Become a Social Media Manager

Run Facebook, Instagram, TikTok and WhatsApp for local businesses — with pricing and pitch messages.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

Who needs you

Salons, barbershops, restaurants, boutiques, schools, clinics, churches, car yards and hardware shops. Many owners are too busy to post every day — that is your opportunity.

What you deliver

- A content plan for the month.
- Posts and Reels: photos and short videos of products, offers, customers (with permission).
- Captions, hashtags and replies to comments and DMs.
- A simple monthly report: reach, followers, messages, top post.

Sample packages

Package	Includes	How to price
Basic	12 posts a month on 1 platform	Fixed monthly fee
Standard	20 posts + 4 short videos, 2 platforms, comment replies	Higher monthly fee
One-off setup	Create/clean the Page, bio, cover, WhatsApp Business catalogue	Once-off fee

Set your prices based on your town and the time the work takes. Ask for payment at the start of each month.

Pitch messages (copy and edit)

First message: "Hi [name], I love your [shop/food/service]. I help small businesses in [town] get more customers on Facebook and TikTok. I made 3 free post ideas for you — can I send them?"

Follow-up (3 days later): "Hi [name], just checking if you saw the ideas. I can start with a small trial: 4 posts this week. If you like the results, we continue monthly."

Closing: "Great! For [package] it is KES [price] per month, paid at the start. I will send the first posts for approval on [day]."

Tools (free)

- Meta Business Suite to schedule Facebook and Instagram posts.
- Canva for designs, CapCut for short videos.
- Google Sheets for the content calendar and report.

Golden rules

- Get the owner's approval before posting offers or prices.
- Never buy followers for a client.
- Use admin/partner access — do not ask for the owner's personal password.