

JUNE

HOOTSUITE

Tutorials

MAKE AN ACCOUNT ON HOOTSUITE

Firstly you need to create an account on Hootsuite. You can opt for a free plan or a paid plan. The paid plan has more options, but the free one is perfect to start with.

Tip: use your work email, this will make organising and creating easier.

After creating your account, Hootsuite asks you to add the social network accounts that you want to monitor. You do this by simply clicking the social network you want to add and then click the button '**give access**'.

Now you are ready to start!

Grow your social media presence

1. Hootsuite Account 2. Billing Information

Full Name
The Business of Weddings

Email Address
ellenreviva@gmail.com

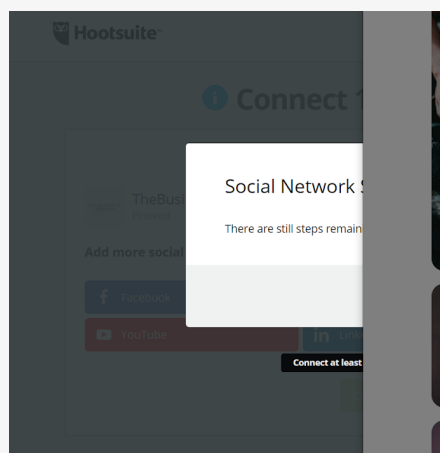
Password

By clicking 'Create My Account', I agree to Hootsuite's [Terms](#) and [Privacy Policy](#)

Create My Account

"Hootsuite allows us to better understand the impact of social media and engage customers more strategically through social channels."

Sanjay Dholakia
Chief Marketing Officer | Marketo



Authorize app

Hootsuite would like to:

See all of your Pins and boards (including secret boards and group boards you join)
Create new Pins and boards for you
Follow Pinners on your behalf



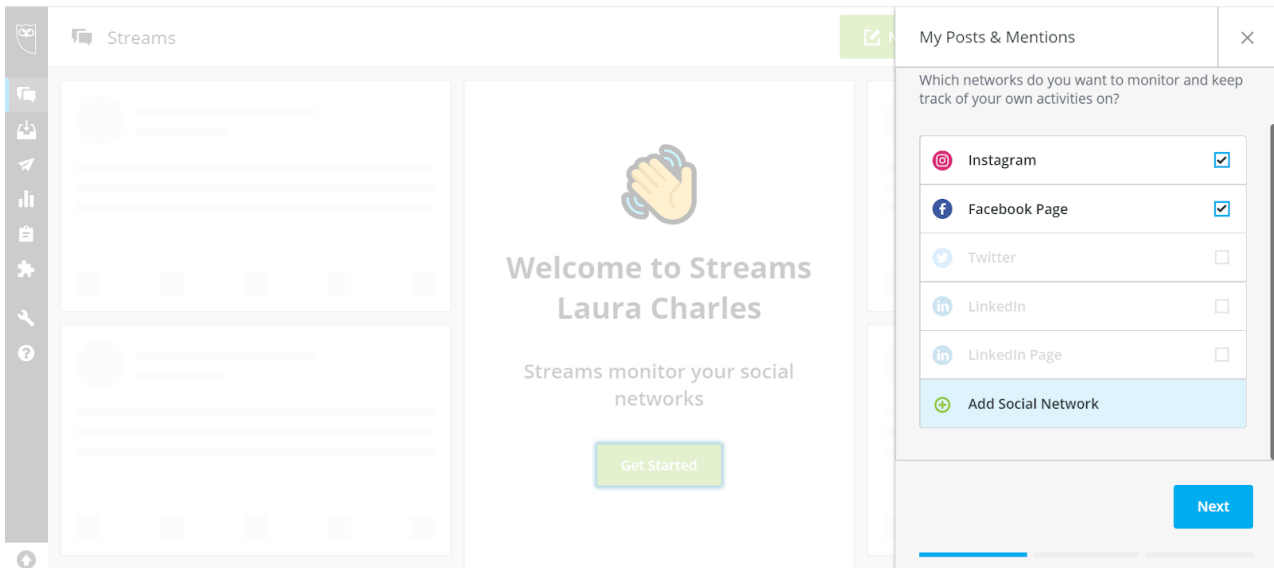
Logged in as The Business of Weddings
Not your account? [Log out](#)

Give access

You can always turn this off in your [settings](#).
[Terms of Service](#) · [Privacy Policy](#)

