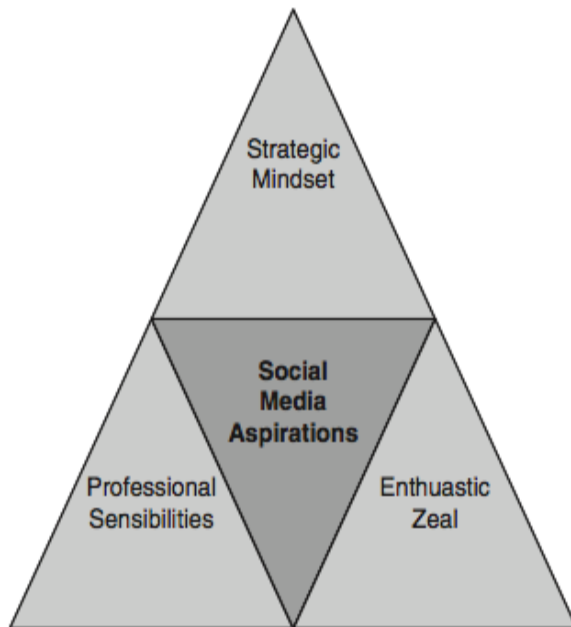


Distinguishing between a SM Novice and an Expert (Exercise 15)



Purpose: To highlight the differences between novice SM managers and experts

Method: The figure below summarizes the key aspirations of social media managers who desire to be “experts” in their field. On the other hand, novice SM managers may have different aspirations. In column 1, identify those aspirations of a novice SM manager. In column 2 provide your rationale.



Novice SM Manager's Aspirations	Rationale