A Guide to Hootsuite



**Hootsuite**

There are a number of ‘clients’ – or platforms - that allow users to monitor, send and even schedule Twitter messages without logging into their Twitter homepage.

In fact, HootSuite is far more than a Twitter client, and forms a social media management system for organisations that wish to collaborate on campaigns across multiple social networks – all from one secure, web-based dashboard.

HootSuite allows users to launch marketing campaigns, identify and grow audiences and distribute targeted messages using an online social media dashboard. It streamlines team workflow with scheduling, and assignment tools provide custom reports using comprehensive social analytics tools for measurement. Key social networks integrated into HootSuite include: Facebook, Twitter, LinkedIn, and Google+ Pages, plus a suite of social content apps for YouTube, Instagram, Tumblr and more.

**To sign up for HootSuite**

1. Visit https://hootsuite.com.
2. Type your email address, full name and create a password.
3. Click “Sign Up Now”

**To add social networks**

Adding social networks to your HootSuite dashboard allows you to complete actions such as scheduling status updates and Tweets, tracking brand mentions, and analyzing social media traffic.

**To add a social network:**

1. Click the “Add Social Network” button.
2. •Select a social network.
3. Connect your social network.
4. Repeat with other social networks (LinkedIn, Google+ etc.), as necessary.

**To add tabs and streams**

Creating tabs and streams allows you to perform and save advanced searches, filter for content and manage lists and followers.

Adding tabs to your HootSuite dashboard is an easy way to group streams and keep your dashboard organised.