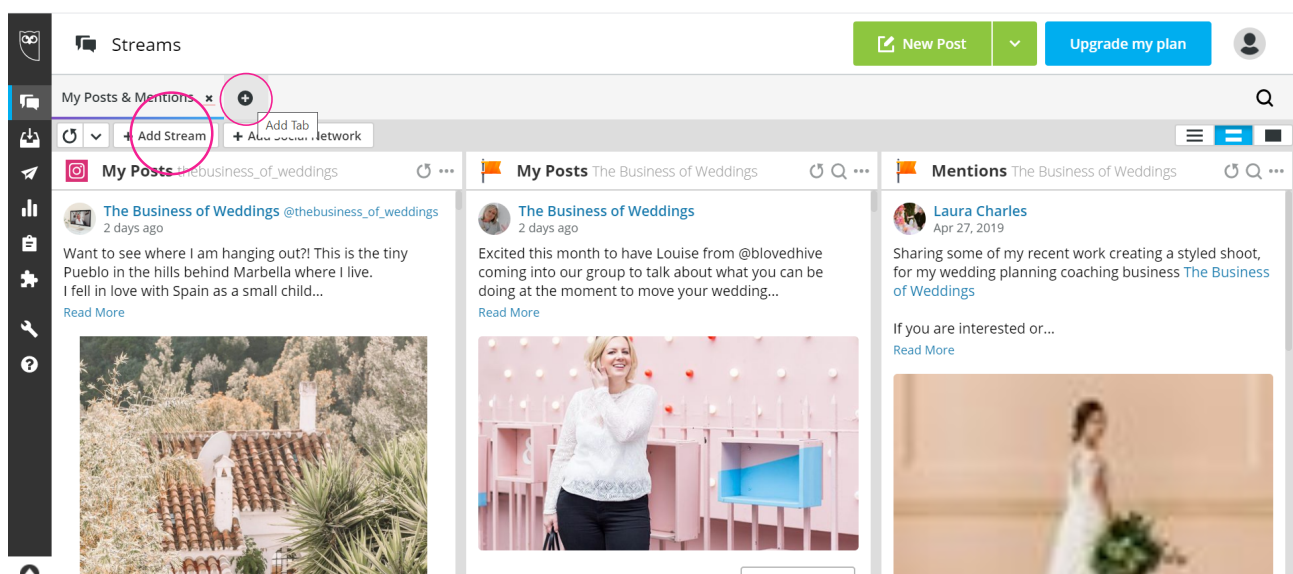
DASHBOARD ON HOOTSUITE

You can add more social networks afterwards. Click on 'Get started' and 'add social network'. Once you added all of your social networks click on 'next'.



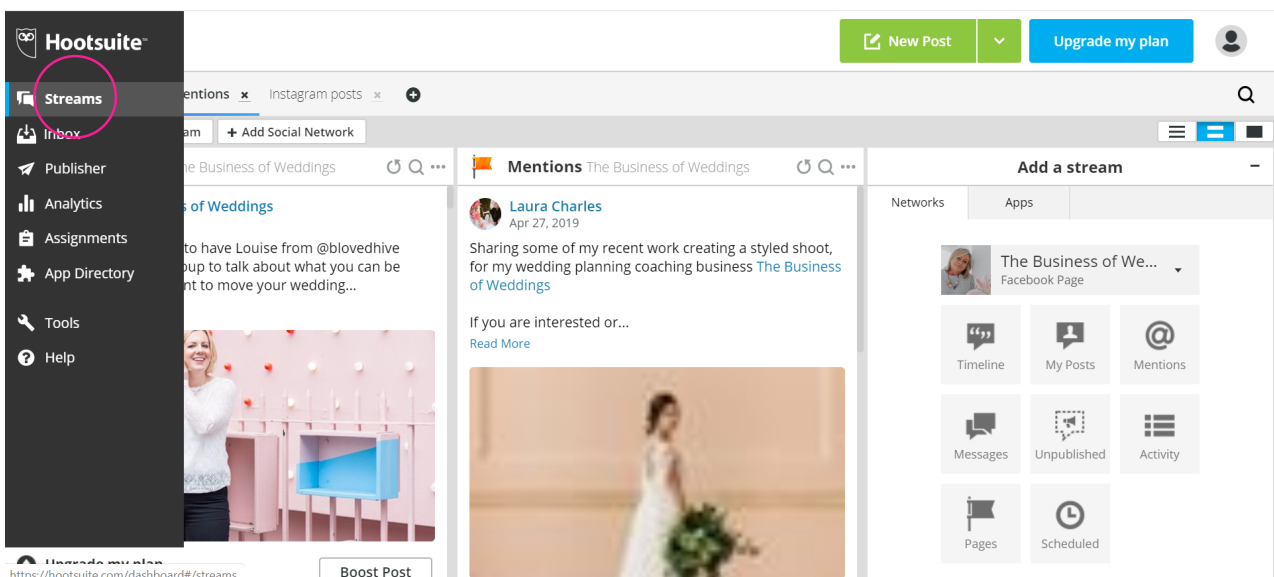
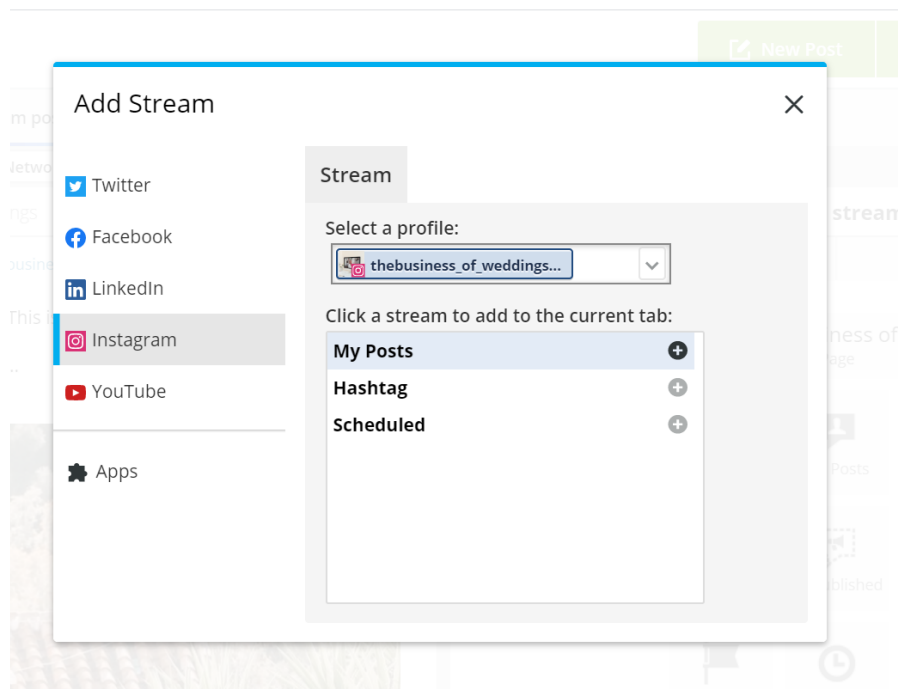
Your dashboard should now more or less look like this. You see an overview of your own posts on the different social networks and also posts in which your business account got mentioned these different categories are called **streams**. You can always add streams or social networks if you want.

