

HootSuite Tutorial

HootSuite is an excellent social media management website. Through HootSuite you can track things like when your Twitter account (called a "handle") is mentioned by another Twitter user, when you're tagged in a photo on Facebook, or when a new GoogleDoc is shared with you. HootSuite is ideal for organizing your social networking feeds, scheduling tweets to go out at specific times, and keeping track of your following on multiple social networking sites.

1. Open up your Internet browser and go to <https://hootsuite.com>
2. There is both a free version and a version with features that require payment. Decide if you would like to use the paid features that include: analyzing traffic (views of your different social media sites). If you would like access to the paid features, click the "Plans and Pricing" link (in the *red box* below) and select the plan you would like.

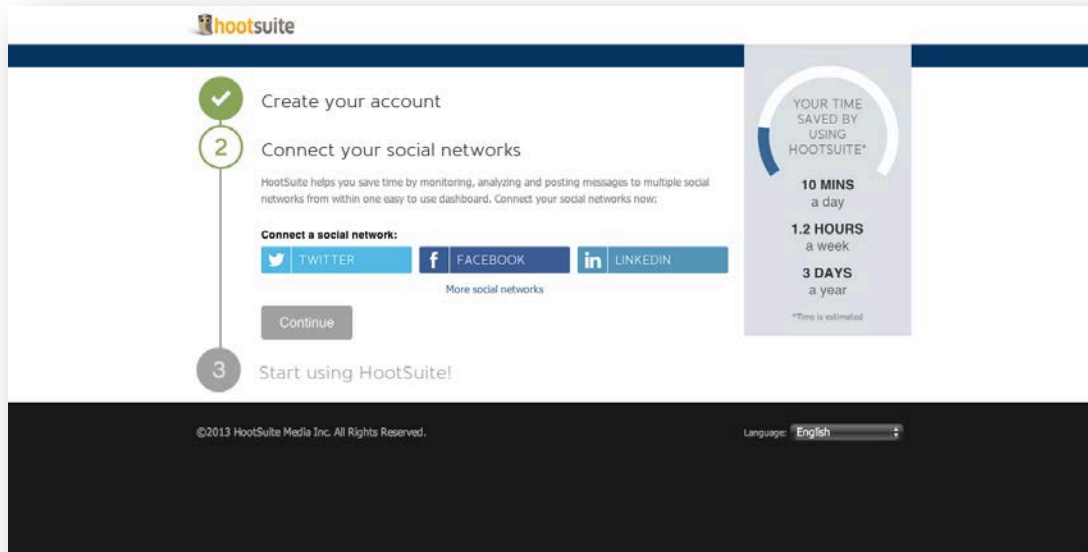
Important Note: NOW recommends you get the **free** version. The free version provides wide array of management capabilities. Unless you want to manage more than 6 social networking websites, the free version is more than sufficient. You can always choose to upgrade later on.

3. If you would like to use the free version, enter your email address, name, and the password you would like to use on the right and click "Sign Up Now." **You will need to remember your login information, so write it down!** If you have a Facebook, you can also simply click on "Sign Up Using Facebook" and sign into HootSuite through your Facebook. If you do

