

# Picture Tutorial: HootSuite

## Hello NY Farmers Market!

Here are a few things you can do that will help you set up your HootSuite account.

- Add a Social Network ?
- Create a New Tab ?
- Schedule a Message ?
- Add an RSS Feed ?
- Add a Team Member \*PRO\* ?

Additional Resources:

HootSuite is one of many sites that allows you to easily manage multiple social media accounts on one website. It will also allow you to create consistent messages across multiple websites, and schedule times for your updates. Here's how to use it.

**Step 1:** Go to [www.hootsuite.com](http://www.hootsuite.com), and create an account. Then, link all social media accounts possible to HootSuite. You can do this by clicking any of the buttons on the welcome page. Note: You can only create five tabs when using HootSuite for free.

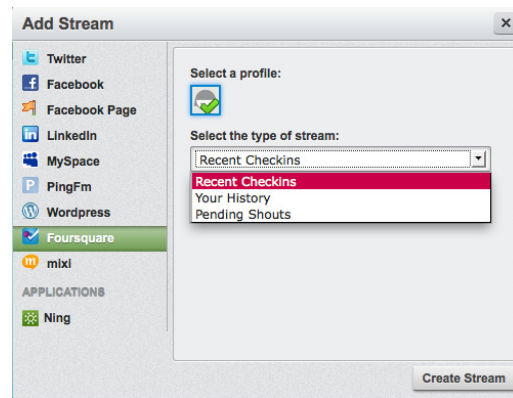
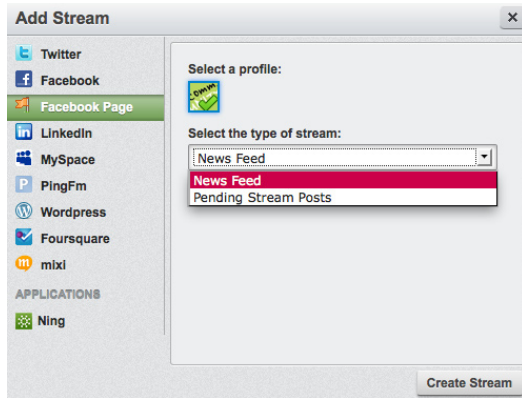
The screenshot shows the HootSuite interface. At the top, there is a message bar with a "Compose message..." field, a "Send Now" button, and social media icons for Twitter, Facebook, and foursquare. Below the message bar, there are four tabs: "Welcome", "NYFarmersMarket (Twitter)", "Facebook Pages", and "New User (foursquare)". The "NYFarmersMarket (Twitter)" tab is active, showing three columns of feeds. The first column is "Sent Tweets" for NYFarmersMarket, the second is "My Tweets, Retweeted" for NYFarmersMarket, and the third is a keyword feed for "farmers market | #eatlocal | local food". Each feed contains tweets from NYFarmersMarket and other users. A red box with the number "10" is visible in the top right corner of the keyword feed. Arrows point to the "Add Stream" button, the "Send Now" button, and the owl icon in the top left corner.

**Step 2:** Once you've linked all your accounts, you can add multiple feeds within one social media website. For example, on Twitter you can see all your tweets and sent tweets, but also add keywords to highlight from Twitter, like "farmers market" or "eat local". This will help you find other users to follow with similar interests. Add more feeds by clicking "Add Stream". Clicking the small circular button will refresh the individual feeds, and the red boxes with numbers let you know how many new updates that particular feed has.

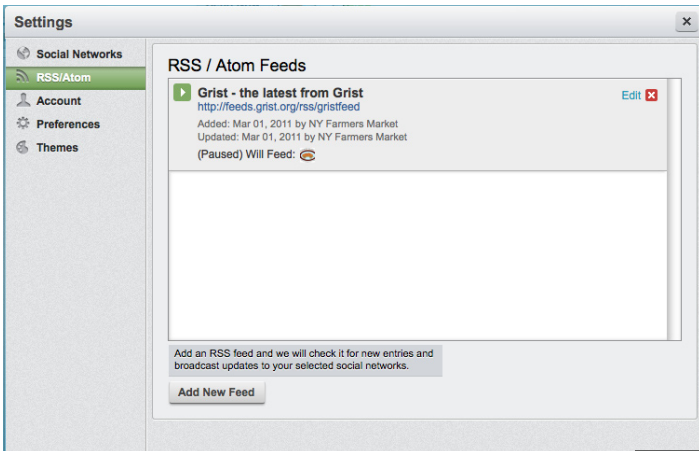
**Step 3:** Now that you've set up your pages with different feeds, you can also update your Facebook Page's status and Tweets on HootSuite in the top message bar. You can also schedule Tweets or status updates for later by using the calendar button in the message bar. Be sure to choose which sites you want your updates to go to.

**Step 4:** Look to your top left hand corner, and click on the owl's face. Scroll down to see the other options you have to choose from. Check out your statistics, and change any settings necessary. If you have a smartphone, you may want to consider getting the HootSuite app as well.

The screenshot shows the HootSuite owl menu. It contains the following options: "Streams", "Contacts", "Stats", "Assignments", "HootSuite University", "Affiliate Program", "Settings", "Apps and Plugins", "Help", and "NY Farmers Market Log Out".



**Step 5:** On Facebook pages, you will be able to create streams for your Facebook page's News Feed and Pending Stream Posts, meaning you can schedule posts you want to go on Facebook at a later time. You can also track items on Foursquare, however, for a business this may not be as useful of a tool.



**Step 6:** You can also add an RSS Feed, also known as Really Simple Syndication. RSS Feeds allow you to get constant updates on news articles of your choice. For example, this Grist RSS Feed lists all the articles that have recently been published by Grist.org, and continuously updates as new articles are published. RSS would come in handy here if your business has established a blog, as you could set up an RSS Feed to send out article updates to all your social media platforms like Facebook and Twitter.

**Step 7:** Under the Analytics tab on Hootsuite, you can create your own social media reports. This is useful if you are interested in tracking your success on social media sites, and finding out what kinds of posts are most successful. You can add any variety of "modules" to your report, which are found on the left hand side of the screen. Scroll over the green plus sign to see an example of any specific module.

Once you generate your first report by clicking "create report", you can decide on the frequency you wish to receive a report to your e-mail--from bi-weekly to monthly. This is a fantastic, and free, way to track your success on social media sites.

**Step 8:** Explore HootSuite some more, get familiar, and start updating your status on multiple accounts at one time!

**Ow.ly : Summary Stats**

**Ow.ly : Clicks by Region**

Region	Clicks
United States	1,498
Japan	363
Canada	301
United Kingdom	266
Kenya	242
Spain	155
Netherlands	144
Brazil	103
Italy	98
Others	1,282

**Ow.ly : Top Referrers**

Referrer	Referrals
Direct Click *	4,551
twitter.com	1,945
hootsuite.com	1,086
facebook.com	107
ow.ly	41
iconfactory.com	35
google.com	29
twittergadget.com	20
bing.com	20
yahoo.com	15

**Ow.ly : Most Popular Links**

Rank	Link	Clicks
1	ow.ly/3MhaF google.com/search?q=something	3,445
2	ow.ly/3MhaF google.com/search?q=something	3,445
3	ow.ly/3MhaF google.com/search?q=something	3,445