

## Hoot Suite Information

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**What is HootSuite?** Hootsuite is a social media management tool that can be used to manage multiple social profiles, schedule messages, track brand mentions, and analyze social media traffic and more.

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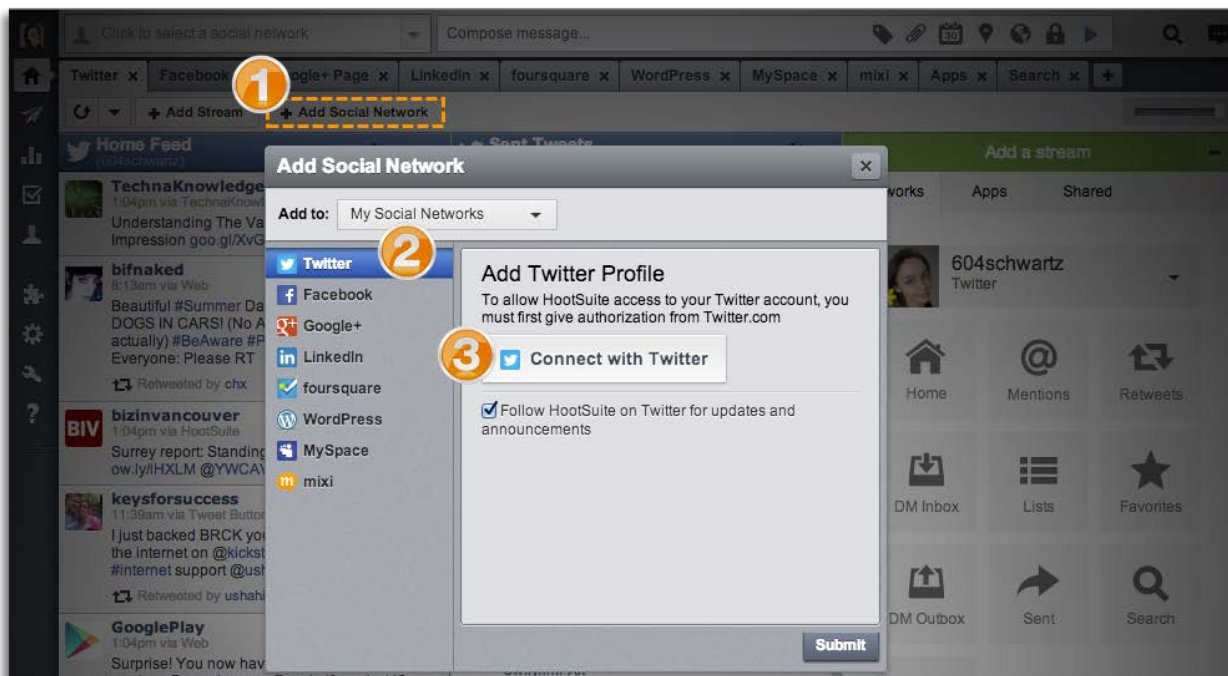
### Social Networks

- “ECU College of Education” Facebook
- “@ECU\_COE” Twitter (ecucoeintern2014@gmail.com/Pirates2014)
- Google+ (same log-in information as the email address)

#### Add Social Networks—

1. Click “Add Social Network” Button
2. Select a social network
3. Connect your social network

\*\* Twitter; Facebook Timelines, Pages and Groups; Google+; LinkedIn Profiles, Groups and Community Pages; foursquare; WordPress.com Blog \*\*



