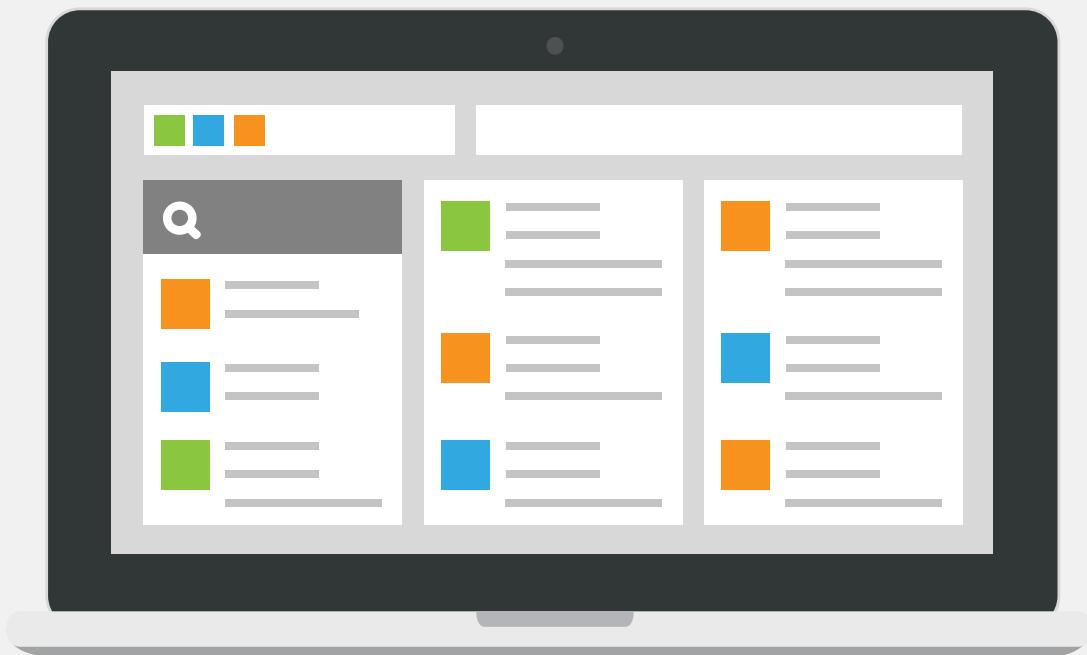


GUIDE

# Quickstart Guide

A Guide to Setting Up Your  
Hootsuite Dashboard



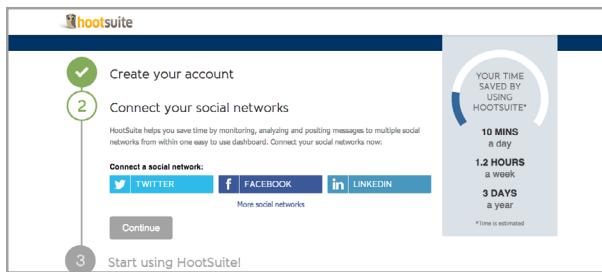
# QuickStart Guide

## Hootsuite Helps You Organize and Manage Your Social Media

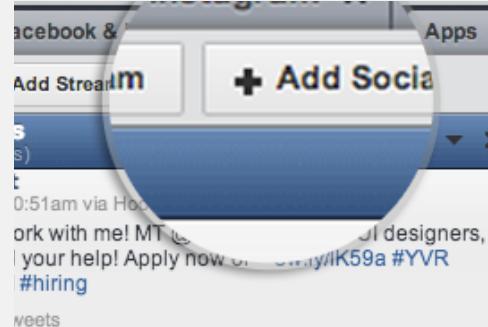
Hootsuite is a social media management dashboard. You can use Hootsuite to manage all of your social networks from one place.

In this QuickStart Guide we will cover how to use your Hootsuite dashboard. Starting with set-up and rolling through advanced features and additional resources, this guide provides a fundamental outline to supplement your understanding of the Hootsuite dashboard.

