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9/15/14
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Communicating with Social Media

Blogs and Social Media Websites

The following links are on social media news related to Social Media consultants. The first link is an official website with an article on Social Media consultants, and the second link is a blog on Social Media consultants:

<http://www.entrepreneur.com/article/225335>

<http://www.razorsocial.com/social-media-consultant/>

For the official website, I used Entrepreneur and their article called “10 Questions You Must Ask When Hiring a Social Media Consultant” written by senior writer Kim Lachance Shandrow. The article talks about what types of questions you should ask about people applying to a social media consultant, such as if they have expertise in social media networks or if they have any ideas on how they would handle your campaign if you were to hire them. For the blog, I used one from RazorSocial called “6 Technology Skills Highly Desirable For a Social Media Consultant” by Ian Cleary. The blog also talks about what to do when it comes to a social media consultant, and tells you what a social media consultant should know if they are interested in getting a job.

The major similarity between the two articles is obviously their content. Both talk about what it takes to become a social media consultant and the qualities that one should expect in them. Both are also written on popular outlets that would get a lot of generated views, as well as having links to other social media sources that are about the

writers. The major differences in the two is that the article is written from a collected point of view based on industry standards, while the blog has a hint of personal touches to it because of no restrictions from a company. The blog also has more pictures and seems more 'user friendly' as a source of entertainment as well as being informative, while the article is straight forward and tells you what it wants you to know.