HootSuite – Adding Social Media & Usage

For more information, visit: **http://www.jonrognerud.com**

HootSuite helps to manage several social media applications. In this tutorial, we will show you how to add and manage several popular programs including Facebook, Twitter and Linked in.

How to Add Social Networks

There are many social media networks that can be added in HootSuite; however, in the free addition, you are only allowed to add 5 accounts. If you need to manage more than five, you can subscribe to the paid option, which is very reasonable. In this tutorial, we will be adding Facebook, Twitter, and LinkedIn to HootSuite.
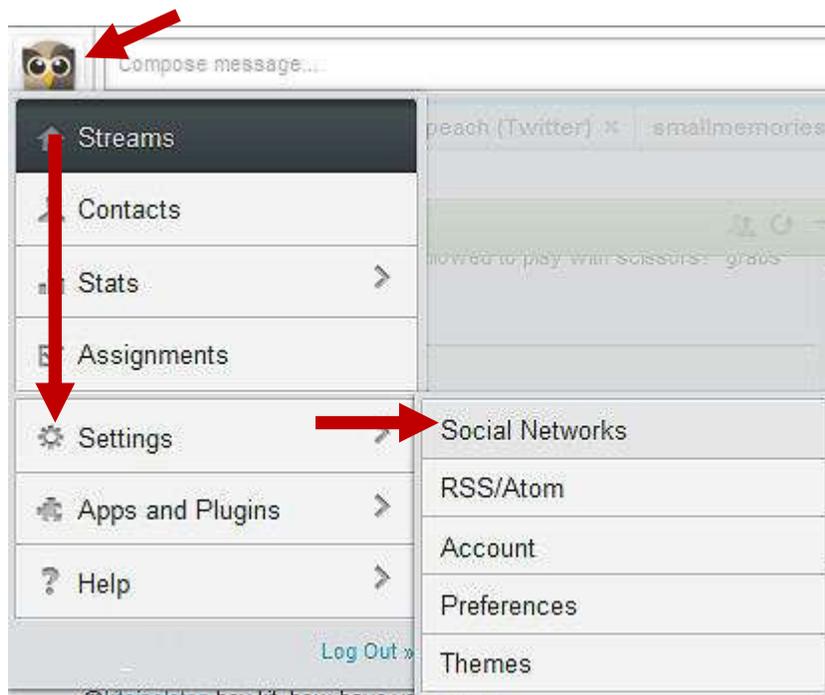
Step 1: Log Into HootSuite

Create your account and log in at http://hootsuite.com
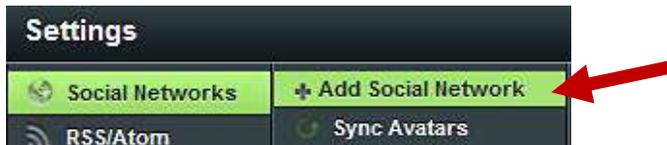
Step 2: Navigate to Add Social Media

After you create your HootSuite account, you'll need to add your social media programs. To do that, navigate to the social networks tab.

Click the owl in the top left of your screen to get a drop down menu. Hover over the "Settings tab" and click on the "Social Networks" tab when it appears. You will be taken to a new popup.

Step 3: Choose Social Media Networks

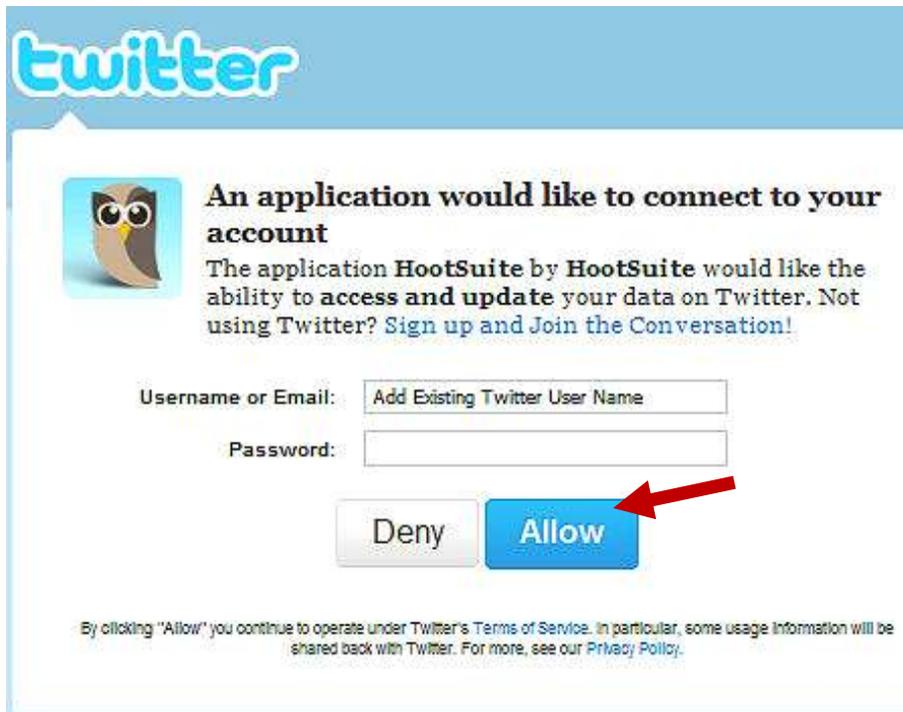On the settings menu, click "Add Social Media Network."