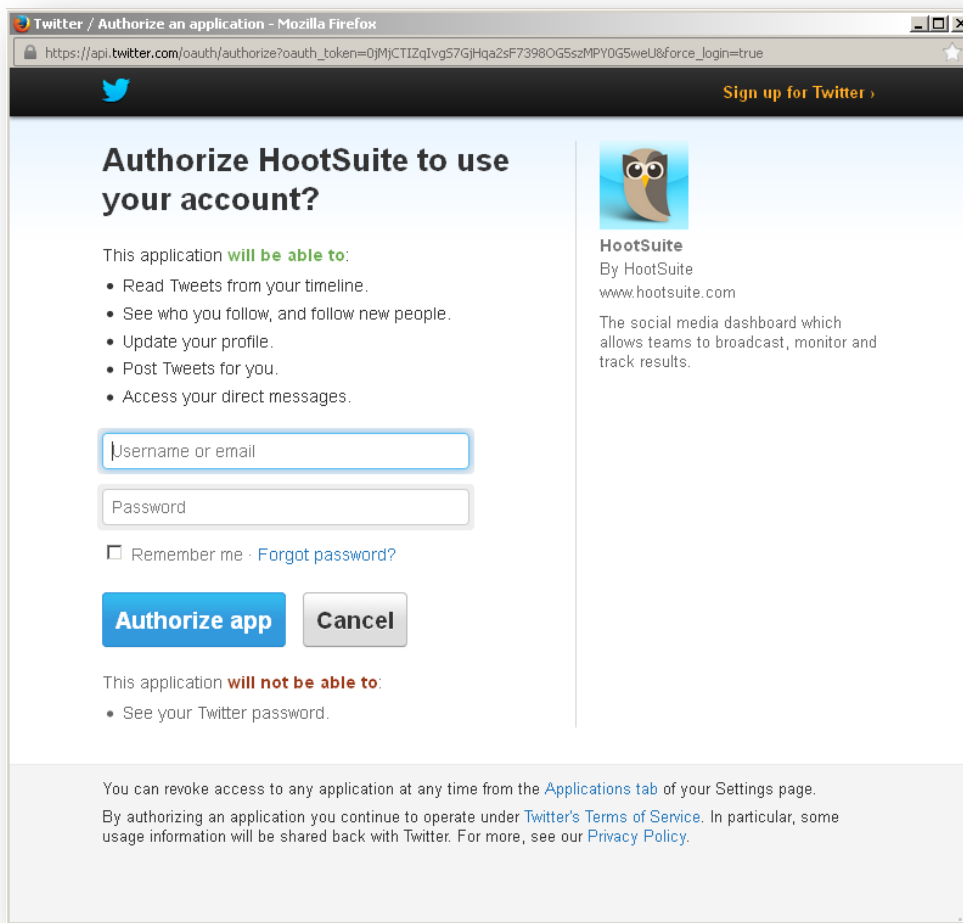


this, your login information for HootSuite and for Facebook will then be the same.

4. On the next page, select which social networks you would like to use HootSuite to control.



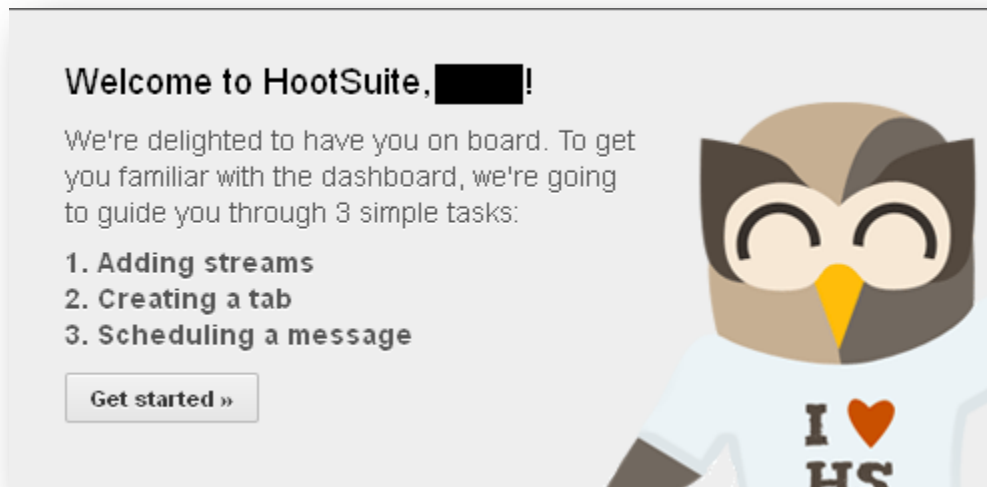
5. For the purposes of this tutorial, we will be selecting only Twitter. By clicking on the Twitter icon another window will pop up which looks like this:



The screenshot shows a browser window titled "Twitter / Authorize an application - Mozilla Firefox". The address bar contains the URL: https://api.twitter.com/oauth/authorize?oauth_token=0jmJCTI2qIvg57GJHqa2sF7398OG5szMPY0G5weU&force_login=true. The page features the Twitter logo and a "Sign up for Twitter" link. The main heading is "Authorize HootSuite to use your account?". Below this, it states "This application will be able to:" followed by a list of permissions: "Read Tweets from your timeline.", "See who you follow, and follow new people.", "Update your profile.", "Post Tweets for you.", and "Access your direct messages.". There are two input fields: "Username or email" and "Password". A checkbox for "Remember me" is present, along with a link for "Forgot password?". Two buttons are visible: "Authorize app" (blue) and "Cancel" (grey). Below the form, it states "This application will not be able to:" followed by "See your Twitter password.". At the bottom, there is a disclaimer: "You can revoke access to any application at any time from the Applications tab of your Settings page. By authorizing an application you continue to operate under Twitter's Terms of Service. In particular, some usage information will be shared back with Twitter. For more, see our Privacy Policy."

