



सोशल मीडिया प्रबंधक

A Social Media Manager handles a brand's or person's online image. They create content for platforms like Instagram, YouTube and Facebook, schedule posts, engage audiences and grow reach and followers through strategy. It's an...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/social-media-manager

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Social Media Manager handles a brand's or person's online image. They create content for platforms like Instagram, YouTube and Facebook, schedule posts, engage audiences and grow reach and followers through strategy. It's an accessible career—you can even start with a portfolio and online courses.

2 At a glance

Minimum qualification	Bachelor's (Mass Comm/Ads) or portfolio
Avg Salary	₹30,000–60,000/mo
Work Field	Agencies, brands, media, freelance
Entry Level	Social Media Executive

3 What you need

INTERESTS

- Social media and digital trends
- Branding and marketing
- Creative content and storytelling

ABILITIES

- Strong communication and writing skills
- Ability to work in a team
- Attention to detail and leadership

KEY SKILLS

- Content creation (reels, graphics, video)
- Analytics and performance insight
- Ad campaigns and budget management
- Community and audience engagement
- Copywriting and caption writing
- Design tools like Canva/Adobe
- Knowledge of trends and algorithms

4 How to get there

- 1 Pass 10+2 in any stream.
- 2 Do a Bachelor's in Advertising/Journalism/Mass Communication.
- 3 Optionally do a Master's in Mass Comm or an MBA in Media Management.
- 4 Take online courses & certificates in digital marketing/social media.
- 5 Build a portfolio via your own accounts or internships.

MAIN EXAMS

- CAT/MAT/CMAT for MBA (optional)
- University entrance tests

5 Where to study

GOVERNMENT INSTITUTES

- भारतीय जनसंचार संस्थान (IIMC) — New Delhi
- राजस्थान केंद्रीय विश्वविद्यालय — Ajmer
- माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय — Bhopal
- जामिया मिलिया इस्लामिया — New Delhi
- मुंबई विश्वविद्यालय — Mumbai

PRIVATE INSTITUTES

- सिंचानिया विश्वविद्यालय — Jhunjhunu, Rajasthan
- एशियन एकेडमी ऑफ फिल्म एंड टेलीविजन (AAFT) — Noida/Delhi
- व्हिस्लिंग वुड्स इंटरनेशनल — Mumbai
- एमिटी यूनिवर्सिटी — Noida

ONLINE

- Coursera – Social Media Marketing — Online (<https://www.coursera.org/>)
- Udemy – Social Media Management — Online (<https://www.udemy.com/>)
- Google Digital Garage / Meta Blueprint — Online (free) (https://grow.google/intl/en_in/)

FEES

Course fees range roughly ₹20,000 to ₹3,00,000 per year depending on college; many online courses are free or cheap.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- विद्यालक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Advertising & digital agencies, brands, media houses, startups, or freelance/self-employment.

WORK CULTURE

Mainly a desk job—work on computer and smartphone, scheduling posts and teamwork. Good remote-work options. Opportunities exist here for persons with disabilities too.

WHO HIRES

- | | |
|---------------------------------|---------------------------------|
| • Digital marketing agencies | • E-commerce & FMCG brands |
| • Media houses & publishers | • Startups & tech companies |
| • Influencer & creator agencies | • Freelance/independent clients |

DEMAND (2026)

Every brand now wants an online presence, so demand for social media managers is surging in 2026—with opportunities in smaller towns and Rajasthan too.

7 Career growth

- 1 Social Media Executive
- 2 Social Media Manager
- 3 Digital Marketing Lead
- 4 General Manager / Head of Strategy

EARNINGS

Starting	₹25,000/माह
Mid level	₹50,000/माह
Senior level	₹1,00,000+/माह

Freelancing with multiple clients can earn more. Figures are indicative, per NCS.

8 The good parts · The challenges

The good parts

- Low-barrier, accessible career
- Creativity and freedom to freelance
- Fast-growing field, remote work

The challenges

- Constantly changing algorithms and trends
- Pressure for results and long hours
- Demand to always be 'online'

9 Real-life journeys

Ankita Gaba

Co-founder, Social Samosa; Social Media Strategist

Ankita Gaba is a social media strategist, consultant, lecturer and entrepreneur. She co-founded Social Samosa, India's leading social media knowledge platform, and was a founding member of Superchooha, one of the country's first social media firms, crafting online strategies for many brands.

Inventiva · <https://www.inventiva.co.in/stories/ankita-gaba-the-woman-who-set-benchmarks-in-the-indian-social-media-industry/>

Sorav Jain

Founder & CEO, echoVME Digital

Sorav Jain started as an SEO executive at 17 and today is the founder of the Chennai-based digital marketing agency echoVME and the training institute Digital Scholar. A well-known social media expert, trainer and speaker in India, his journey shows you can build your own business in this field by learning as you go.

echoVME / Digital Deepak · <https://echovme.in/sorav-jain/>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Proofreader
- Scriptwriter
- Creative Writer

11 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/>
2. National Career Service (NCS) — <https://www.ncs.gov.in>
3. Google Digital Skills — https://grow.google/intl/en_in/
4. National Scholarship Portal — <https://scholarships.gov.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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