Step 4: Add Twitter

Click the Twitter button, uncheck any options you don't want to include and click the "connect with Twitter button to add info about your Twitter account.

Add the Twitter user name or associated email addy and the password. Click "allow." When you've added the account successfully, you will return to the settings screen. The new account will be listed there.
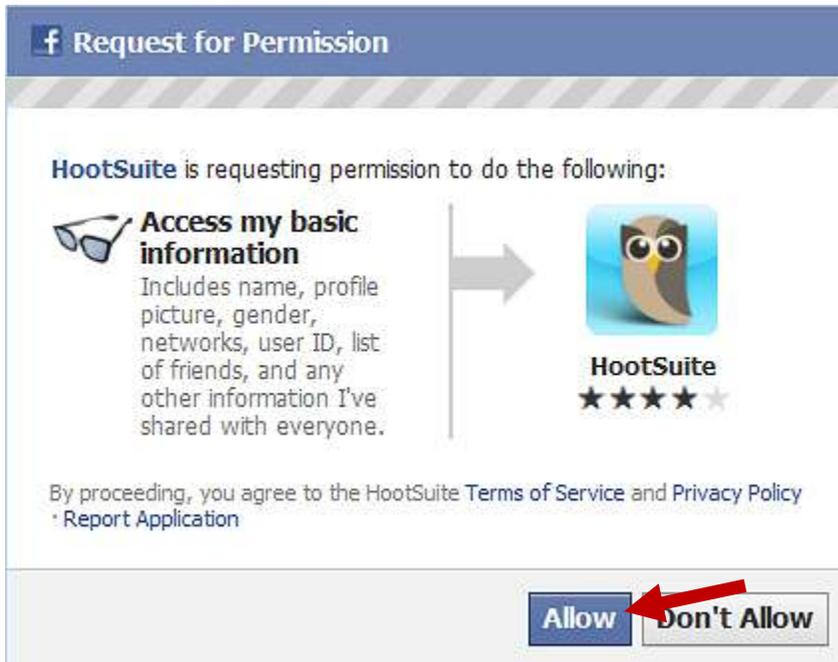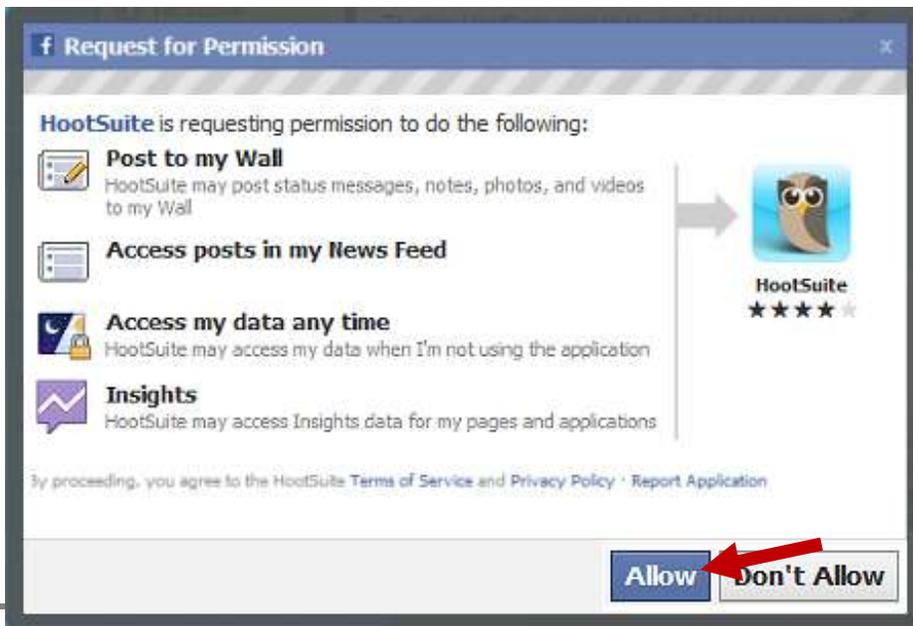

