

# HOOTSUITE

## Step 1: Create a Hootsuite account

1. Open <https://hootsuite.com> and click **Sign Up** in the top-right corner.
2. Click to select the plan type that fits your needs.
3. Enter your information and follow the prompts as we walk you through connecting social networks, adding streams and sending messages.

## Step 2: Add social networks

Connect your social profiles to publish and schedule content, and monitor engagement, all from your Hootsuite dashboard. You can manage up to three social networks with Hootsuite Free.

1. In the Hootsuite dashboard, select **Streams**  from the launch menu.
2. Click **Add Social Network**, select a social network from the list, click **Connect** and authorize your accounts to connect to the dashboard.

### To add a social network

1. Click your profile picture (  by default) in the top-right corner of the dashboard, and then select **Manage social networks**.
2. Click **Add a Private Network** in the bottom-left corner of the dashboard.
3. Select the social network from the list, and then click **Connect with (social network)**.
4. Enter your social network credentials and then click to sign in.
5. *Facebook, Google+ and YouTube:* Accept the additional permission prompts (click **Allow** for Google+ and YouTube or **Okay** 3 times for Facebook accounts).
6. *Facebook, Google+ and LinkedIn:* Select the accounts (Pages, groups, companies and profiles) to add to your dashboard, and then click **Add Selected Accounts**.

Each Hootsuite plan type has a limit to the number of social networks that can be added to the dashboard. If you hit the limit, remove a social network to be able to add a new one.

### Notes on adding social networks

- **Facebook:** If your Page or group doesn't appear as an option when you try to add it, it likely means you don't have Facebook Admin, Editor or Moderator permissions for the Page or group, or you didn't accept all the permission prompts when adding it.
- **Facebook and LinkedIn:** The same set of Facebook or LinkedIn credentials (username and password) cannot be used to add social profiles in more than one Hootsuite account.  
For example, using the same Facebook username and password to connect a Facebook profile to one Hootsuite account and a Facebook group to another will cause a disconnection in one or both Hootsuite accounts.  
To avoid this, give another Facebook or LinkedIn user access to the profile, group or page so they can connect it to their own Hootsuite account using their own social network credentials.
- **Google+:** Each Google+ admin can connect up to 100 pages.

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- **Instagram:** When your profile is added, you will be prompted to set up publishing in your mobile Hootsuite app.
- **LinkedIn:** Each LinkedIn account can connect up to 100 groups or Pages.
- **LinkedIn:** LinkedIn Showcase and University pages are supported in Hootsuite. They will be listed as Company Pages and work the same way as a Company page in Hootsuite.
- **WordPress:** Are you trying to add a Wordpress.org account? Add WordPress.org accounts through the Hootsuite app directory.
- **YouTube:** Connect to the Google account or page that owns your YouTube channel. If you see “Your stream has no content yet.” when you add a YouTube stream, the connected Google account likely doesn’t own a YouTube channel. To verify whether your Google account or page owns a channel, [click here](#).

## Step 3: Set up tabs and streams

Now that you’ve added social networks to your dashboard, set up streams for each one to monitor conversations and engage with customers. Each social network offers unique stream types. Search streams are especially valuable for finding social activity around specific users, locations, or keywords. Use tabs to organize your streams into groups.

1. Select **Streams**  from the launch menu.
2. Click **Add Tab**  in the top-left corner, give it a name, and then press **ENTER**.
3. Inside each tab, click **Add Stream**.
4. Select a social network from the list on the left, and then select a profile from the drop-down list.
5. Click the streams you want to add for that profile.

### To add a tab

1. Select **Streams**  from the launch menu.
2. Click **Add Tab**  on the right of the tabs bar.
3. Enter a tab name, and then press **ENTER**.

### To rename a tab

1. Select **Streams**  from the launch menu.
2. Click the tab name, enter a new name, and then press **ENTER**.

### To move a tab

1. Select **Streams**  from the launch menu.
2. Click and hold the tab name, drag it to a new location along the tab bar, and then release.

