What is a Social Media Manager?
A social media manager monitors, contributes to, filters, measures and otherwise guides the social media presence of a brand, product, individual or corporation. The role may also include acting as a community manager on a website forum or as a public relations representative. Social media managers work in the marketing and public relations departments of large organizations.

Florida State University's MSIT program will help you reach your career goals.

Where can a MSIT with a concentration in Social Media Management take me?
- Advertising, Promotions & Marketing Managers $108K
- Social Community Manager $61K
- Blogger $55K
- Content Marketing Manager $56K
- Public Relations Managers & Specialists $57K
- Social Networking Analyst $82K
- Social Media Manager $106K


Sample Coursework
Core courses for Social Media Managers:
- Assessing Information Needs
- Management of Information Organization
- Usability Analysis
- Information Systems Management

Key electives for Social Media Managers:
- Social Media Management
- Advanced Social Media
- Media Concepts and Production
- Research Methods in Information Studies
- Marketing Library and Information Services
- Introduction to Information Technologies
- Design & Production of Network Multimedia

Other electives to consider for Social Media Managers:
- Computers as Persuasive Technology
- Mobile Application Development
- Information Technology and Older Adults
- Database Management Systems

Learn more: slis.fsu.edu
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