

Using HootSuite To Manage Your Social Media Engagement



By Susanne Myers

www.AffiliateTreasureChest.com

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About The Author



Susanne Myers has been an affiliate and information marketer since 2004 and runs quite a few different niche websites.

In this short report she shares an innovative way to reuse articles written for article marketing in six different ways resulting in more traffic and exposure to your affiliate niche site. It's all about leveraging your time and effort.

Other Short Reports By Susanne:

- [How To Create Small Info Products For Affiliate Sales](#)
- [Affiliate Shortcut - Traffic](#)
- [Affiliate Shortcut – Content Creation](#)
- [Affiliate Shortcut – Email Marketing](#)
- [How To Find A Hot And Profitable Niche](#)

Susanne is also the author and creator of www.AffiliateNichePacks.com and www.EasyLinkLove.com

Susanne blogs about all things affiliate marketing at www.AffiliateTreasureChest.com



Building an affiliate niche site?

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www.DailyAffiliateTasks.com

HootSuite – Adding Social Media & Usage

[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 LinkedIn.

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.

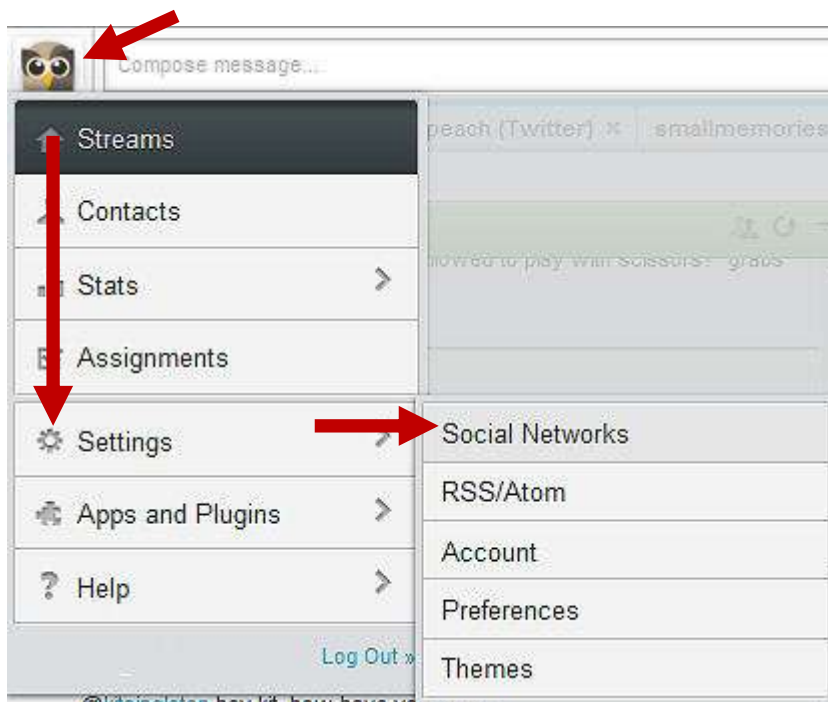
Step 1: Log Into HootSuite

Create your account and log in at <http://ow.ly/4YLaw>

Step 2: Navigate to Add Social Media

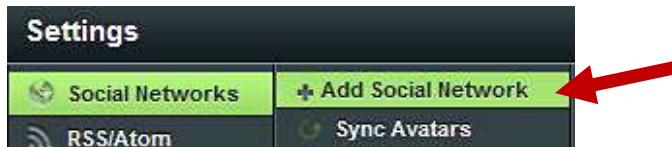
After you create your HootSuite account, you'll need to add your social media programs. To do that, navigate to the social networks tab.

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.”

