

Marketing for Small Business: Hootsuite and Social Media Management

Goals: By the end of the session, participants will:

- Understand the uses and limitations of Hootsuite
- Customize a Hootsuite dashboard and create and schedule posts
- Know where to go for useful tips on increasing engagement

What is Hootsuite?

Hootsuite is a social media management tool that displays many popular social networks within a single interface. From the single dashboard you can post, tweet, share and comment to all of your social networks while sitting within the single tool.

Social Media Accounts Compatible with Hootsuite:

- Facebook
- Twitter
- Instagram
- Google+
- LinkedIn
- WordPress

Set Up an Account

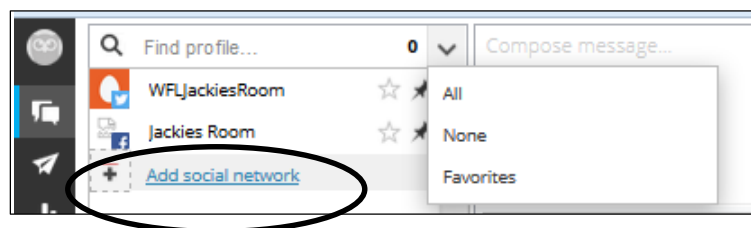
There are free and paid accounts available through Hootsuite. We will only be discussing the free accounts in this class. To see all of the differences between free and paid accounts visit:

<https://hootsuite.com/plans>

Link Social Media

What type of social media do you already have for your business? What type of social media might you use?

- After logging in, begin by adding a social network in the top left corner:

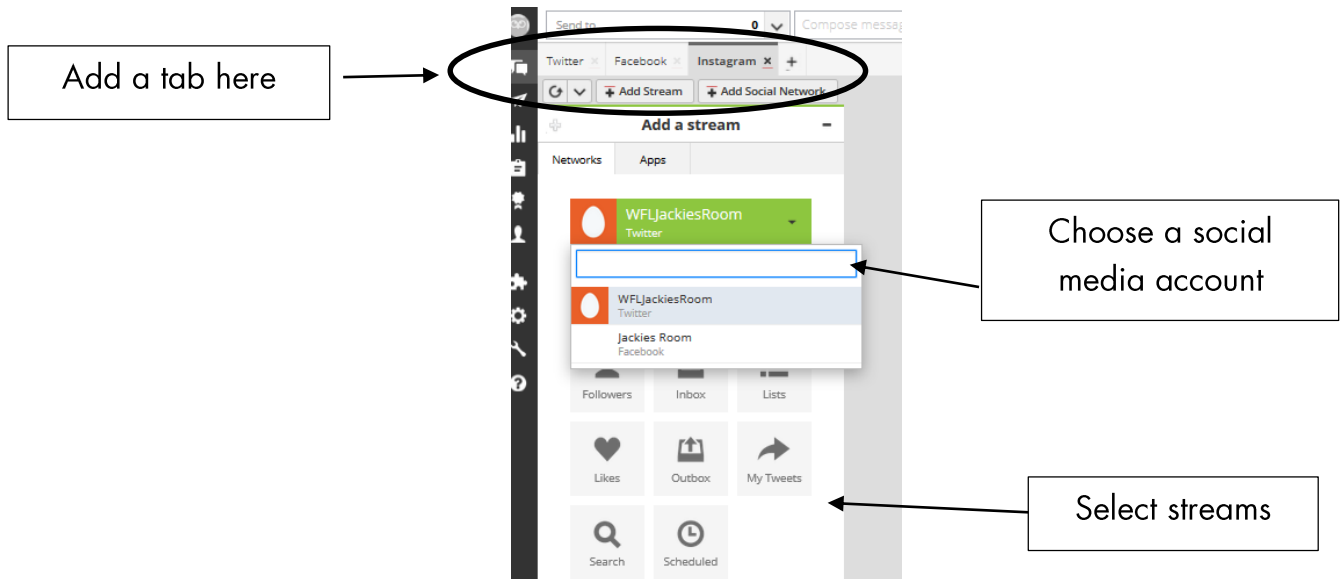


- Follow the prompts to link to your account. ****Have the username and password handy!***

Dashboard

Customize your dashboard: What kind of information do you want to see when you log in?

- “Streams” pull in various information from your social media account, like your posts, your mentions and scheduled posts.
- Add a tab, select a social media account, name the tab and then select which streams you want to add for that social media account.



Choose which Social Network to “Send to”

Different networks can often have different audiences. For example, hashtags on Facebook have never been as popular or as utilized as hashtags on Twitter. To compose a post click in the box and select which network to share with.

Shorten URLs

Shortening a URL (the address of a website) helps your content fit better within your posts, as well as gives you the ability to track clicks within the Hootsuite tool. Within the ‘Compose message’ box you can insert a hyperlink, once it is in the box a “Shorten” option will appear.

Schedule Posts

Schedule your Facebook posts weeks, or months in advance to better manage your time in regards to social media. Use the calendar icon to schedule a post.

Instagram

There are a few more steps involved with posting to Instagram since it is exclusively a mobile app. You can compose and send the Instagram post through Hootsuite on a computer, but the Hootsuite mobile app is required to complete the process. After sending the post from the computer, the mobile app will give a notification to push the post to Instagram, which is also required on the same mobile device.

Helpful Resources

- <http://www.socialmediaexaminer.com/>
- <http://blog.hootsuite.com/>
- <https://wellesleyfreelibrary.org/research/businessresources/> (databases, book/ebook titles)