### To delete a tab

1. Select **Streams**  from the launch menu.
2. Click **Delete** (X) beside the tab name.
3. Click **OK**.

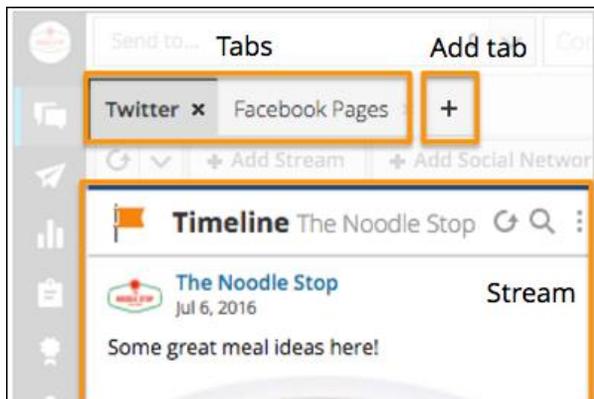
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Deleted tabs and their contents cannot be retrieved, only recreated.

Streams display the content from your social networks in your Hootsuite dashboard.

The Streams  section of the dashboard is where you can monitor your networks and engage in social conversations.

You can organize streams under tabs, much like tabs on filing folders. Each Hootsuite account can add up to 20 tabs, and each tab holds 10 streams.



Before you can add a stream to your dashboard, you need to connect the social profile you want to monitor. Add social networks to your dashboard first, and then add corresponding streams for each one.

## Add streams to a new tab

Each new tab in the Hootsuite dashboard contains Stream Builders, which recommend and walk you through creating streams specific to engagement goals:

- **Engage With Your Audience** (available for Twitter and Facebook Pages)
- **Expand Your Audience** (available for Twitter and Instagram)

These are great for getting an idea of the streams you can add, and how to use them to effectively monitor your social networks.

When you're ready to add streams on your own, for any of your social networks, try the **Browse All Streams** Builder.

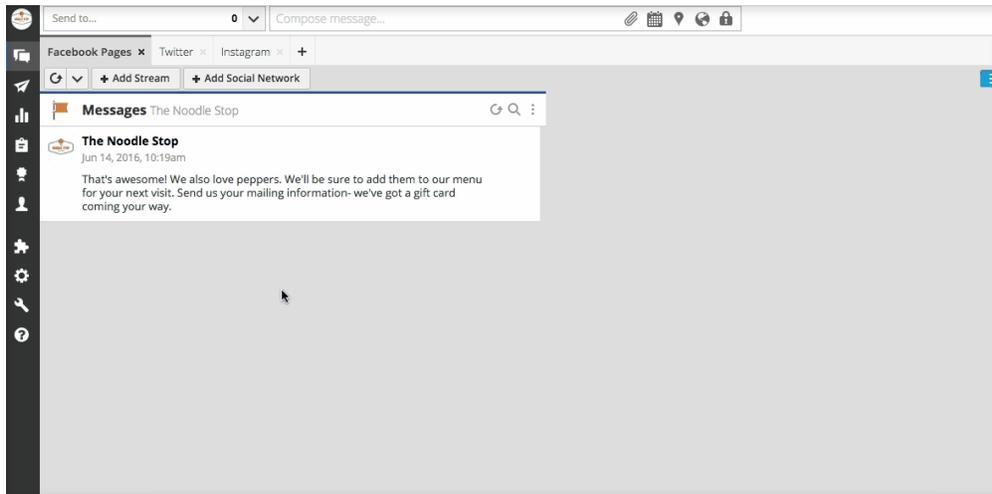
## Add streams to an existing tab

Add a stream to an existing tab at any time (so long as it contains fewer than 10 streams). The types of streams you can create for your profiles depend on the social network. For example, for Facebook Pages you can add an Unpublished or Activity stream for monitoring comments on your Facebook ads and dark posts.