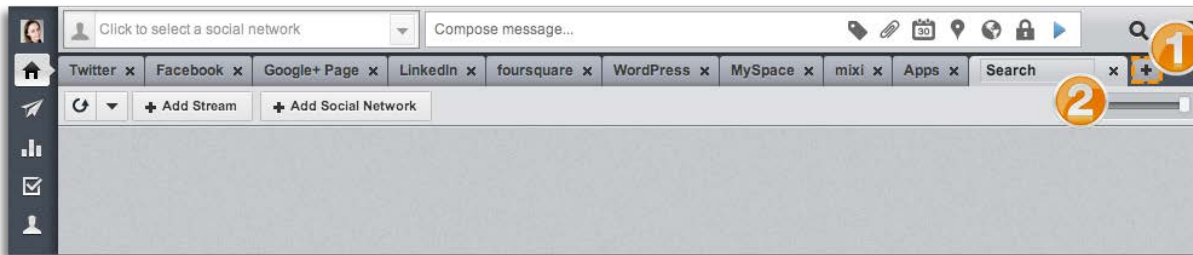


## Add Tabs and Streams

Allows you to perform and save advanced searches, filter for content and manage lists and followers

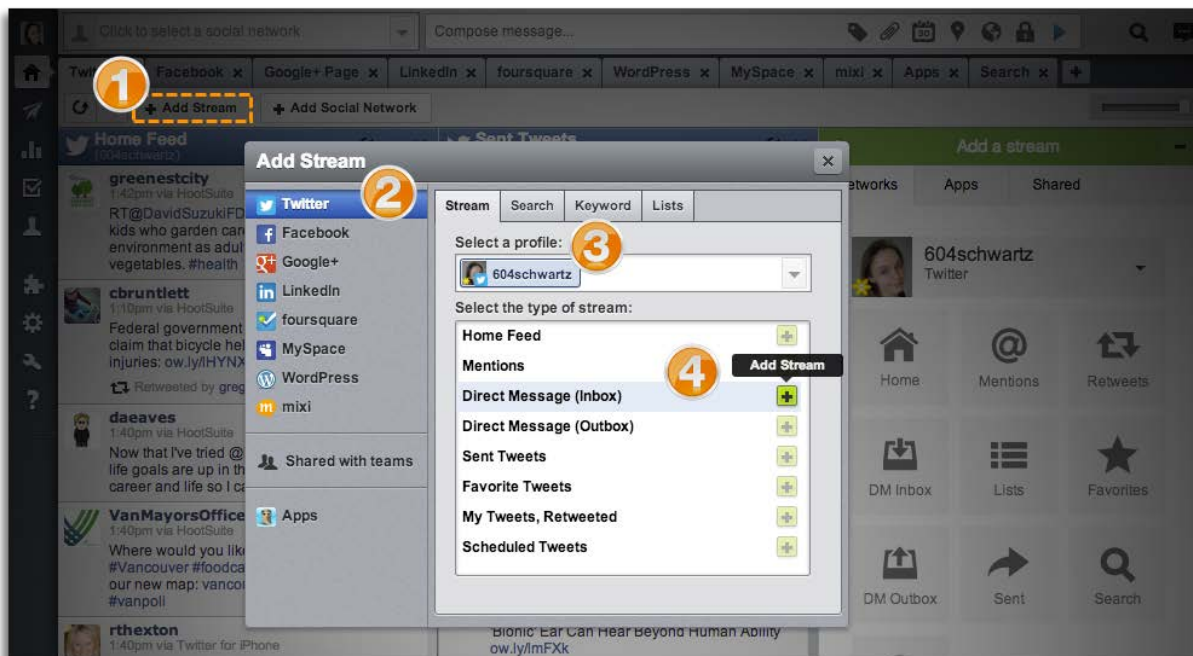
### Adding Tabs

1. Click **plus** (Add Tab) icon
2. Type tab name, and then press ENTER



### Adding Streams

1. Click Add Stream
2. Select a social network
3. Select a profile
4. Select a stream

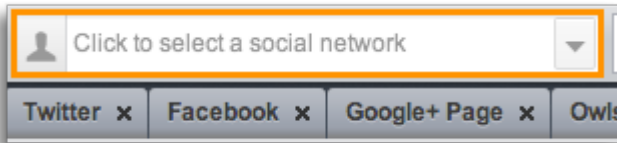


Twitter Streams— Twitter content, such as the home feed, mentions, direct messages, and tweets, can be added as streams to your HootSuite dashboard.