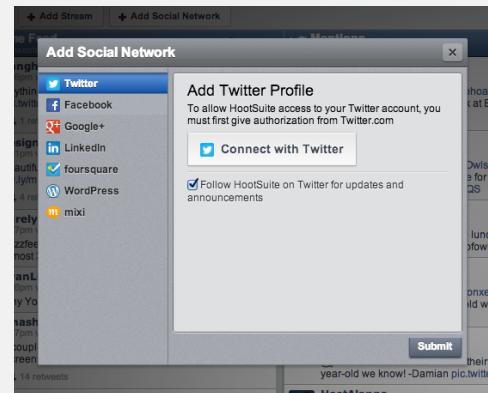
Before getting started, sign up for a Hootsuite account and follow the account set-up process.



### Adding More Social Networks in the Dashboard



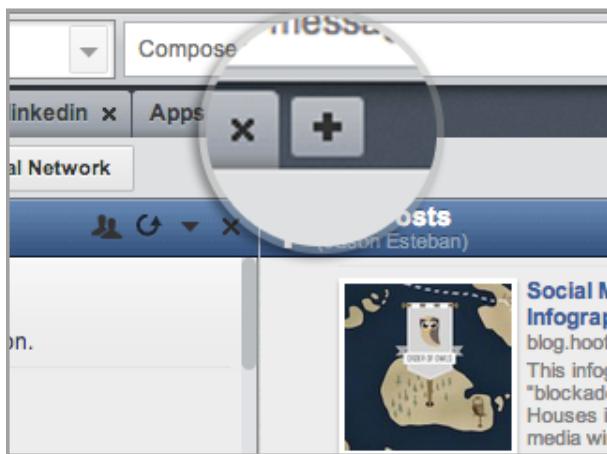
Inside the dashboard, you are able to add up to two more social networks by clicking the **Add Social Network** button in the upper left hand corner of your dashboard.



From the pop-up, choose which social network you would like to add from the list on the right. Follow the instructions to connect and authenticate your selected account.

## Add Tabs to the Dashboard

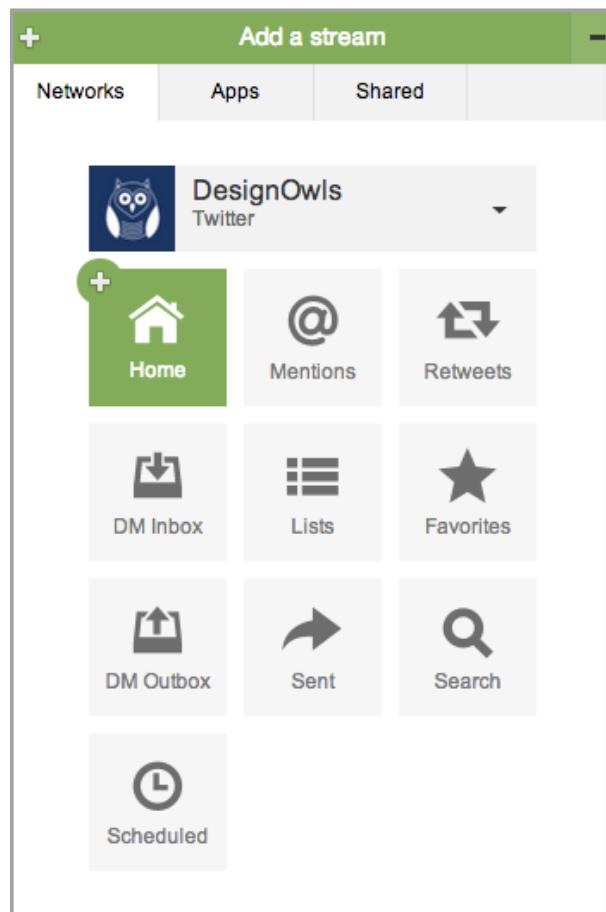
Adding Tabs to your dashboard is a great way to keep your dashboard organized. Tabs are completely customizable. For example, you can have a Tab for your Twitter account, a geographical location, or even search word results.



- To add a Tab, click the small plus sign at the top of your dashboard.
- Under Tabs, you can add a variety of different Streams according to the Social Networks you have added.

## Add a Stream

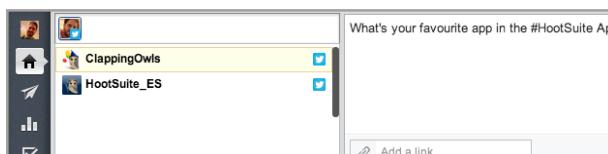
On your first visit to the dashboard, you will be prompted to add three Streams. The types of Stream that you will be able to add depend on the Social Network that you chose upon registration. For example, from your Twitter account you can add Streams like Sent Tweets, ReTweets, and Mentions. From your Facebook account, you can add Streams like Wall Posts and News Feed — Most Recent.



