

GUIDE

Facebook and Hootsuite

A Quick Start Guide



Facebook and Hootsuite

A Quick Start Guide

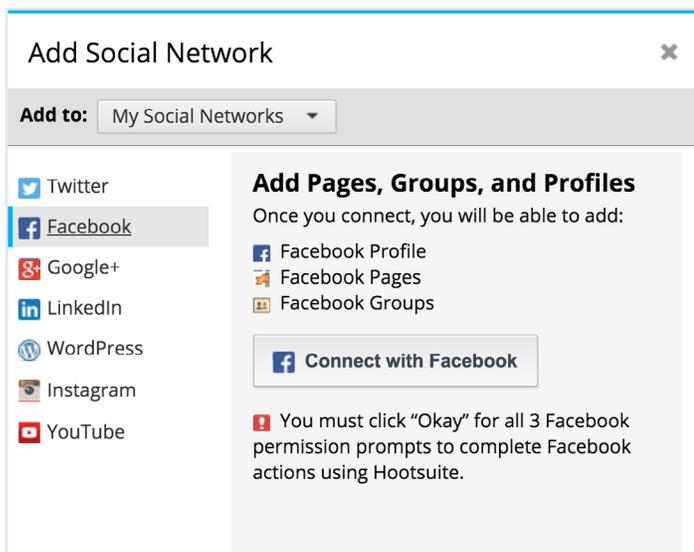
With over [one billion people using Facebook](#), you know it's an important channel for reaching your customers. Hootsuite allows teams of all sizes to manage their Facebook campaigns and activities—including profiles, Pages, events, and groups—within one dashboard.

In this Facebook Quick Start guide, you'll learn how to:

- Connect Facebook to your Hootsuite Dashboard
- Save time by scheduling Facebook content
- Upload visual content for better engagement
- Respond quickly with streams and assignments
- Measure the effectiveness of your campaigns

Connect Facebook to Your Hootsuite Dashboard

1. Click 'Add Social Network' and select Facebook.
2. Click 'Connect with Facebook.' Enter your credentials and authorize Hootsuite to access your account. ***Remember, if you run your business Facebook Page from your personal profile, then you need to provide your personal login credentials before you can import your company Page.**
3. Import any Pages or Groups you want to use in Hootsuite.
4. Click 'Add Stream.' Choose whether you want to interact with your business Page or personal profile.
5. Choose from among the available streams for Facebook (see 'Monitor Facebook streams' on [page 5](#) for more detail).



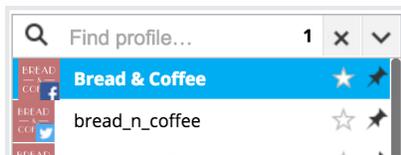
Master Your Timing with Hootsuite Scheduling

You've heard the age-old saying: timing is everything. While reaching your audience at the optimal time depends on a number of different factors (i.e. your content, location, and overall goal), it's an important thing to understand and get right. With Hootsuite's [scheduling options](#), you can control the timing of your outreach, post at the best times of day, and plan campaigns out in advance—all while saving time in the process.

How to get started:

Manually schedule Facebook posts: The Facebook scheduling option allows you to send your Facebook post at a specific date and time. For example, if you run a workout class every Tuesday at 8am, you can schedule reminders to increase sign ups. Whether you're running a campaign or going on holiday, the Hootsuite scheduler will save you a few unnecessary morning alarms.

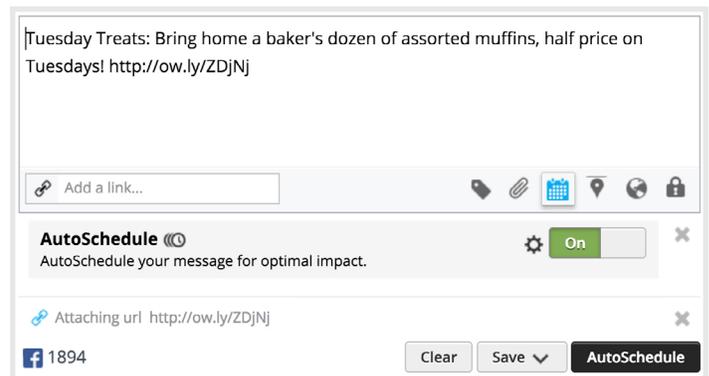
1. Click 'Compose Message.'
2. Type your message and use the URL shortener for your links.
3. In the left-hand box, select your Facebook profile(s) from the profile picker.