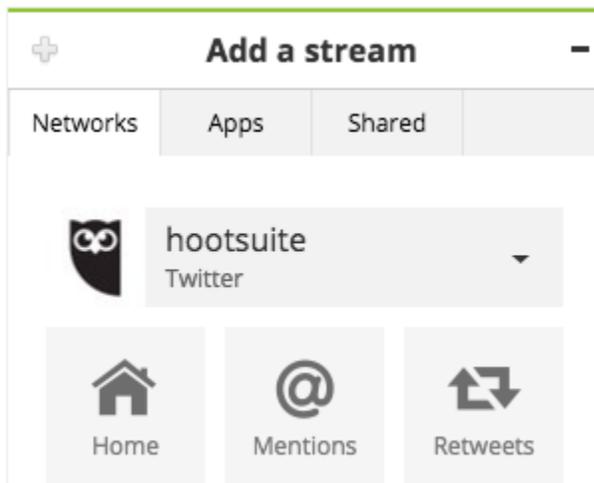
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## To add a stream

1. Select **Streams**  from the launch menu.
2. Click the tab that will host the stream.
3. Click **Add Stream**.
4. Select a social network from the list on the left.
5. Click to select a profile for the stream.
6. Click on a stream type to add it to the dashboard.



You can also add streams with the Add a stream tool, located in the bottom-right corner of every tab . Click to expand the tool, select a social profile from the drop-down, and then click one of the stream types to add it to your tab.



 Reorder the streams within a tab with drag-and-drop. Click and hold the stream title, drag the stream to a new position, and then release the mouse.

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## Step 4: Publish messages

Engage your audience and grow your following by regularly publishing messages. Save time by scheduling a single message to multiple social networks at once.

1. Select the profiles that will post the message from the Social Profile Picker (top-left).
2. Click **Compose Message**, enter your message in the compose box, and then click **Send Now**.

Publishing messages through Hootsuite lets you post to different social profiles at once from one place, which saves you time and helps keep your content consistent across social networks.

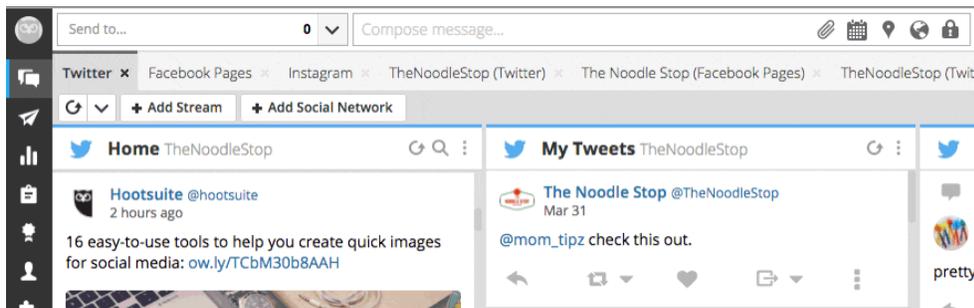
### To send a message

1. Select the social profile(s) that will post the message from the Social Profile Picker (top-left).
2. Click **Compose message**, and then enter a message.  
Check the area below the compose message box for a character count to ensure your message is within the character limit.
3. Optional: Click **Attach media** to attach an [image](#) or [video](#) to your message.
4. Click **Send Now**.

Note: The Send button may change to Send (Delayed) after clicking if a message was posted to a large number of social networks. The messages should post after a few minutes.

You can include [links](#) with your messages. When you post a link to Facebook, LinkedIn or Google+ your post will include a [link preview](#).

If you don't want to send your message right away, you can [schedule](#) it to be posted later, or save it as a [draft](#).



### To send a message to Instagram

Compose posts in your Hootsuite dashboard to share to Instagram. Posting to Instagram is different from [publishing](#) to your other social networks. Instagram posts need to be published via the Hootsuite and Instagram apps on a mobile device. When

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you send or schedule to your Instagram profile from Hootsuite, a notification is sent to your mobile app. From the notification you can easily publish the post via Instagram. You'll need the Instagram app and the latest version of the [Hootsuite app](#) installed on your mobile device (requires at least iOS 10 or Android 4.4).

