Connecting Up

Hootsuite for not-for-profits

Smart social media management

Hootsuite for not-for-profits

Hootsuite FREE

- 3 social profiles
- Schedule 1 message at a time
- Up to 2 RSS feeds
- Basic reports (Facebook, Twitter and Ow.ly)

Hootsuite PRO

- 50 social profiles
- Advanced scheduling features (bulk)
- Unlimited RSS feeds
- Report credits for 1 report along with basic reports
- 1 Team member
- Additional security
- 100 message archive

Hootsuite for not-for-profits

20% discount off for not-for-profits through Connecting Up

http://www.connectingup.org/partner/hootsuite

Managing social networks

- Twitter
- Facebook Profile
- Facebook Page
- LinkedIn Profile
- LinkedIn Group
- LinkedIn Company Page
- Google+ Page
- Wordpress.com, mixi, Fourquare

Managing social networks

- Post content to each network from one place

- Monitor your streams, customise your dashboard

- Respond to mentions, messages and comments

- Use mobile apps for iOS and Android to engage on the go

Facebook penalty?

Q: Does Facebook penalise content shared by Hootsuite to a Facebook Page?

A: No. There was a rumour (2012-ish), and Facebook addressed it by saying it does not penalise the type of content Hootsuite shares

Facebook penalty?

- ## The Real Deal with 3rd Party Facebook Publishing Tools
  http://www.jonloomer.com/2013/03/20/facebook-3rd-party-publishing-tools/

- ## Facebook Cuts Down on Implicit Sharing
  http://socialtimes.com/apps-facebook-cuts-implicit-sharing_b149719

Spend less time on social media

Saving time with scheduling

Scheduling

- Spend less time posting updates
- Use it alongside a content calendar to streamline your time
- Find the best time of the day to post
- BUT – be ready to respond
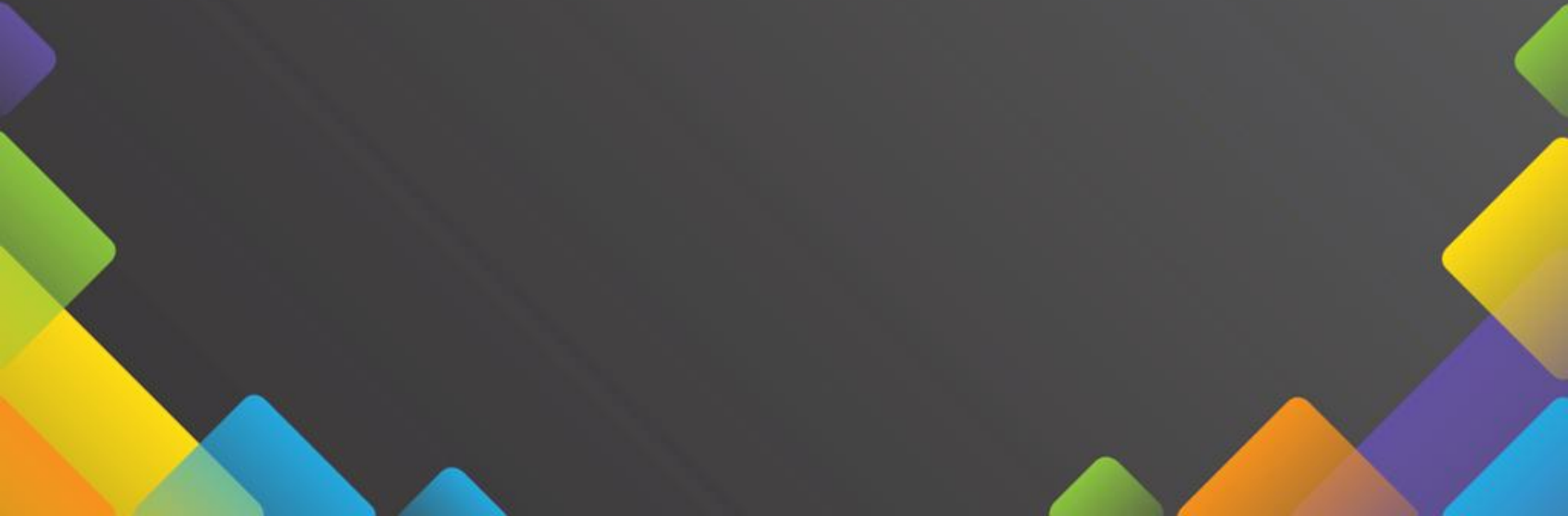
Options for scheduling

Manually scheduling
Set the date and time yourself

Auto-scheduling
Let Hootsuite pick the next best time to send your update

Bulk scheduling
Schedule up to 350 messages across your networks

Use Hootsuite to manage access to accounts

Work with teams

Working with teams

1. Stop sharing master-account passwords!
2. Give your team members access to the accounts they need
3. Add/remove members easily
4. See who responds to what
5. Assign posts to team members

"Pro" accounts get 1 additional team-member, additional members are at an extra cost

Put Hootsuite to work

Hootsuite tricks and tips

Tips and tricks

- Adding accounts & basic functions
- Auto-initial from team members
- Create reports
- RSS feeds
- Managing streams
- Geolocated searches
- Hootlet
- Fine-tuned auto scheduling
- Post a mixed-media update

Follow along

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https://twitter.com/benteststhings

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