You can also **add tabs by clicking on the '+' icon**, for example if you want a separate tab for each social network. When you create a new tab this will be empty, so you need to **add a stream**. For example if i want to add a separate tab for your Instagram account you should add in this tab the stream of your Instagram posts. You do this by clicking the 'add stream' button in the new tab.



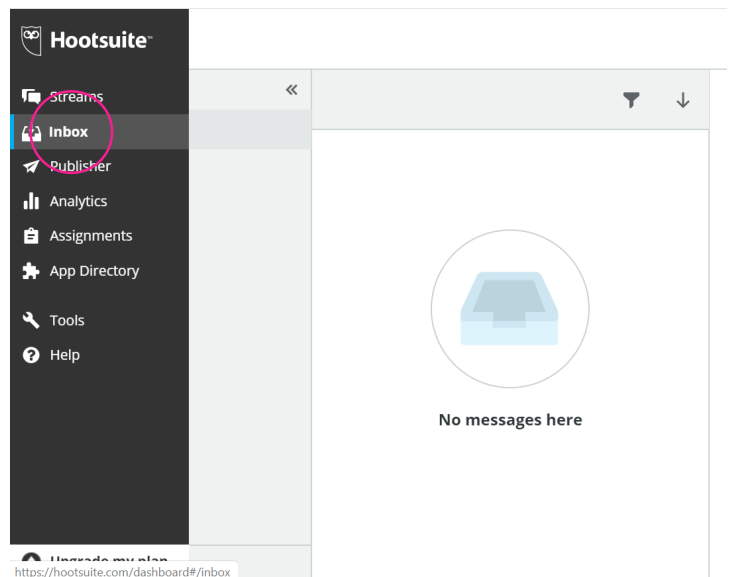
STREAMS

You can also add the stream of certain hashtags you want to follow or your scheduled posts. I created two streams (Facebook and Instagram). Whenever I want to see these I click on streams in the Hootsuite menu.