In the Add-Stream Helper, choose which Social Network you would like to add. From the Select the type of Stream list, choose which Streams you would like to appear in your dashboard.

## Publish a Message

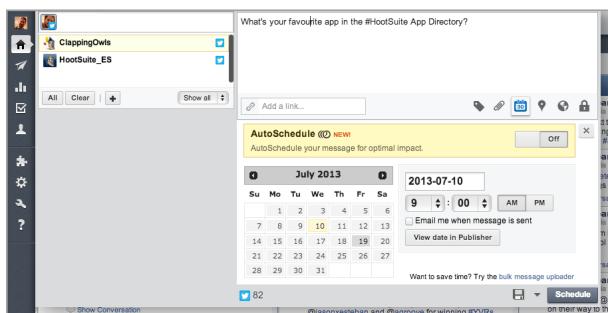
Ready to share a message? Composing and sending messages allows you to create custom content for your selected Social Networks.



1. To share a message, first choose which Social Networks you would like to share with from the Profile Picker in the top left corner of your dashboard.
2. Type your message in the Compose Message box. To share immediately with your selected social networks, click Send Now.

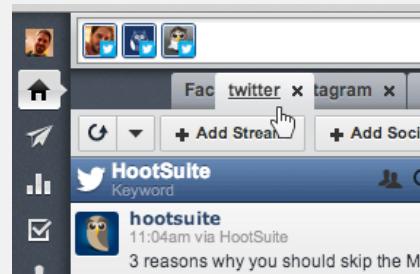
## Schedule a Message

The scheduling feature allows you to create messages in advance and send them out on the day and time that best suits your social schedule.

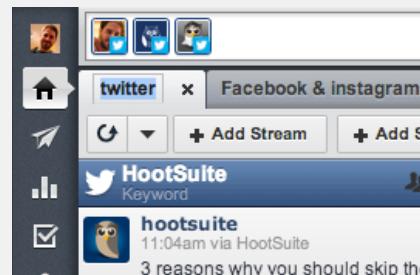


- To schedule a message for later, click the calendar icon to view the drop-down calendar. Set the date and time you wish to send your message and hit Schedule.
- Alternatively, you can turn on AutoSchedule to have Hootsuite choose the most optimal time of day for you.

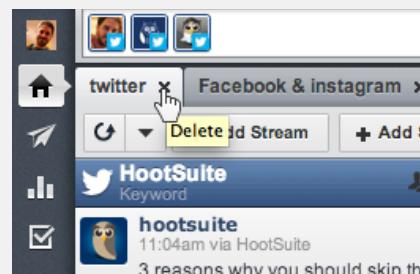
## Customize Your Dashboard: Move, Rename & Delete Tabs



Horizontally move tabs to organize your dashboard to match your workflow.



Simply click on a tab name to rename it. Organize tabs by network type, theme, organization — your choice.

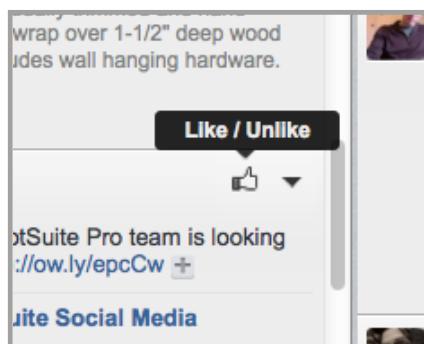
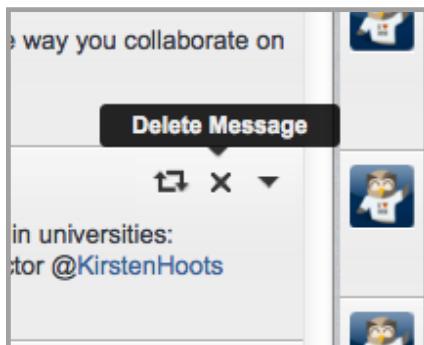
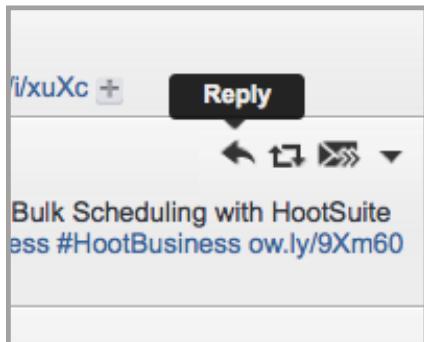


Tabs are easily deleted with the 'X'. Set up temporary tabs for special events — you can always delete, customize, or add more later.

