



5 Minutes with the Community Manager

JENNIFER KANAAN: MY ACCOUNTS ARE AN EXTENSION OF MYSELF!

By Darine Sabbagh  @sdarine

Community Managers are the super heroes in the shade who shadow brand pages and Twitter accounts, embodying those brands and speaking to us with their voices. They are the ones who create amazing content that makes us like and share and ultimately welcome the brand into our daily offline lives. If you have been curious to know who those superheroes are, you are in luck! Every month, we will be interviewing a Community Manager, to not only showcase their talents and wits, but also let you know the real people behind the brands.

Like most of us who were swept by the social media marketing wave, Jennifer Kanaan, who now works as the Social Media Manager at Eastline Marketing, has sought out by her calling and swerved out of the earlier chosen path of being a nutritionist. Let us find out more about her daily challenges and victories in this month's column.

Tell us a bit about yourself and your online persona

I have studied nutrition in the American University of Beirut (AUB) and I had no idea I would end up working in social media. I keep in touch with my field of study through a blog, New Trends in Nutrition—linked to a presence on Facebook (<https://www.facebook.com/NewTrendsInNutrition>), Twitter and Instagram. I post mostly about holistic health and psychology of nutrition: two aspects I feel are missing in our approach to health and nutrition.

Tell us a bit about the accounts you manage and the approach you have for each of them. How do you make sure you are most creative on each of them and maintain each brand page's voice?

At Eastline, we make sure to give the right brands to the people who are most passionate about the brand at hand. So, my accounts are an extension of myself, really. Each of them relating to what I am interested in. This makes it much easier to handle the brand and translate it into the proper tone of voice and content, since I myself am part of the target audience.

How did you get into social media and community management?

I think it is fair to say that I did by accident. I had started a Facebook page to raise more awareness about a more holistic approach to Nutrition called "New Trends in Nutrition". This page

slowly grew into a blog and this is when I realized how effective social media was. I knew right then that I needed to explore it further, and a friend of mine referred me to an opening at Eastline Marketing.

What is your favorite part about being the voice of brands?

At Eastline Marketing, we consider work as a pleasurable challenge waiting to be tackled! We all suffer from OCD (Obsessive Compulsive Disorder). I love it when I am socializing with people and they are praising a certain brand's online communication without knowing that I am the voice behind it. It feels exciting and rewarding to know that your work is appreciated and getting through to the fans.

What is your least favorite part about it?

My least favorite part is when a brand does not consult with us on an offline campaign or activity that does not translate well online.

Do you have favorite fans?

I do appreciate every time we see loyal fans who constantly engage on the pages. I am even happier when a 'neutral page liker' turns into a brand advocate/supporter.

Tell us about one of your most recent learning experiences.

It is not really a new learning, but it is put to the challenge everyday: it is not to take things personally. We represent the brand and what is best for it. This means we always need to stay in control and not let our own personal feelings get in the way of communicating what is best for the client. If you do not love and live your brand, do not work on it because it will reflect on the quality of your work.

If you could manage other brands, what would those brands be?

Those would be international watch brands such as TAG Heuer and Omega.

What is your number-one tip while dealing with clients, as coordination with those can be hectic?

Always try to anticipate what they want or what their feedback will be, and work accordingly. This way they can know that you are a brand owner as much as they are.

Is there a post you worked so hard on making and then it did not per-

form as well as expected? Yes, it has happened, but I guess with the new Facebook algorithms it gets harder to get organic reach; there are too many factors now that come into play. ■