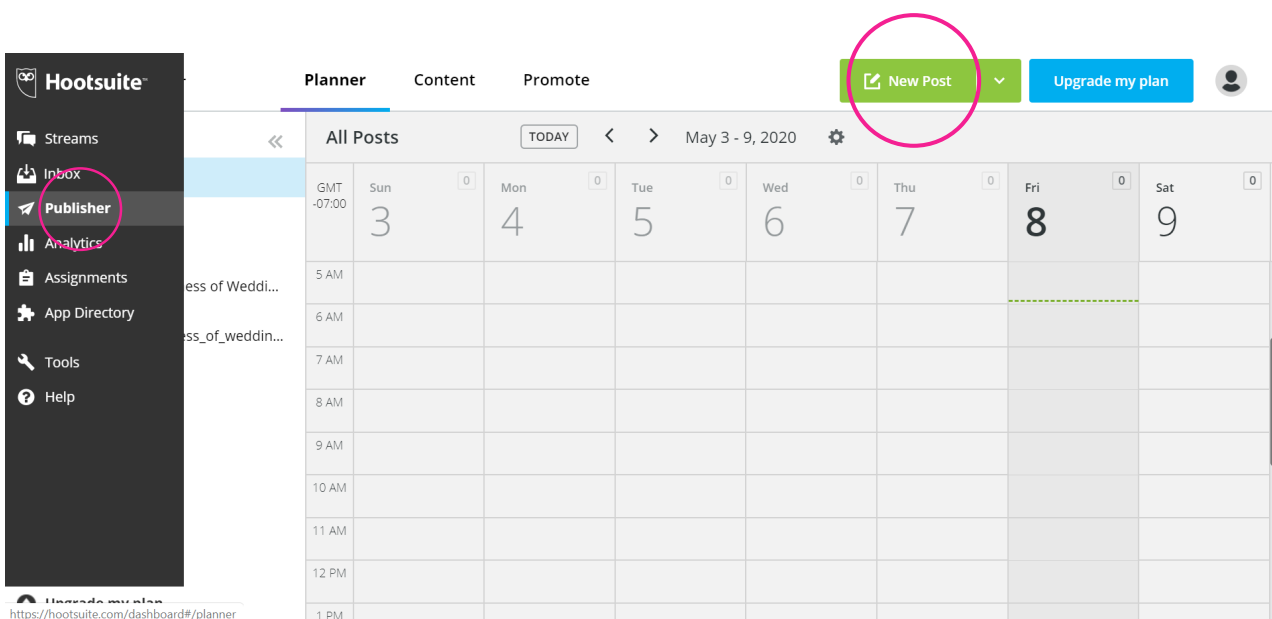
INBOX

Underneath this is the inbox. Here you will see different messages, replies, comments, etc. you receive across your different social networks. This is an easy way to reply to all of them from one place.



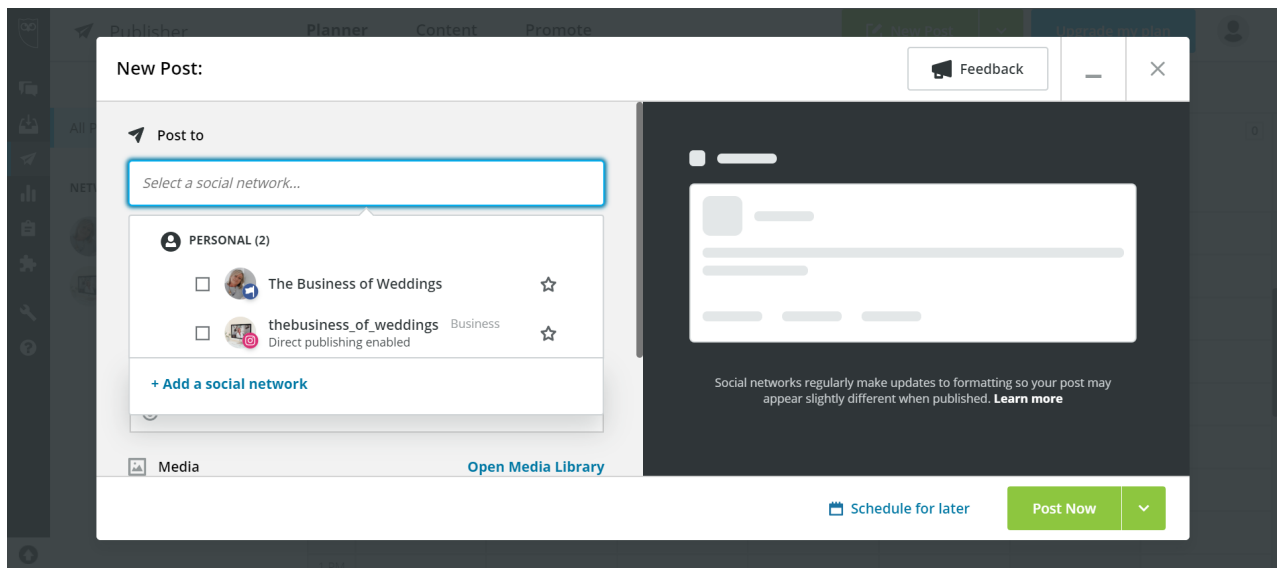
PUBLISHER

The third icon is the publisher where you can schedule new posts. You do this by clicking on the green button which reads 'new post'. You can also find this button on your dashboard with the streams.