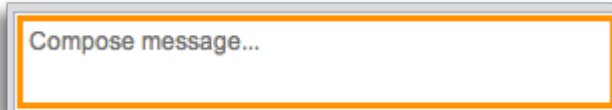
Facebook Streams—Facebook content, such as newsfeeds, wall posts, events, and scheduled messages, can be added as streams to your HootSuite dashboard.

## Compose and Send Messages

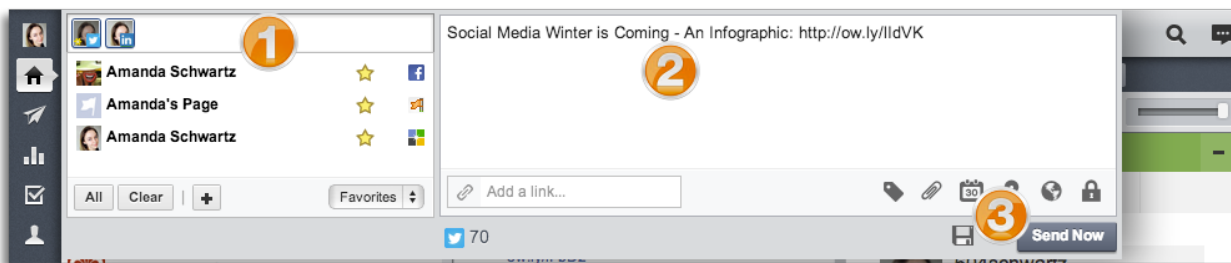
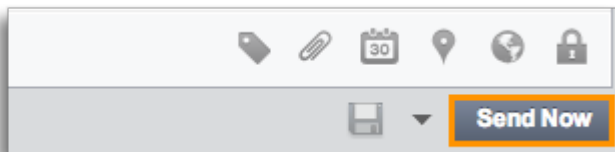
1. Click to select a social network (more than one can be selected)



2. Type your message



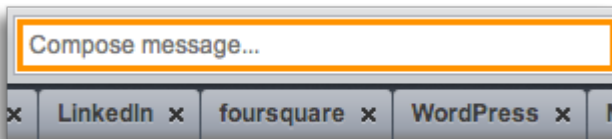
3. Click **Send**



## Shrinking URL's in Messages

Hootsuite uses Ow.ly to shrink links (URLs). Shrinking a URL saves character space, and analytics can be generated based on how many clicks the URL receives

1. Click Compose Message



2. Click Add a link



3. Paste or type the URL, and then click Shrink

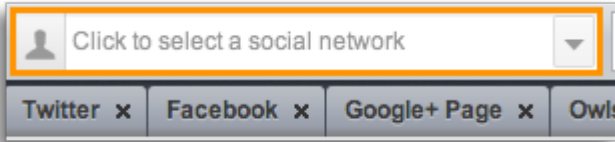




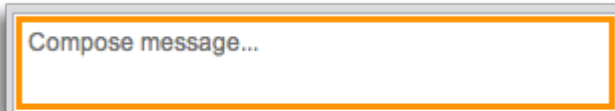
Scheduling Messages—the scheduling (calendar) icon in your compose message box allows you to schedule one message at a time, or AutoSchedule.

### To Schedule a Message

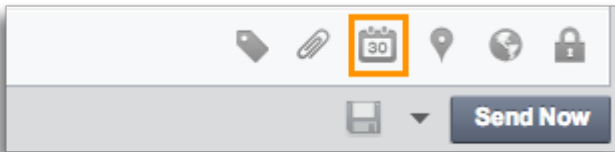
- 1) Click to select the social profile(s) that will post your message



- 2) Click **Compose message**, and then type message



- 3) Click the **calendar** (scheduling) icon



- 4) Schedule message

- a) Click to select a date
- b) Click to select a time
- c) Optional: Click **box** to receive an email when your message is sent
- d) Optional: Click **View date in Publisher** to review other content scheduled for that day

- 5) Click **Schedule**

