3: Creates basic monthly plans tied to a single objective. 4: Builds cross-channel plans with audience segmentation and KPIs. 5: Develops multi-quarter strategies aligned to business goals and measurables with test-and-learn roadmap.
- **Content Creation & Copywriting — Score (1–5): _____**
1-2: Writes generic or tone-deaf copy with poor formatting. 3: Produces clear, on-brand posts with basic visual assets. 4: Crafts platform-specific copy and concise briefs for designers. 5: Delivers high-impact creative concepts, scripts, and templates that drive engagement uplift.
- **Community Management & Engagement — Score (1–5): _____**
1-2: Ignores comments or responds inconsistently and defensively. 3: Responds promptly to routine questions and flags issues. 4: Builds engagement routines, escalates issues, and fosters conversations. 5: Designs programs that grow active community, reduces churn, and converts advocates.
- **Analytics & Measurement — Score (1–5): _____**
1-2: Relies on vanity metrics without interpretation. 3: Tracks core metrics and reports weekly performance. 4: Analyzes trends, performs A/B tests, and recommends optimizations. 5: Builds dashboards tying social metrics to business outcomes and ROI.
- **Paid Social & Campaign Execution — Score (1–5): _____**
1-2: No experience setting ad targeting or budgets; wastes spend. 3: Runs basic boosted posts and monitors CPM/CTR. 4: Sets targeting strategies, optimizes bids, and tests creative. 5: Designs integrated paid strategies that scale efficiently and hit CPA targets.

1-2: Works in isolation; misses stakeholder input and deadlines. 3: Communicates clearly with design and product on deliverables. 4: Coordinates timelines, briefs agencies, and aligns stakeholders. 5: Leads cross-functional initiatives, negotiates trade-offs, and delivers on complex launches.

• **Brand Voice & Reputation Management — Score (1–5): _____**

1-2: Misrepresents brand voice or mishandles negative feedback. 3: Maintains voice on routine posts and follows escalation playbooks. 4: Adapts voice by platform and mitigates reputation risks proactively. 5: Creates tone guides, trains teams, and manages crises with measured responses.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):