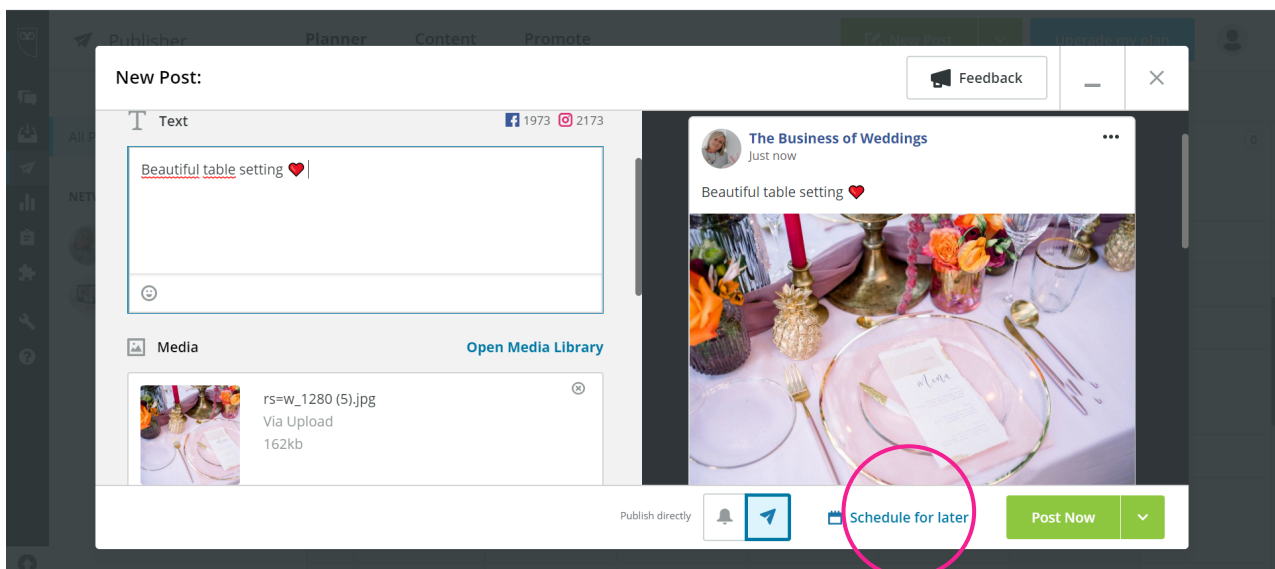


PUBLISHER

When you click this button, you will see this. First you can choose on which social network you want to post and you can select multiple if you want. Underneath you can add text and a picture/small movie.

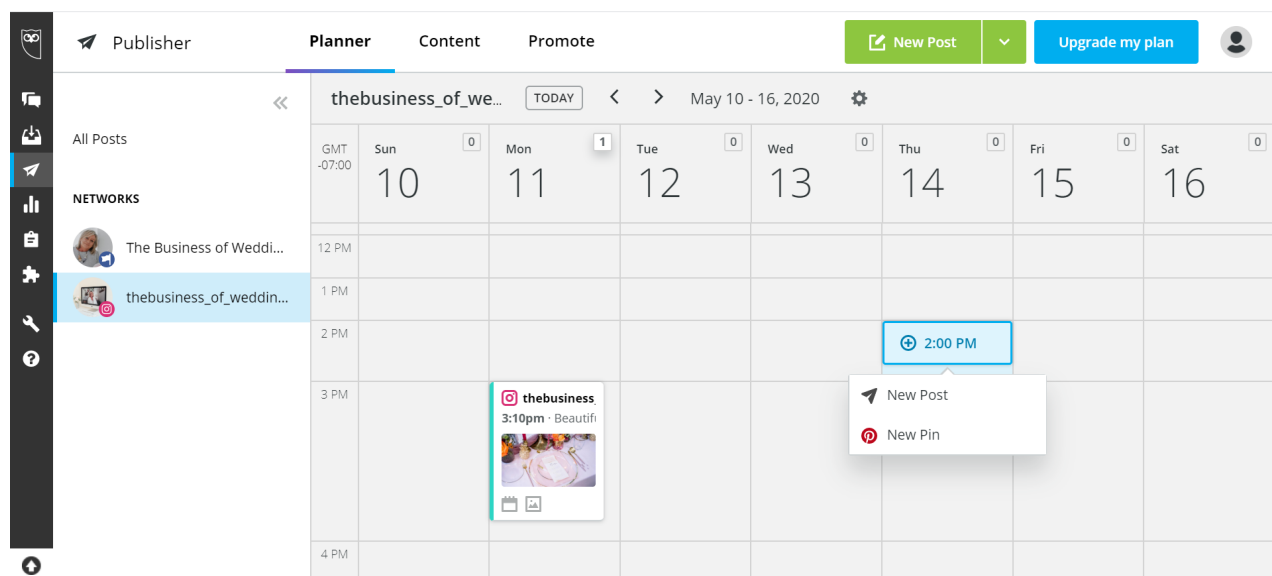


On the right you see an example of what the post will look like. Then you can choose if you want to post this right now or if you want to **schedule the post for a later date**.