## Reply, Retweet and Like Messages

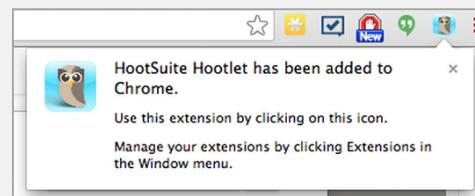
You can quickly perform a range of social actions on messages from directly within a Stream. Engage with your social network by replying to questions, retweeting relevant content, or liking posts across your various social networks.

To respond to or Like, hover over the relevant message. Hovering over the message will make the interaction icons appear.



## Share From Anywhere (and Anytime!)

The Hootlet is a Google Chrome extension that allows you to find and share anywhere. Quickly and easily share content to your social networks from anywhere on the web, making it easy to share, search, and schedule while you surf. [Click here](#) for some Helpdesk instructions to help you download your very own Hootlet.



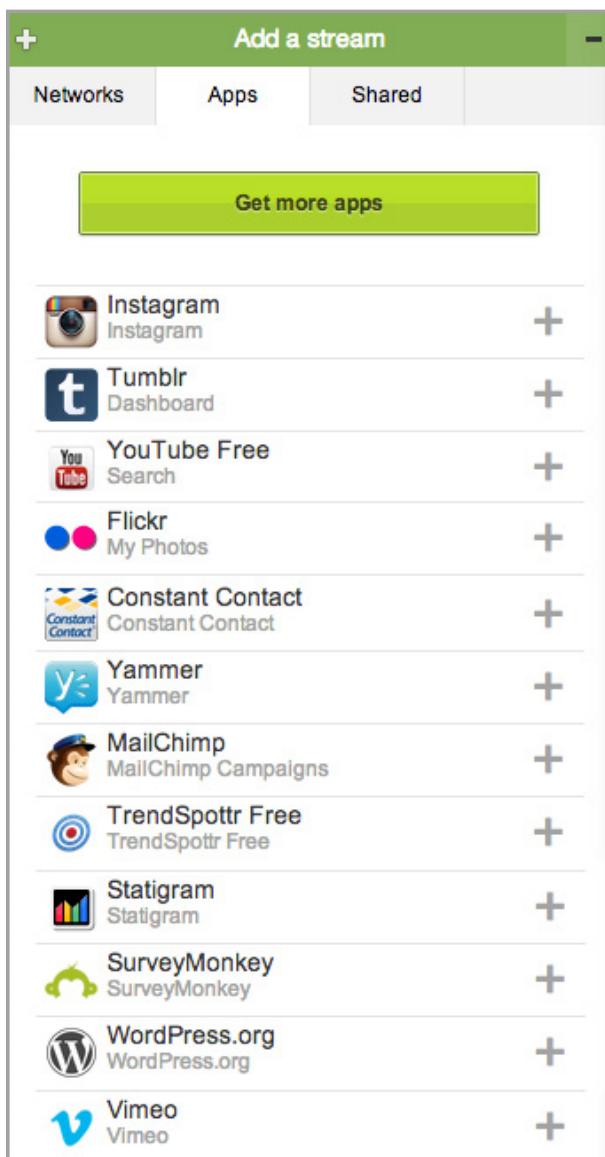
Hootlet is the smartest way to be social while you surf. With Hootlet you can quickly:

- Search social media alongside your Google search
- Schedule, view, and AutoSchedule your posts
- Share with a single click without leaving your current window
- Highlight text to share directly to social media
- Discover geographically relevant social media with location awareness

To learn more about how to strategically use your Hootlet watch this [2-minute walk-through video](#) from Hootsuite University.

## Add Apps to your Dashboard

The App Directory lets you add extra functionality to your Hootsuite dashboard. You can add apps like Instagram, Flickr, YouTube, Tumblr, MailChimp and many more apps to your Hootsuite dashboard.



