What is Hootsuite?

Hootsuite is a site that assists in managing and organizing multiple social networks. Allowing you to see many sites at once. You can schedule posts in advance and create reports using the analytical tools provided. Additionally, you can create custom targeted searches on the social networks that you have connected. Hootsuite makes it easier to monitor what is being said about your brand and to connect with your audience with the custom dashboards

Creating an Account:

To begin, visit https://hootsuite.com/ and choose between a free or "pro" account for $9.99/month. A free account allows you to schedule posts, customize your dashboard, save searches, manage/post to multiple social networks at once while the paid version adds the ability to manage networks across teams, generate social media reports, batch upload scheduled tweets, and more.

Power Tip: We recommend startign with a free account to be sure that Hootsuite is a good fit for you then upgrading to a paid version.

Adding Social Networks:

Connecting your social networks allows you to access and create streams. Do this by clicking "add a social network" or "connect with Twitter." Since you can manage many social networks and streams, many combine their personal and business networks on one Hootsuite account.

Add Social Network
- Twitter
- Facebook
- Google+
- LinkedIn
- foursquare
- WordPress
- mixi

Power Tip: If you connect your personal accounts, double check to which account you are posting to prevent any social media disasters.
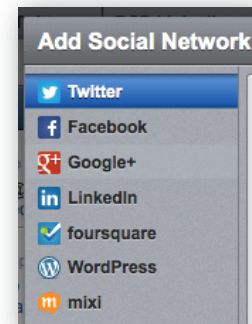
Tabs:

Using tabs is the easiest way to organize your dashboard. Tabs help separate and categorize networks and apps for easier viewing. Within the tabs, streams are an aditional way to organize your networks and content.

+ Add Stream
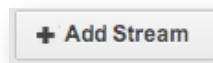
Streams:

Streams are customizable and self-contained within your tabs. you can create streams to view profiles, keywords, mentions, and much more. This allows you to better connect with your audience and keep track of who's talking about you. If you're planning an event, consider creating a stream of the participants, the hashtag you are using for the event, and more.

Power Tip: If your brand is often spelled incorrectly, create streams for the spelling variations to make sure you don't miss anything.

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Unlike searching on other social networks, once streams are set up, they automatically update. For example, a stream of Tweets that include the words "social media" and a question will continually update and display the most recent Tweets featuring those keywords.

Select a profile:
bootcampdigital
Enter search query:
social media ?|
Show examples
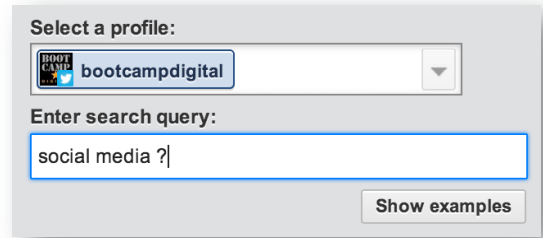
Scheduling Posts:

Scheduling posts in Hootsuite allows you to plan ahead and be more efficient. To schedule posts, create your post and then select which social network you want to post to – the options will appear in a drop down.

Compose message...   Click to select a social network

To schedule posts, click on the calendar icon below the text box and select the date and time you want the post to go out. You can view all of your scheduled posts by creating a stream of scheduled messages for your networks.

Power Tip: While you can post the exact same thing on multiple networks at once, you want to customize for each network to maximize the impact.

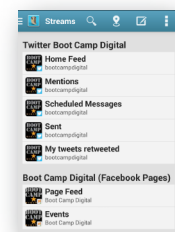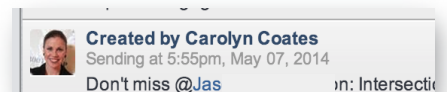## Custom Reports *Pro Version Only:

Hootsuite allows you to create customizable reports to better understand your audience and the results of your social media efforts. Begin by clicking the analytics tool on the left side toolbar and build your custom report. Hootsuite allows you to edit continuously and export as a PDF.

Twitter : Profile Summary
@bootcampdigital
Boot Camp Digital
Cincinnati
Followers 3,867
Following 1,119

Twitter Profile Overview

With Hootsuite analytics, you can track brand mentions on Twitter, measure profile growth, examine Facebook demographics, and much more.

Created by Carolyn Coates
Sending at 5:55pm, May 07, 2014
Don't miss @Jas   on: Intersecti

Hootsuite Teams *Pro Version Only:

Teams on Hootsuite allow multiple contributors to manage multiple social networks with custom dashboards. Available in the paid versions of Hootsuite, take advantage of collaborative opportunities by assigning messages within Hootsuite to ther team members to improve engagement as well as see who has scheduled posts. Under one organization you can add many team members and control the right level of access for each member.

Streams
Twitter Boot Camp Digital
Home Feed
bootcampdigital
Mentions
bootcampdigital
Scheduled Messages
bootcampdigital
Sent
bootcampdigital
My tweets retweeted
bootcampdigital
Boot Camp Digital (Facebook Pages)
Page Feed
Boot Camp Digital
Events
Boot Camp Digital

Efficiency Tools:

Most mobile smart phones and tablets have applications for Hootsuite. Now you have the ability to manage your social media accounts anytime, and anywehre while on the go. Make sure you only give access to members of the team that are responsible.