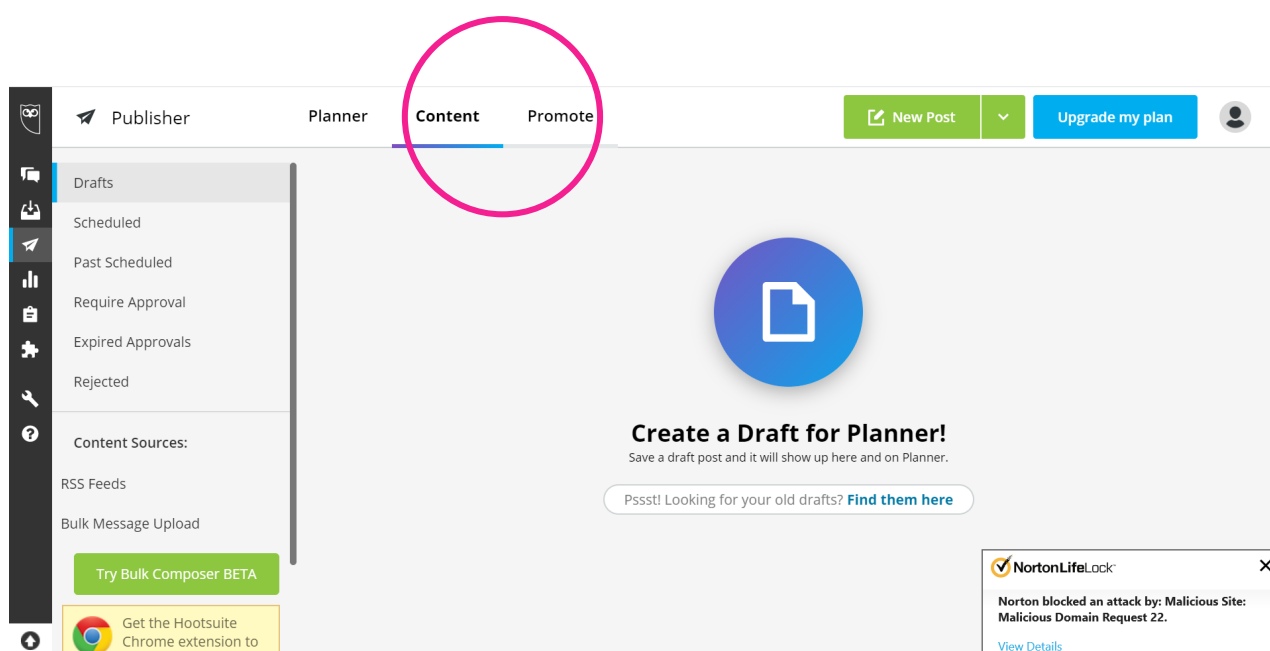


PUBLISHER

In the planner you can see your scheduled posts and when you click on a date you can plan a new post.

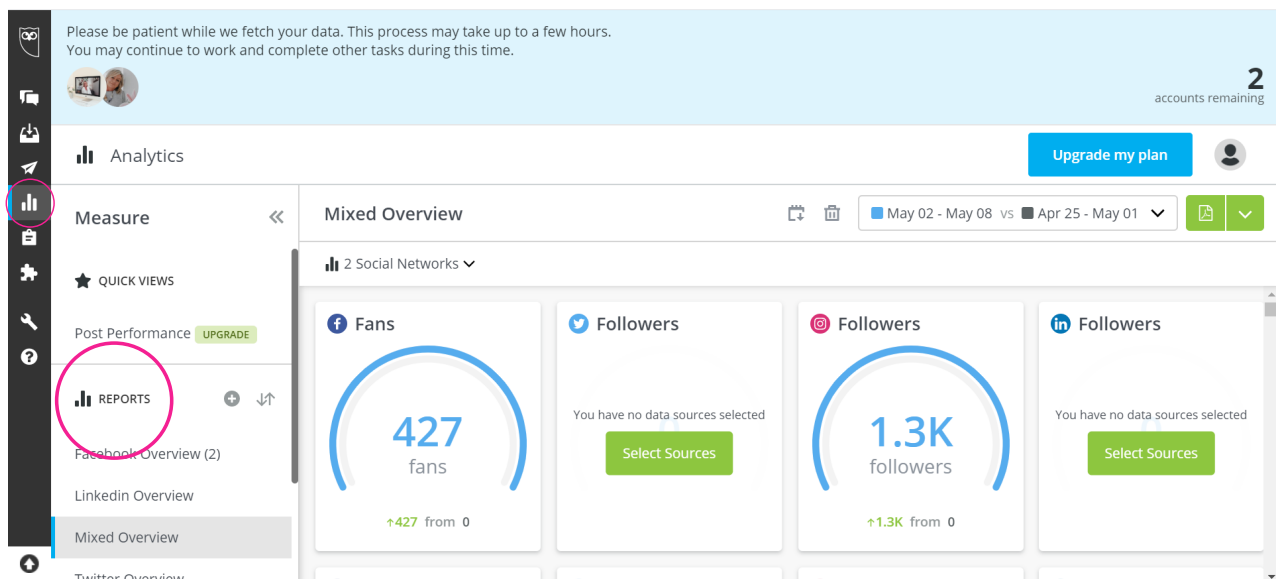


When you click '**content**' you can see your drafts, scheduled posts, past posts, etc. The 'require, expired approvals and rejected' are necessary if you work with different team members on Hootsuite. You can approve or reject the posts they want to publish on your account. When you click '**promote**' you can choose to promote certain posts on your social networks.