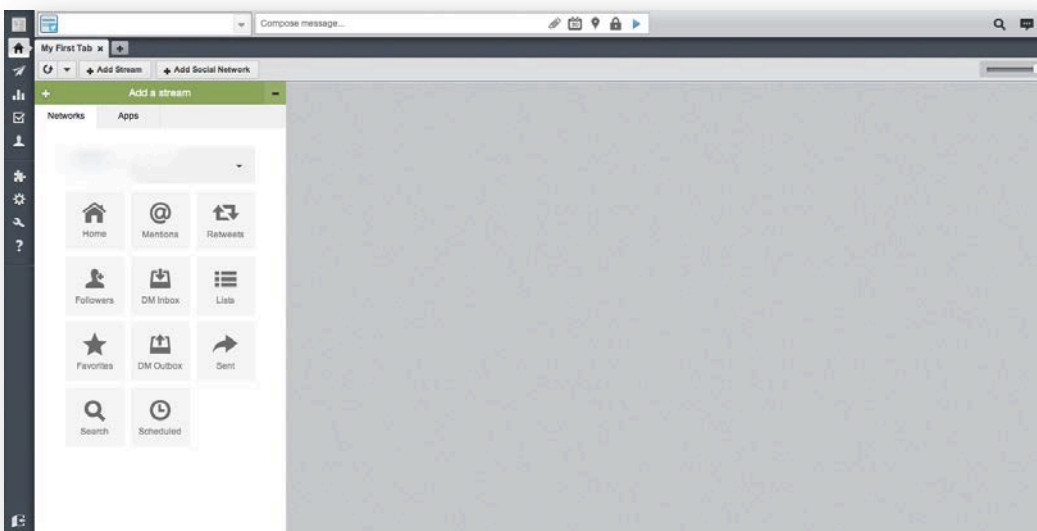
6. In this window, enter your Twitter login information. **Note: this page is a pop-up, so you may need to disable your pop-up blocker in order to display it. This page is safe -- you can enter your information without worry.**

7. Once you fill out the form with your information and click "Authorize app". The pop-up window will then disappear. Repeat steps 4-6 for other social media accounts you want HootSuite to help you manage. Click **Continue** on the original page after you have entered your information. Once you do so this box will pop up:

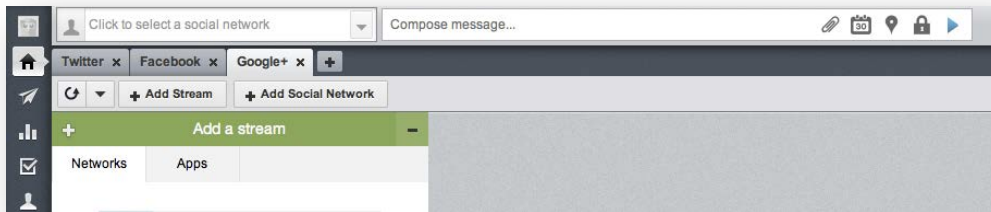


Click "Get Started."

8. This will bring you to the webpage that can help you customize your HootSuite. On the left-hand side there is a green box that says "Start adding streams." Within box there are 11 categories (streams) that you can click on to personalize what you will see in your HootSuite newsfeed. Streams are pages that will show you specific groups of tweets, like "Retweets," "Mentions," or all tweets with a certain hashtag. "Home", "Mentions", and "Retweets" are good streams to add. Respectively, "Home" refers to the tweets you normally see from people you follow, "Mentions" are tweets in which you are mentioned, "Retweets" are tweets that people have re-tweeted from you.