Step 5: Add Facebook

Click the Facebook button, uncheck any options you don't want to include and click the "connect with Facebook button to add info about your account.
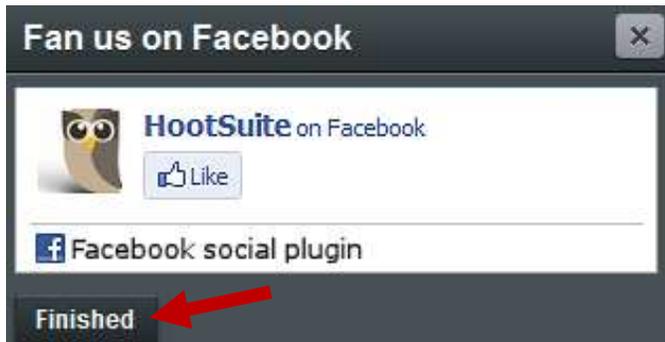
Add the Facebook user name or associated email addy and the password. Click "allow." When you've added the account successfully, you will return to the settings screen. The new account will be listed there.

Log into Facebook, if asked. Click "allow" to grant HootSuite specific permissions.

When you have successfully added Facebook, you will see the option to "like" HootSuite. Click "finish" after you've made your choice. This account will show up on your settings page under the title Facebook.

Step 6: Add LinkedIn

Click the LinkedIn button, uncheck any options you don't want to include and click the "connect with LinkedIn button to add info about your account.

Sign into your LinkedIn account and allow access when prompted.

How To Tweet/Post and Schedule

Step 7: Add a Message

At the top of your screen, next to the owl, you'll see an area where you can type in a message. Click in the box to add your tweet. The box will expand to show more options.

If you want to send the message immediately and from that account click the Send Now button.

Step 8: Schedule a Message

If you have more than one account or network where you would like the message to appear, select the accounts at the right by clicking on each account's photo or by using one of the buttons at the bottom. A green checkmark shows on the images that you have chosen to include.
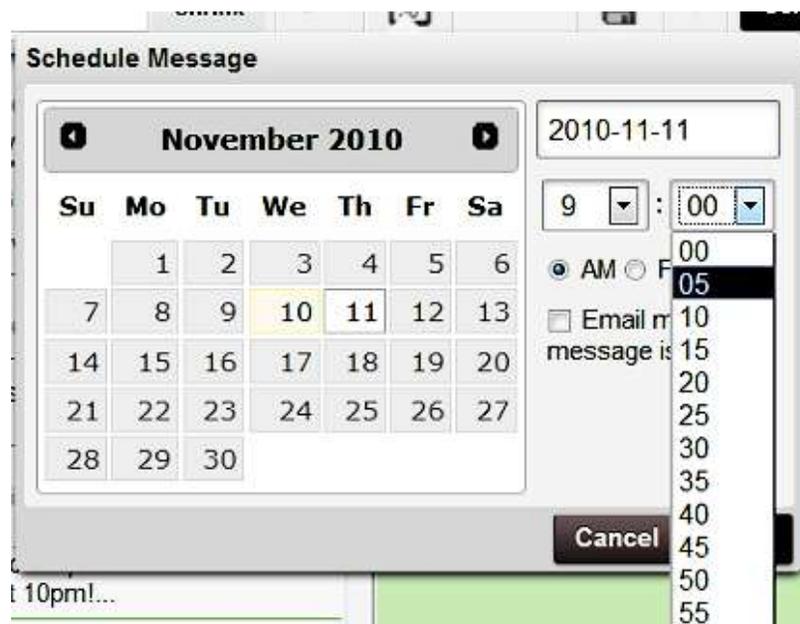
Note: When including Facebook, you have a total of 420 characters instead of the 140 in the Twitter network. You may want to post to Facebook separately to include more info.
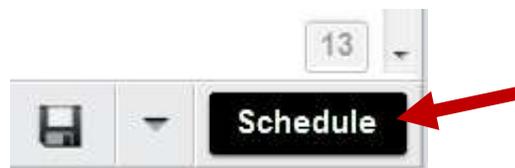

Click on the calendar icon to schedule your message to post at a later time.

When you click the icon, a calendar with dates and times will appear. Select the day and time you'd like to post the message. If you'd like to be notified when the scheduled post is sent, you may also check the "Email me" box. When you're finished, click the "Okay" button, next to the Cancel button.

Your message hasn't been scheduled yet. Notice that the "Send Now" button has changed to "Schedule." Click the schedule button to complete the task.

Now that you know how to add social media networks, add messages, and schedule messages in HootSuite, there is no reason to shy away from social media. You can start socializing today!

And – finally – don't forget to install the Hootlet application for your browser bar. It's great!

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