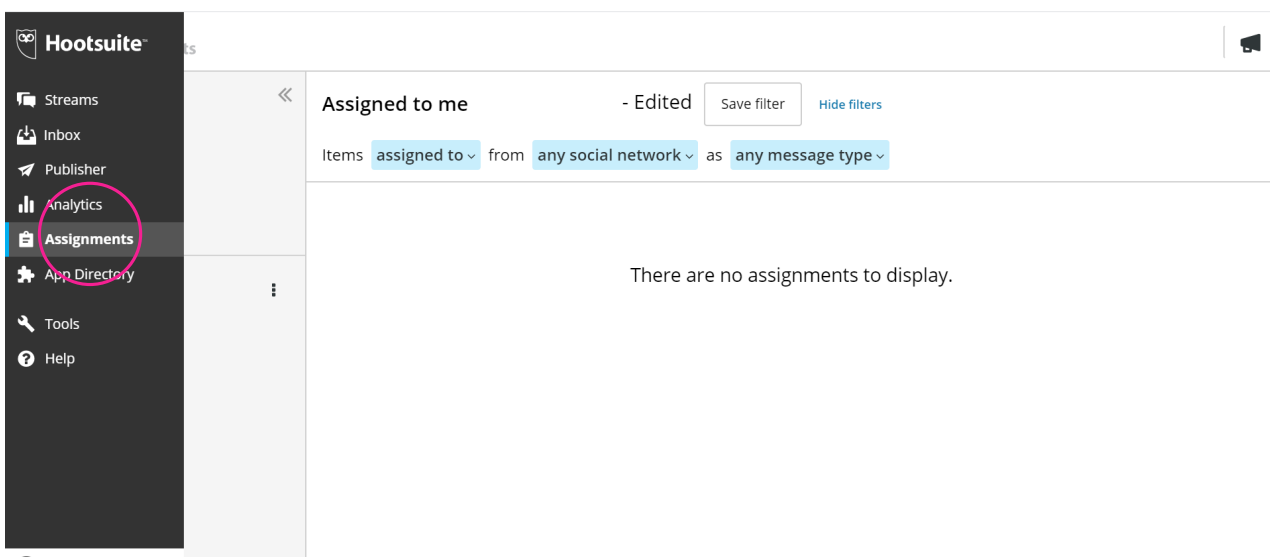
ANALYTICS

By clicking **'analytics'** you can see the analytics of your social networks. You can choose to see a mixed overview or an overview per social network. You do this by clicking on the social network underneath **'reports'**.



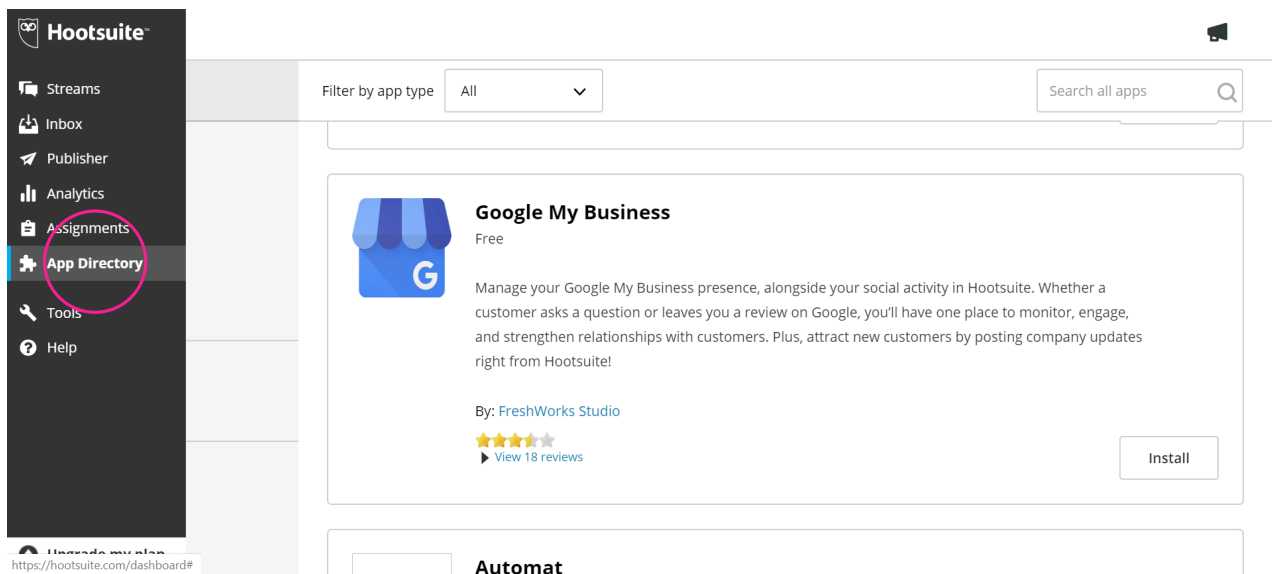
ASSIGNMENTS

When you click the **'assignments'** in the menu you can see the tasks you got assigned to and the ones you assigned to others. This is again only necessary if you are working with team members on Hootsuite. For example if you want your team member to post a picture to Instagram you can create this assignment [here](#).



