



## **HootSuite for Facebook – beginners guide**

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## **Quick Start Guide**

How to sign up for HootSuite

Using the HootSuite Launch Menu

Adding Social media profiles to HootSuite

Connecting your Facebook accounts to HootSuite

Adding Facebook Streams to HootSuite

How to delete a social network from HootSuite

## **How to post and schedule using HootSuite**

How to compose a message

How to schedule messages to post later

How to edit a scheduled message/calendar of scheduled messages

## **Using Advanced Features**

Add team members

Batch scheduling

Get analytics and reports

# HootSuite Quick Start Guide

The HootSuite Quick Start Guide is a short introduction to the social media dashboard to help you get going so that you can start making the most of your social media networks, especially Facebook.

The following instructions will take you through some simple steps for using the HootSuite dashboard, and provides information for where to get additional help.

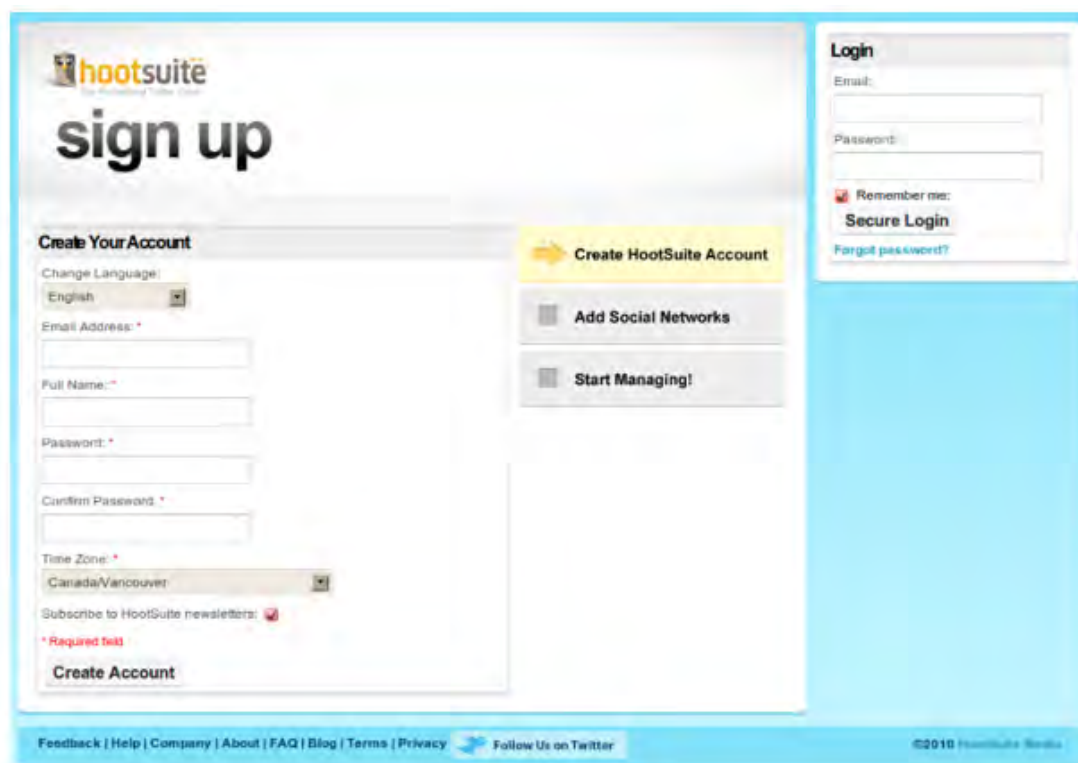
You can also find these instructions for Facebook at:

<http://help.hootsuite.com/entries/20395391-update-august-30th-facebook-release>

## 1. Sign Up for HootSuite

Go to [www.hootsuite.com](http://www.hootsuite.com)