Posts that contain an image can be sent or scheduled to Instagram and other social networks at the same time.

## To set up publishing to Instagram on your mobile device

1. Open your Hootsuite app.
2. Tap **Settings** (Android: Settings are in the **main menu** .
3. Tap **Notification Settings**.
4. Toggle Instagram notifications (Publish to Instagram) to **ON**. A green toggle means enabled.

These notifications inform you when posts are ready to be published to Instagram. More than one team member with publishing access to an Instagram profile can turn on notifications for that profile. Likewise, users can add and turn on notifications for more than one Instagram profile.

 Posts will be unsuccessful if these notifications are not turned on. Signing out of your Hootsuite app turns off all notifications.

## To share a post to Instagram

1. In the Hootsuite dashboard, select the social profile(s) that will send the post from the Social Profile Picker (top left).
2. *Optional:* Click Compose message to enter a caption for your photo. Emojis are supported, and captions can contain a maximum of 30 hashtags. Links will not hyperlink when posted to Instagram.
3. Click **Attach media** .
4. Click **Select files to upload**, select a file, and then click **Open**. Or, Enterprise users can click **Content Library** and then select an image.
  -  If multiple images are attached, only the first one will post to Instagram.
5. Click **Send Now** (or **Scheduling**  to schedule publishing for later).
  -  Instagram notifications need to be turned on in your mobile Hootsuite app to publish to Instagram.  
A notification will be sent to the mobile device(s) that have turned on notifications for the profile.
6. Open the Hootsuite app on your mobile device, and tap **Notifications** .
7. Tap the new notification indicated by a blue dot.
8. Tap **Open in Instagram**. You will be launched into the Instagram app.
9. Optional:
  - Tap **Format**  to change your photo's orientation.
  - Select a filter.

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- Tap-and-hold in the caption box and then tap **Paste** to paste in your composed caption.
- Tag people or add location info to your photo.

10. Tap **Share**.

 The Hootsuite app does not detect which Instagram profile is signed in to your Instagram app. If you publish to more than one Instagram profile, ensure you are signed into the Instagram app with the same profile you selected in Hootsuite, so that you send the post to the correct profile.

When more than one user receives notifications for Instagram posts, tap the notification to see if the post has already been published. The **Open in Instagram** button will change to **Shared by (name)** when published.

Tap **Shared by (name)** to mark the post as not shared or to share the post again.

## Send Twitter direct messages

You can only send direct messages to people who follow you or who have enabled direct messages from anyone in their Twitter account settings.

Direct messages have a limit of 10,000 characters. A character count will not display under the compose box for direct messages.

 Due to an API limitation, images attached to direct messages will not be sent with the message.

## To send a Twitter direct message

1. Select the Twitter profile that will post the message from the Social Profile Picker (top-left).
2. Click **Compose message**.
3. Enter **d** followed by the **@Twitterhandle** you are messaging, followed by your message.
4. Click **Send Now**.

Note: **d**, **d.**, **m**, and **m.** (lower or upper-case) are all shortcut characters for sending direct messages in Twitter. Regular Tweets that begin with any of these characters will fail because Twitter will try to treat them as direct messages.

