**LETTER TEMPLATE**

**SOCIAL MEDIA MANAGER COVER LETTER**

**[Today’s Date]**

Dear **[Mr./Mrs./Ms.] [Manager’s Name],**

I recently came across the posting for the Social Media Manager position at Ace Book Software and wanted to reach out to you. As a marketing professional with a decade of experience, I understand what it takes to meet the needs of various audiences, as well as how to use feedback to conduct new digital campaigns and strategies, and I’d love to bring this skillset to the Ace Book marketing team.

I’m fluent in key social media platforms, with an emphasis on Facebook, LinkedIn, Twitter, Pinterest, and Instagram. My exceptional written communication skills allow me to craft effective tweets and posts that inspire user engagement and drive traffic. I’m also comfortable with Buffer and Hootsuite and have experience managing a regular content schedule.

In addition, I’ve worked with social media analytics tools such as Crimson Hexagon and am proficient in analyzing a set of data and semantics from social media platforms such as Twitter. I’m then able to interpret and draw solutions from these sets of data and successfully strategize future social media campaigns based on them.

I have a passion for social media because it’s an effective tool for connecting people, and I’m an inherently social person. I enjoy communicating and developing positive relationships with consumers of different backgrounds and thrive when executing social media campaigns – regardless of the target demographic.

I’m confident that my abilities and experience in the world of social media will allow me to perform excellent work as the Social Media Manager at Ace Book Software. If there’s interest on your side, I look forward to setting up an interview time and further discussing the position.

Sincerely,

**[Your Name]**