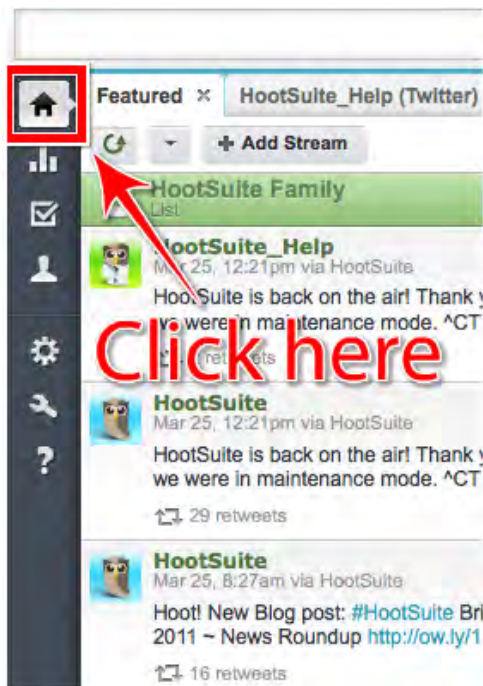
Click Sign Up for HootSuite



The screenshot shows the HootSuite sign-up page. At the top left is the HootSuite logo and the text "sign up". Below this is a "Create Your Account" form with the following fields: "Change Language" (set to English), "Email Address", "Full Name", "Password", "Confirm Password", "Time Zone" (set to Canada/Vancouver), and "Subscribe to HootSuite newsletters" (checked). A "Create Account" button is at the bottom of the form. To the right of the form are three buttons: "Create HootSuite Account", "Add Social Networks", and "Start Managing!". On the far right is a "Login" section with "Email:" and "Password:" input fields, a "Remember me:" checkbox, a "Secure Login" button, and a "Forgot password?" link. The footer contains links for "Feedback", "Help", "Company", "About", "FAQ", "Blog", "Terms", "Privacy", a "Follow Us on Twitter" button, and the copyright notice "©2010 HootSuite Media".

## 1. Access the HootSuite Launch Menu

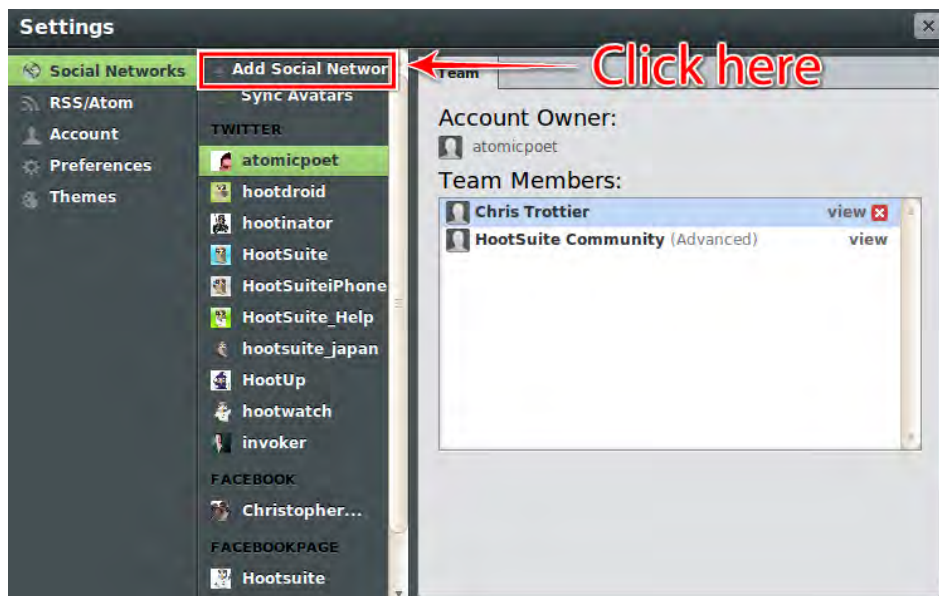
To access the HootSuite Launch Menu, click the Launch Bar on the upper left hand corner of your screen.