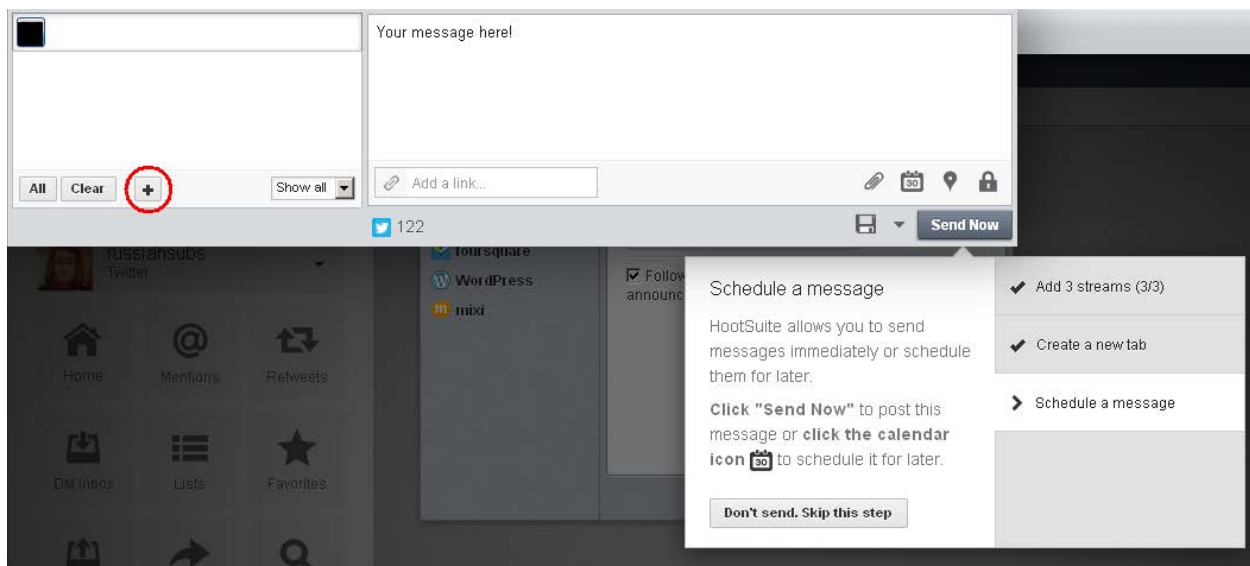


9. Once you add different streams, you can go through each of your social media sites that you are using HootSuite to control and customize what you want to see. If you want to keep your different social media sites separate you can click the “+” button to create a new tab. Here is an example of how to organize your social media accounts:



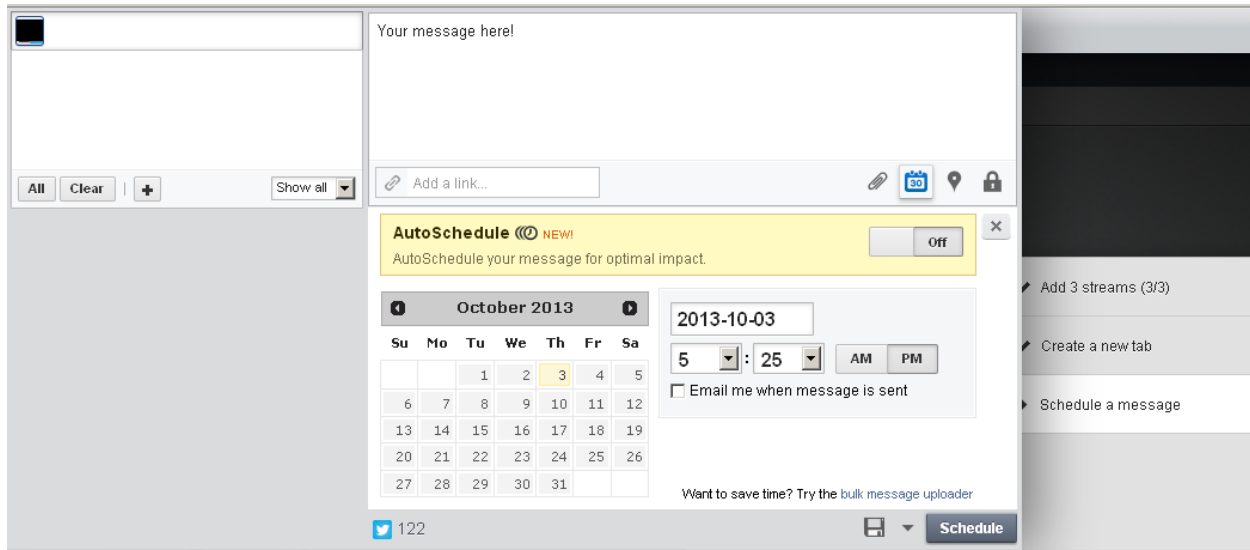
10. At the top of webpage there is a box says “Click to select social network”. Once you click this box a list of your social networking sites will be listed on the left and the right box will say “Compose message...”