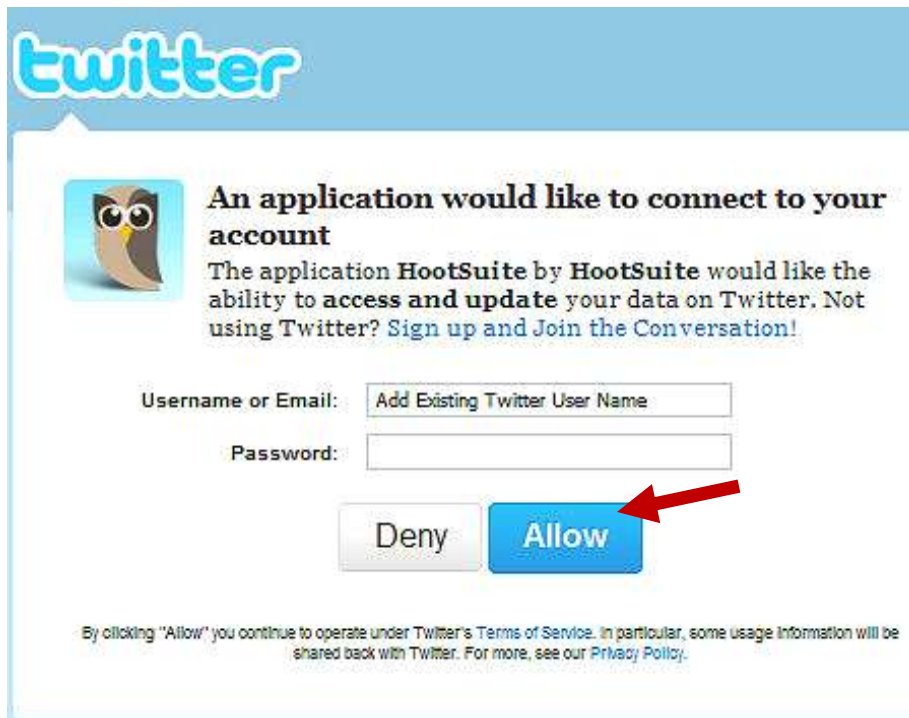


Step 4: Add Twitter

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.