## 3. Add a Social Media Profile

Now you can start adding networks.

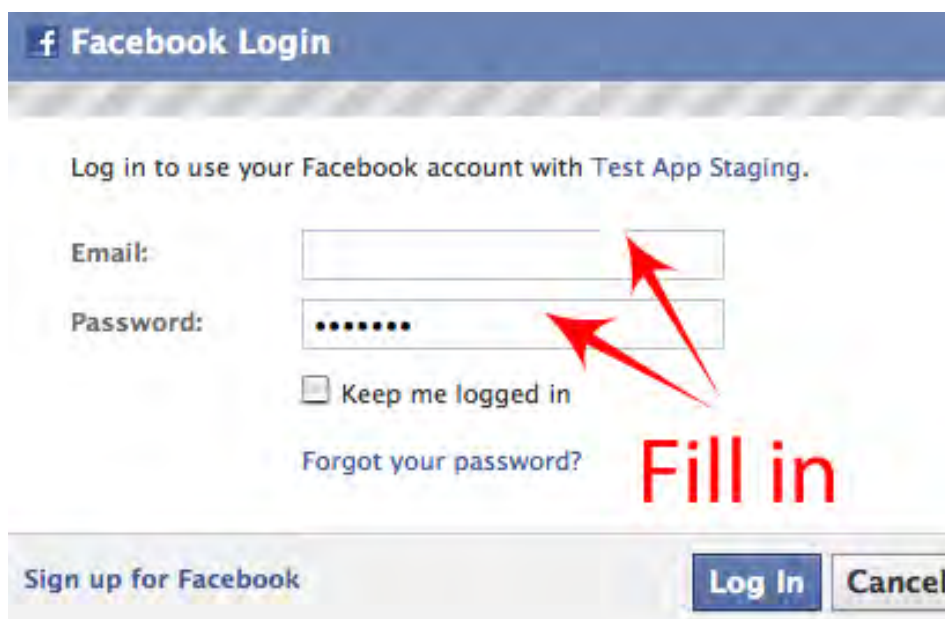
Go to "Settings" select "Social Networks" and click the "Add Social Network" button.



## 4. Adding Facebook Pages/Accounts to HootSuite



Type in your Facebook log-in credentials



Now, choose the Facebook Pages, Groups or Accounts you'd like to add to your HootSuite dashboard:

**Import from Facebook**

Okay Bobby, we've found the following networks you are connected to which you can import to HootSuite

- Bobby Fleckman** ✓

**Facebook Pages:**

- Birkin Stock Options** 7 likes ✓
- ? SOMETHING HERE!!! 0 likes +

**Facebook Groups:**

- My Awesome Group open +
- A grøüp.** open ✓
- Group a Doup (closed) closed +
- これはグループです。 open +
- Secret Group of Secretness secret +
- AGROUPÉ open +