If you want to post the same message on multiple networks (for example, on Twitter and Facebook simultaneously), you will want to click on the “+” button. This will allow you to add different social networks to HootSuite. If you want to only post on Twitter, you can skip this step.



11. In order to tweet or post something, type your message into the box “Your message here!” To send it immediately, click “**Send Now.**” From left to right, the small pictures above the “Send Now” button signify adding a document or a link, scheduling a tweet for later, adding location

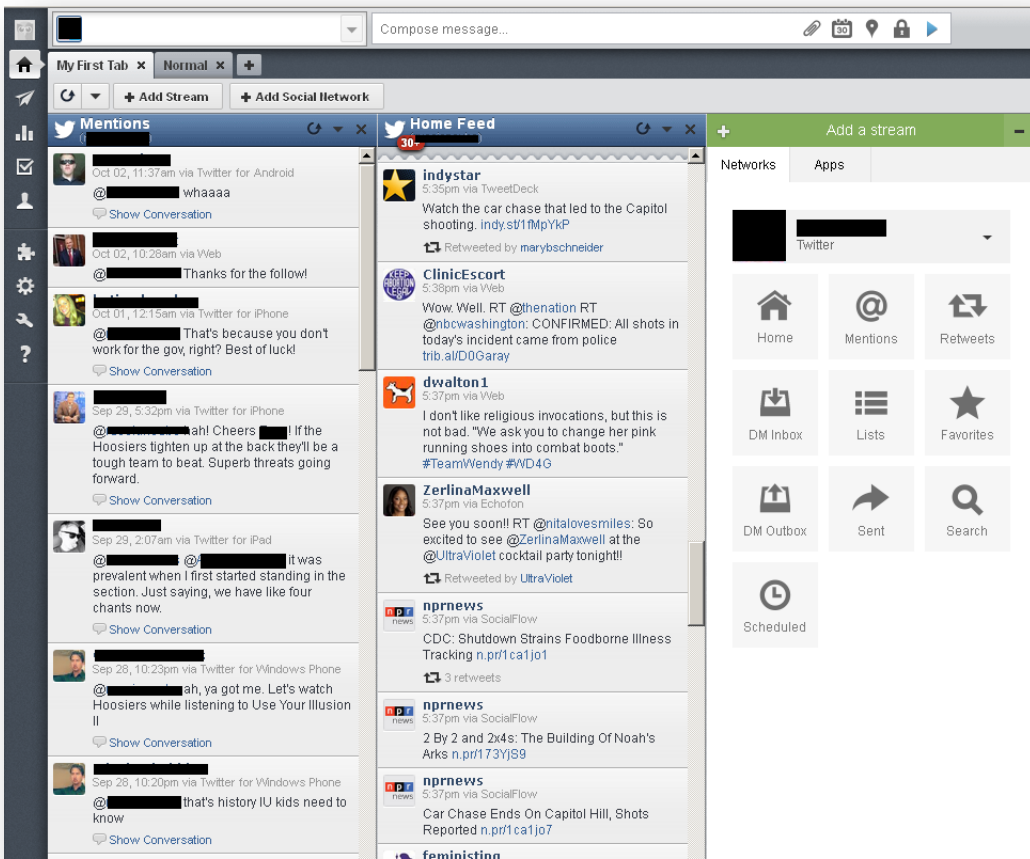
to a tweet, and setting privacy settings (who can view what you are tweeting or posting). Ex: By clicking on the Schedule button will bring up this screen.