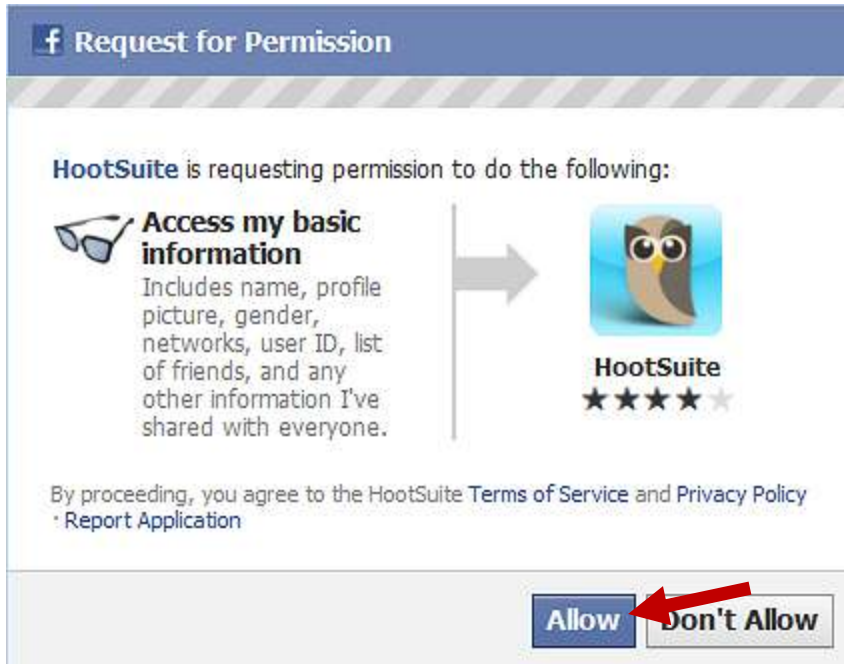


Step 5: Add Facebook

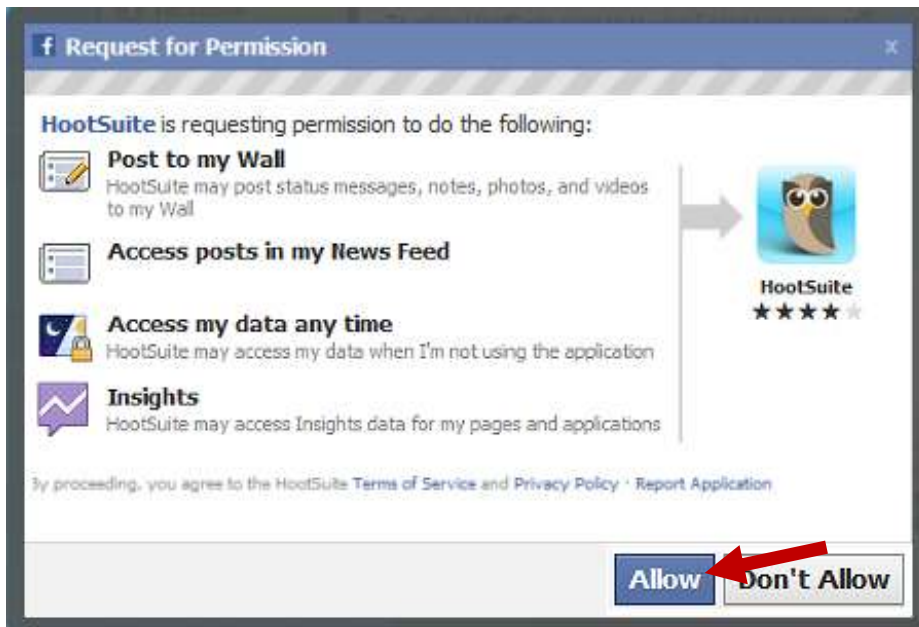
Click the Facebook button, uncheck any options you don't want to include and click the “connect with Facebook button to add info about your account.



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.



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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.

Email Address:

LinkedIn Password:

[Return to HootSuite](#)

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.

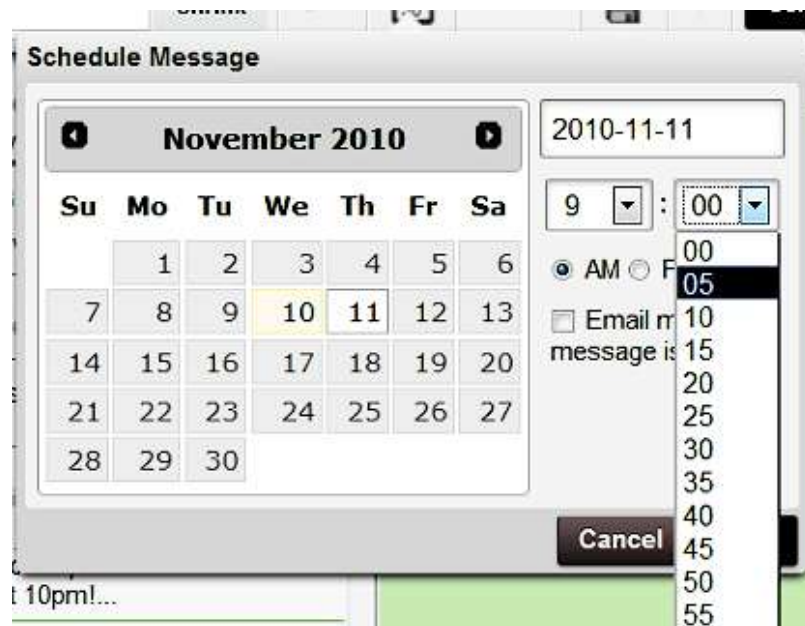
Note: When including Facebook, you have a total of 420 characters instead of the 140 in the Twitter network. You may want to post to Facebook separately to include more info.



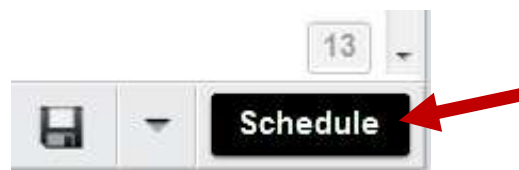
Click on the calendar icon to schedule your message to post at a later time.



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!

Let's Connect:

Twitter – [@susannemyers](#)

Facebook – [Susanne Myers](#)

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