Automatically create new tabs for added items

**Finished importing**

**Choose what you want to add**

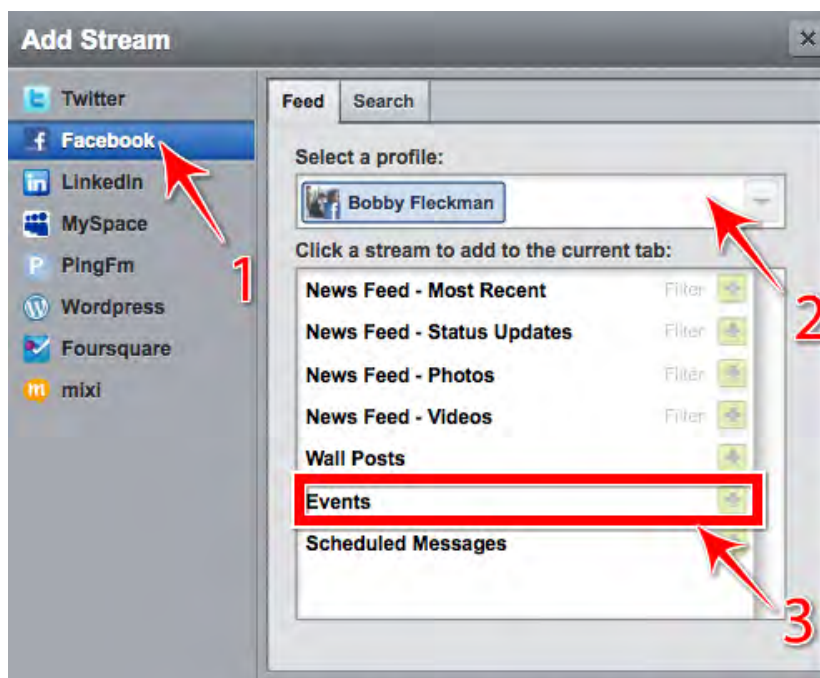
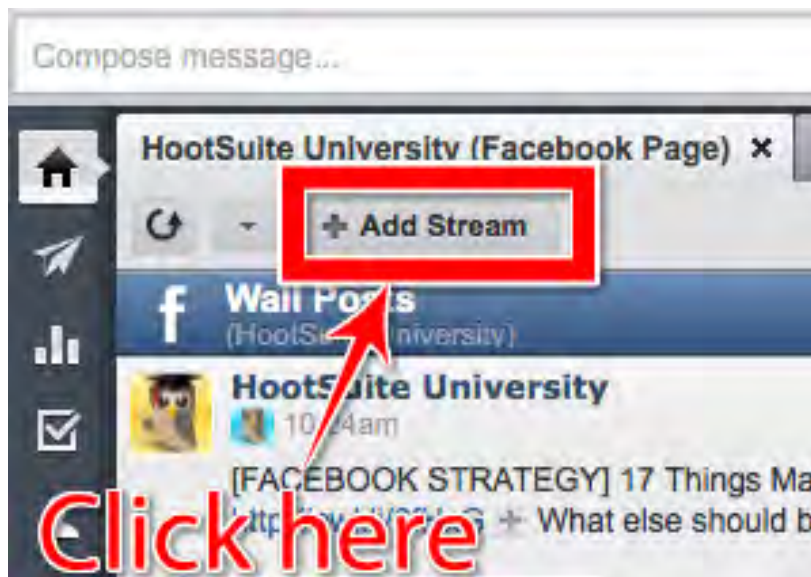


## 5. How to add Facebook Streams

You can choose to view Facebook streams including Newsfeed, Wall and Events.  
Here's how:

Click **Add Stream**

Click Facebook > Select your Facebook Profile > Select the type of stream you would like to add. (Make sure you click the + sign.)



## 6. How to remove a social network profile

You can remove any social network profile by doing this:

Click the side Launch Bar.

Click on "Settings", and select "Social Networks". From here, select the social network profile you would like to delete. Then click the Profile Settings button.

Next click "Delete Profile". Once you click this button, a dialogue window will pop up that says, "Are you sure you want to remove the USERNAME profile from HootSuite? Any pending messages for this profile will be lost".

If you want to remove your profile, click "OK", and your profile will then be removed.