APP DIRECTORY

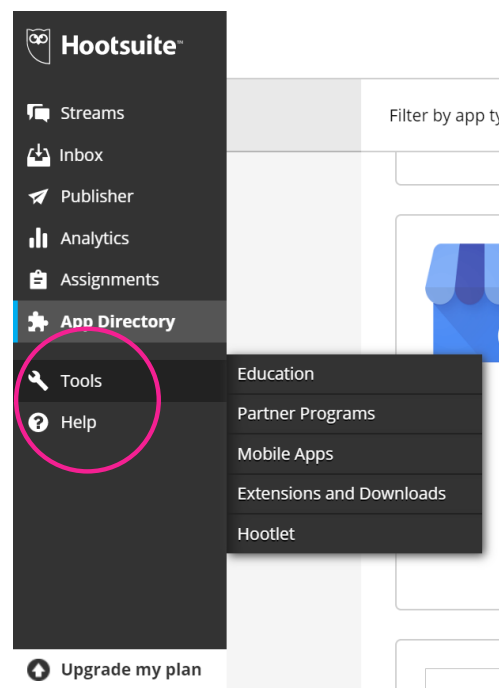
When you click **'app directory'** you can choose to download certain apps on Hootsuite, for example Google My Business if you use this. Some of the apps you can download are free, but there are also paid apps.



TOOLS & HELP

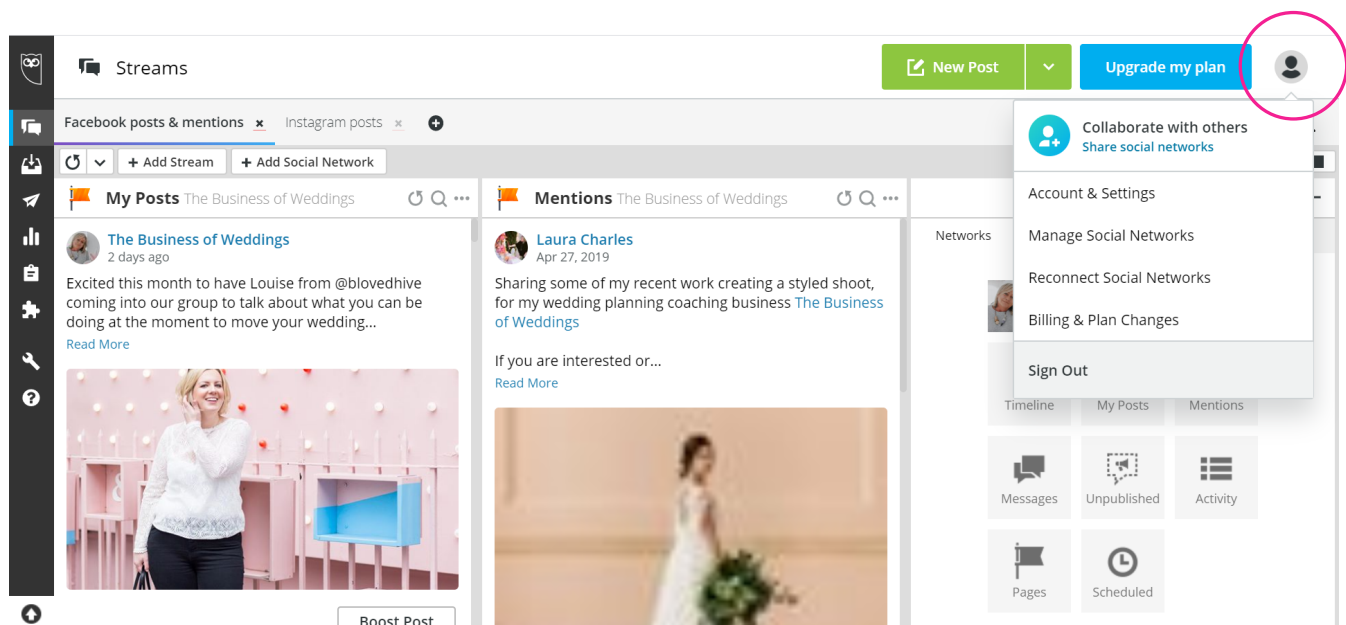
If you click **'tools'** you can see the different other programs that Hootsuite offers, but these are not necessary for planning your content.

And if you click **'help'** you can chat with someone from Hootsuite to ask questions about the things you are stuck on.



EDIT PROFILE

You can always edit your profile, share social networks with team members (manage social networks), change your free plan to a paid plan (or the other way around), etc. You can do all this by simply clicking the **profile icon** on the top right.



I HOPE YOU ENJOYED THIS TUTORIAL AND WOULD LOVE IT
IF YOU SHARED YOUR REMARKS INTO THE MEMBERS
FACEBOOK PAGE