In this example, the tweet is scheduled to be sent at 5:25 PM on October 3. The calendar interface will allow you to set up tweets to be sent at a later date. This is helpful when you want to regulate the timing in which you post or tweet something.

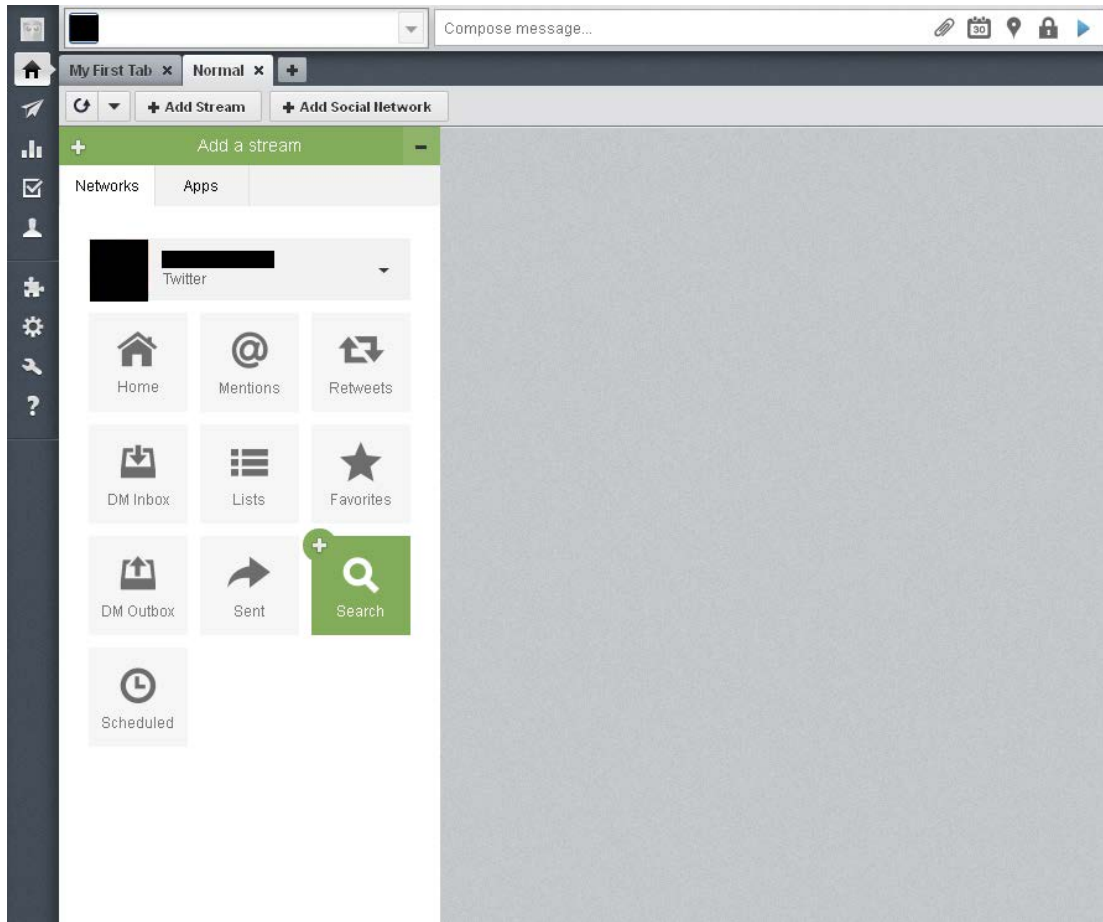
Side Note: Through the "Add a stream" box there is an icon called "Scheduled". By clicking this icon you will be able to keep track of which tweets you have scheduled to send out.

12. Your screen will now look something like this. This is the main HootSuite screen. For the purposes of this tutorial anyone's personal information has been blacked out.



As you can see, **Mentions** and **Home Feed** are the streams.

13. To look for specific hashtags you will need to open the “Add a stream” box and click the “Search” icon.



14 The example hashtag “Feminism” is used in this example. By searching for a specific hashtag this will create a stream for the hashtag you searched for.

Congratulations – you have set up Hootsuite!

From this point, play around with your HootSuite account and see what works best for your social networking managing.