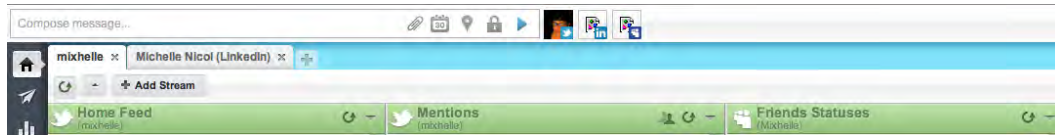




# How to post and schedule using HootSuite

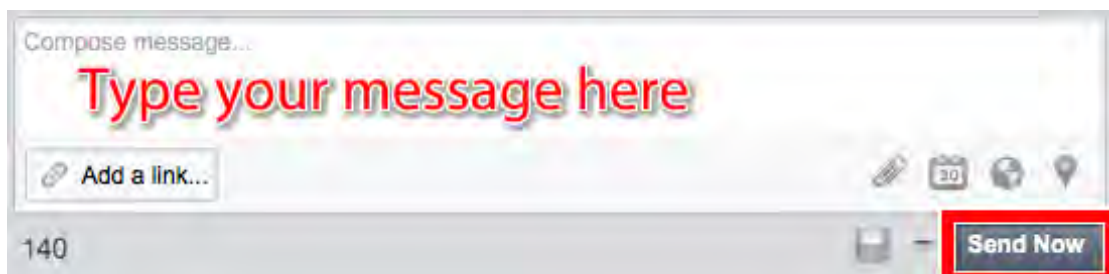
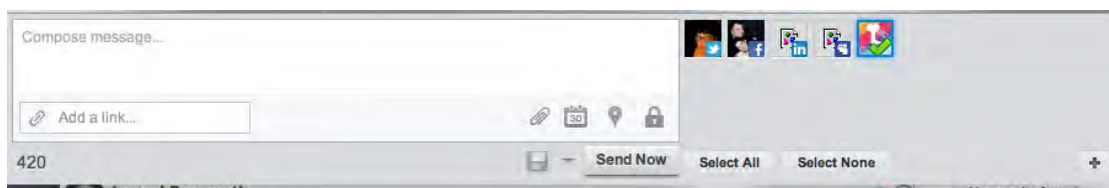
## 1. Compose a Message

The “Compose field is found at the very top of your HootSuite screen, above the Launch button.



Click inside the “Compose” field and type a message. Facebook messages have up to 420 characters permitted, and you can include photos and links.

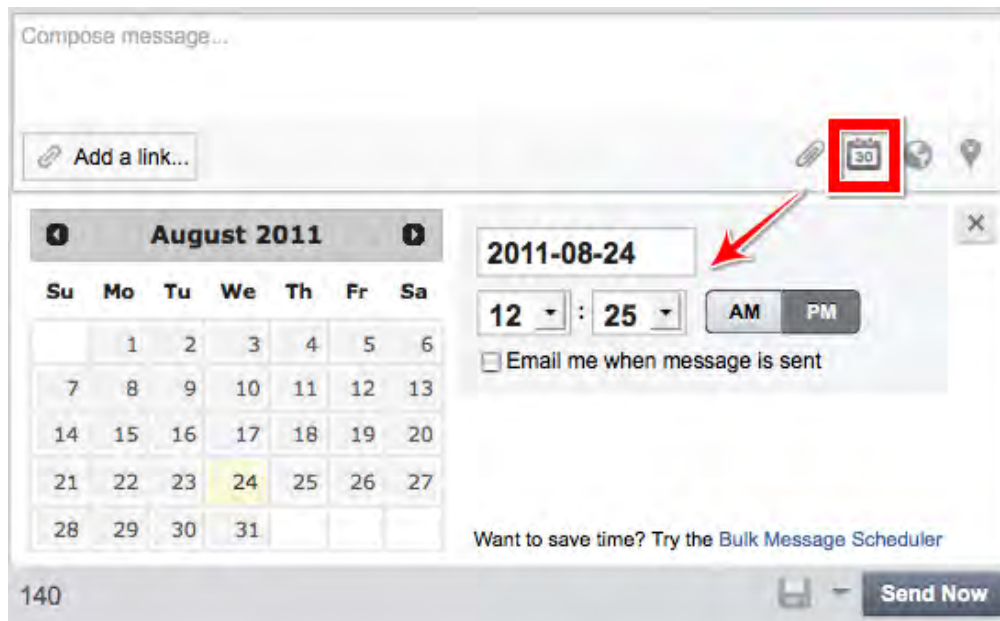
If you are happy with your message, have checked the spelling and want to post it straight away, click “Send Now”.