## Manually schedule messages

Save time (and money) by scheduling your social content in advance. Manually schedule messages to publish on a specific date and time, or let AutoSchedule schedule them for you. To schedule multiple messages at once, try the [bulk uploader](#). Free users can have up to 30 messages scheduled at one time. [More details](#)

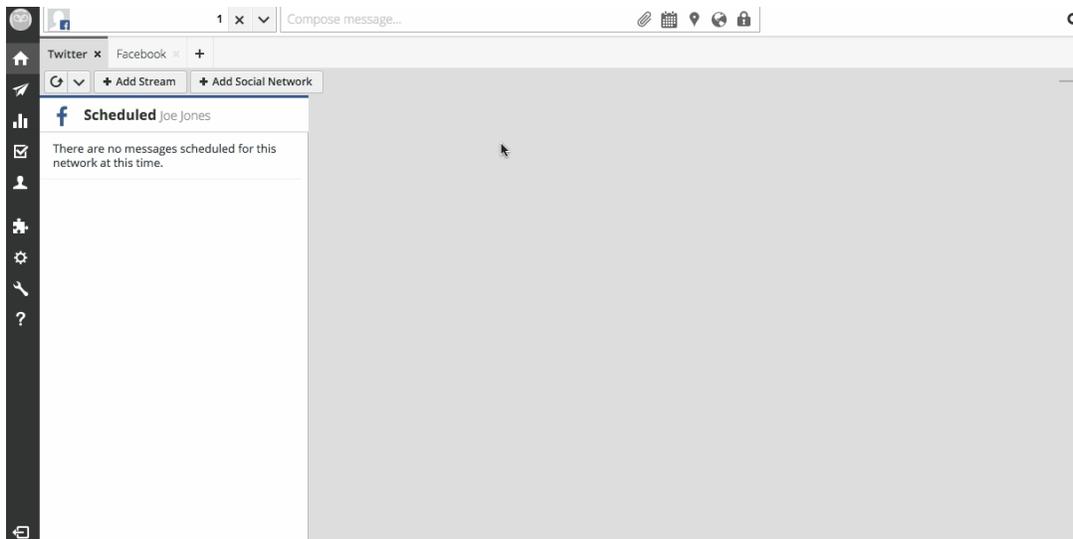
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Select **Publisher**  from the launch menu to view your currently scheduled or past scheduled messages in the **Scheduled** and **Past Scheduled** queues. [Edit, reschedule or delete](#) content from the **Scheduled** queue.

Posts to Instagram can be scheduled and AutoScheduled, but the publishing process is the same as [sending now](#); at the scheduled posting time, a notification will be sent to your Hootsuite app, which you can open and publish through the Instagram app. Remember to make sure that the correct Instagram profile is signed in to Instagram.

## To manually schedule a message

1. In the compose message box, click **Scheduling** .
2. Select the date and time to publish the message (12:00am is midnight, and 12:00pm is noon).
3. Optional: Check the box to receive an email when the message is sent (for Instagram posts the email is received when the push notification is sent).
4. Optional: Click **View date in Publisher** to review other content scheduled for that day.
5. Click **Schedule**.



## AutoSchedule messages

AutoSchedule schedules content for you based on optimal engagement times, your already scheduled content and your customized AutoSchedule settings.

 AutoSchedule does not automate duplication of messages. It schedules each message once within the timeframe selected in your AutoSchedule settings.

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AutoSchedule may post at different times depending on the network. For example, if AutoSchedule is used with Twitter and Facebook, the Twitter message could be scheduled for 11:30 A.M. and the Facebook message could be scheduled for noon.

Turning AutoSchedule on or off from the dashboard also turns it on or off in [Hootlet](#).

AutoSchedule settings can be accessed in your Hootsuite account settings, or through the compose message box.

## To AutoSchedule a message

1. Select a social profile from the Social Profile Picker (top-left).
2. Click **Compose message**, and then enter your message.
3. Click **Scheduling** .
4. Click the toggle button to turn AutoSchedule **On**, and then click **AutoSchedule**.

## To disable AutoSchedule

1. In the compose message box, click **Scheduling** .
2. Click the toggle button to turn AutoSchedule **Off**.

## To adjust AutoSchedule settings

1. In the compose message box, click **Scheduling** .
2. Click **AutoSchedule Settings** .
3. Click to adjust AutoSchedule settings. Select the number of messages per day that AutoSchedule can post, the preferred posting time period and the preferred posting days.
4. Click **Save Settings**.