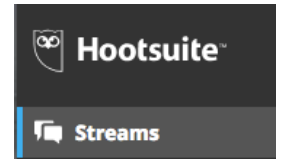# Hootsuite 101

What is Hootsuite?

Hootsuite is a tool that helps keep track and manage multiple social media platforms at once. You can monitor what people are saying about your brand and respond instantly via Hootsuite.

Step 1: Add social networks

Connect your social profiles to publish/schedule content, and monitor engagement.

In the Hootsuite home page, select Streams on the left hand side.

Click Add Social Network, select a social network from the list, click Connect and authorize your accounts to connect to the dashboard.

Step 2: 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 followers. Each social network offers unique stream types.

Select Streams on the left hand side.

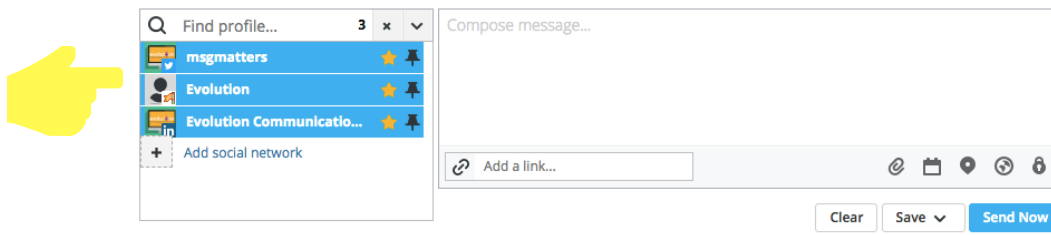Click Add Tab in the top-left corner, give it a name, and then press ENTER.

Inside each tab, click Add Stream.

Select a social network from the list on the left, and then select a profile from the drop-down list.

Click the streams you want to add for that profile.

Step 3: Publish messages

Hover over "Compose Message" at the top of the screen.

- Make sure your social media accounts are on the left side of the "Compose Message" box.
- Select the profiles that will post the message from the Social Profile Picker (top-left).
- Click Compose Message then enter your message in the compose box.
- Tag users using the @ symbol and add hashtags using the # symbol.
- As you approach the word limits for posts, the numbers on the bottom left of the box will decrease.
- Add a link to your post by copying/pasting the link to the "Add a link..." box. After you have pasted the link, click "Shrink" to help you stay within the word limit. After you click "Shrink" the link will automatically be added to the post.
- Attach media (photo/video) to a post by clicking the paper clip icon.
- When you're finished, you can either select "Send Now" which will send your post immediately, or you can click "Scheduling" to post at a later date.

For more detailed tips, and tricks about how to navigate Hootsuite, follow this link:

https://help.hootsuite.com/hc/en-us/articles/204598140-Quick-start-guide