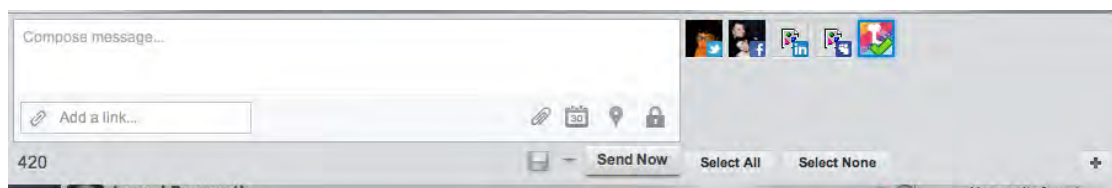
## 2. Schedule messages to post later

HootSuite enables you to schedule messages to be sent out later. Here's how.

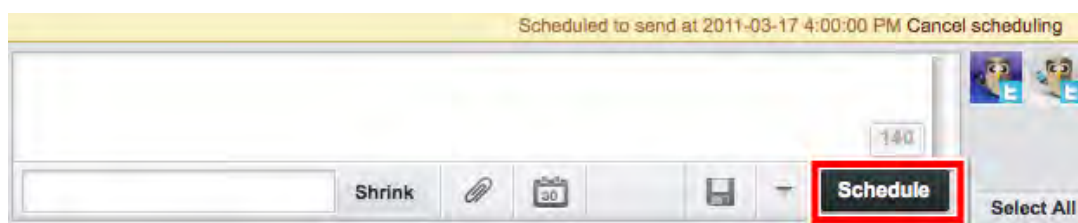
Go to Compose Message and enter a message. Then click the calendar icon. A calendar will then pop down, enabling you to set the date and time.



Next choose whatever social network profile you would like to send the message to. The social network box is to the right of the message.



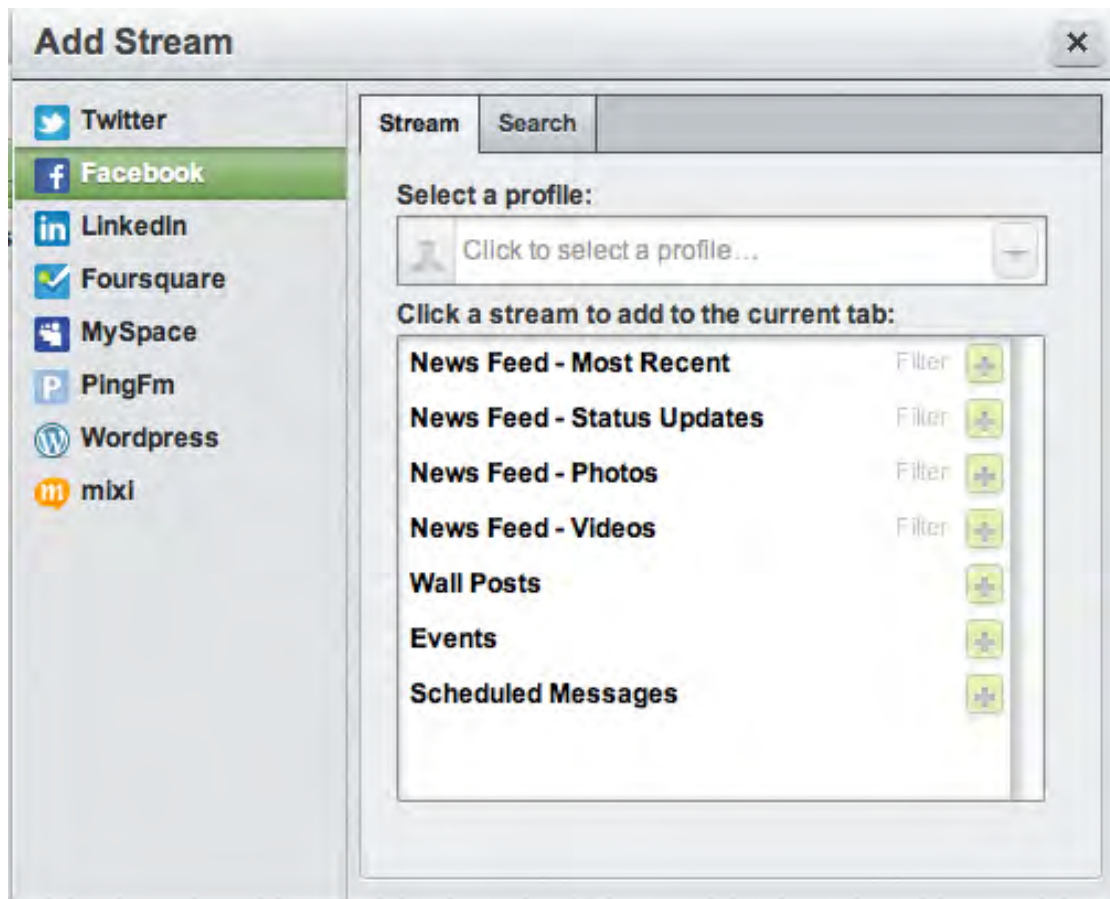
When finished, click the Schedule button to confirm.