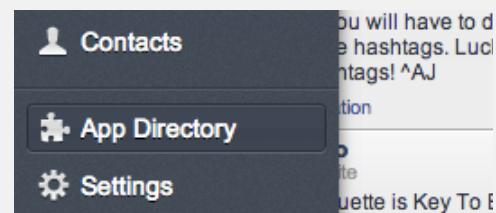
The screenshot shows the 'Add a stream' interface. At the top, there are tabs for 'Networks', 'Apps' (which is selected), and 'Shared'. Below the tabs is a green button labeled 'Get more apps'. The main area lists ten apps with their icons and names: Instagram, Tumblr, YouTube Free, Flickr, Constant Contact, Yammer, MailChimp, TrendSpotr Free, Statigram, and SurveyMonkey. Each app entry has a plus sign to its right, indicating it can be added to a stream.

To add an App from the Add-Stream-Helper, click the Apps button. You will be able to directly add any of the Apps you currently have installed, or click the "Get More Apps" button at the top to add to your selection.

You will be redirected to the App Directory, where you can browse our collection of 50+ Apps. Simply click "Install Now" and authenticate your account. Voila! A new Stream will appear, populated with your app account information.

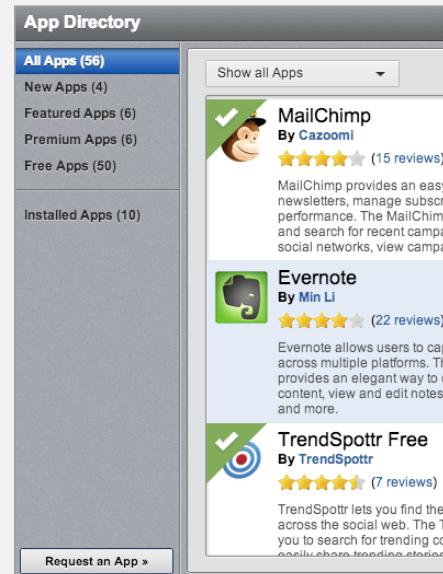
## Access the App directory from the Launch bar

To get to the App Directory, hover over the Launch Bar at the left-hand side of your dashboard and click the puzzle piece icon. Once inside the App Directory, you can choose from over 50 apps that help add diversity and functionality to your dashboard.



The screenshot shows the Hootsuite dashboard with the Launch Bar on the left. The 'App Directory' option is highlighted with a blue box. Other options visible in the Launch Bar are 'Contacts' and 'Settings'.

Installation is easy: simply click the Install App button next to the app you'd like to add. Voila! The app will automatically create a new Stream, from which you can authenticate and connect your account.



The screenshot shows the 'App Directory' interface. On the left, there are two main sections: 'All Apps (56)' and 'Installed Apps (10)'. The 'All Apps' section includes categories for 'New Apps (4)', 'Featured Apps (6)', 'Premium Apps (6)', and 'Free Apps (50)'. The 'Installed Apps' section shows three apps: MailChimp, Evernote, and TrendSpotr Free. Each app entry includes a thumbnail, the app name, the developer, a star rating, the number of reviews, and a brief description. For example, MailChimp is described as providing an easy way to create newsletters, manage subscribers, and search for recent campaigns across social networks.

## Additional Resources

- Visit the Hootsuite Help and Training portal for access to live and on-demand Training, FAQs and articles, our friendly user Community, and our Support Team.
- Follow @Hootsuite\_Help on Twitter for troubleshooting tips and more.
- Enroll with Hootsuite University to help you maximize your understanding of the dashboard.
- Hoot100 is a great introduction to the kind of learning Hootsuite University has to offer.
- You can also check out a selection of Hootsuite University courses available on our YouTube Channel.
- Want to make it official? Enroll and become certified with Hootsuite University. Hootsuite Certification delivers recognized credentials for today's social media professionals. Click [here](#) to learn more.
- Visit our blog for news, events, product releases, and use-case resources. We are constantly adding to our collection of HootTips, case study videos, downloadable PDFs, and more to give you ideas for using your Hootsuite dashboard.

## Download the Mobile App



Hootsuite is available as an app for your mobile device (iPhone, iPad, and Android), and can be downloaded from your device's app store.