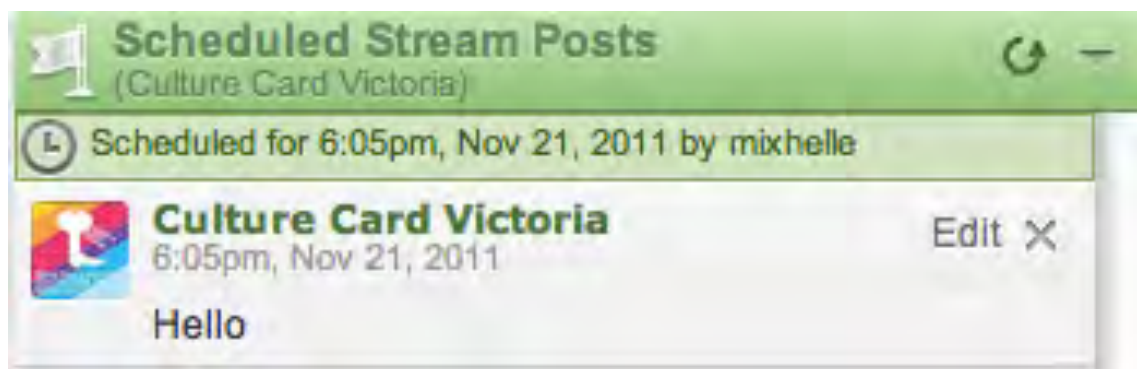
**Repeat these actions to schedule your message calendar.**

### 3. Edit/delete scheduled messages

First, create a Scheduled column. To do this, click "Add Stream". On the Social Network Feed tab, select the appropriate social network, and for Type, select Schedule. Finally, click "Create Stream".




Once your Scheduled column is created, you will see a list of messages that are scheduled to be sent. To edit a scheduled message, hover your mouse over a message. You will then see an "Edit" link. Click "Edit" to edit the post, or X to delete.






Once you click the "Edit" link, you can re-schedule the tweet or edit the content of your message. To finish edit, click "Schedule". Or click Cancel if you do not want to change your message.

### Edit Scheduled Message

Message will be posted to:



Hello

[Add a link...](#)   

November 2011						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2011-11-21

6 : 05 AM PM

Email me when message is sent

415 Cancel Schedule

# Using Advanced Features

To learn about more advanced features of Hootsuite, such as:

1. Adding team members - to allow others to use the account and to be able to trace and track who has posted, and assign work to others

Go to <http://help.hootsuite.com/forums/269413-team-faqs> and follow the FAQ advice.

2. Batch scheduling - loading a batch of posts and automating their schedule

Go to <http://help.hootsuite.com/entries/20412311-top-5-ways-to-get-batch-scheduling-to-work>

3. Analytics and reports – detailed insights into your social network performance

Go to Launch/Analytics and follow the prompts