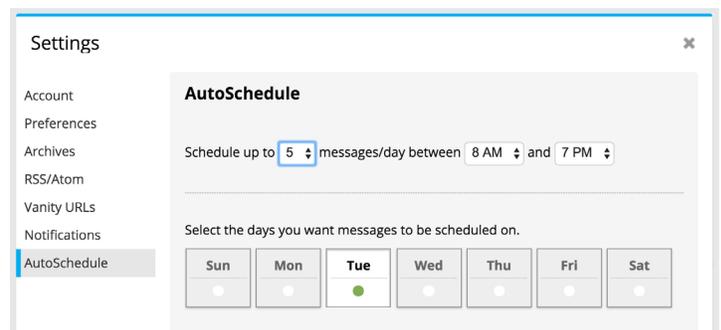
4. Click on the calendar icon.
5. Select the date and time your message will be sent.
6. Click 'Schedule.'

Auto schedule Facebook posts: If you don't need to publish content at specific times, this is the fastest way to schedule content. By using Hootsuite's AutoSchedule, you allow Hootsuite to determine the best time to publish for your audience.

1. Click 'Compose Message.'
2. Type your message and use the URL shortener for your links.
3. In the left-hand box, select your Facebook profile(s) from the profile picker.
4. Click on the calendar icon.
5. Toggle AutoSchedule 'On.'



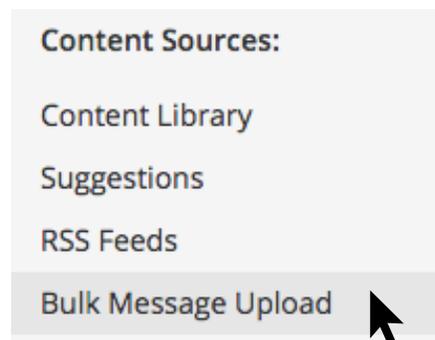
6. Click on the settings cog to personalize your timing preferences.
7. Click 'AutoSchedule' to send your message.



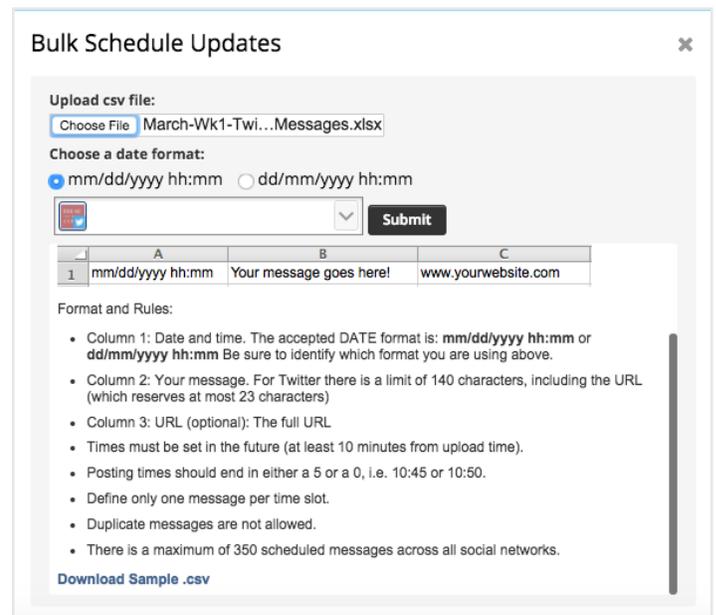
Tip: If you want save more time while scheduling posts, you can [@mention other people and Facebook Pages from within Hootsuite](#). Instead of copying pasting the user's handle, you can search and tag directly.

Bulk schedule Facebook posts: If you create a content calendar for your social posts, then this option is for you. Bulk scheduling allows you to schedule your content weeks or months in advance. Hootsuite lets you schedule up to 350 posts, freeing up time for you to chat with your customers on social.

1. Go to the publisher section in the left menu bar.
2. Click 'Bulk Message Upload.'



3. Download and open the sample .csv file to fill with your posts (Tip: The best files to use are Google Docs, Text Edit, and Textwrangler. Excel spreadsheets may not recognize some characters.)



The screenshot shows a dialog box titled 'Bulk Schedule Updates' with a close button (X) in the top right corner. It contains the following elements:

- Upload csv file:** A 'Choose File' button followed by the filename 'March-Wk1-Twi...Messages.xlsx'.
- Choose a date format:** Two radio buttons: 'mm/dd/yyyy hh:mm' (selected) and 'dd/mm/yyyy hh:mm'.
- A dropdown menu with a Twitter icon and a 'Submit' button.
- A table with three columns: A, B, and C. Row 1 contains: 'mm/dd/yyyy hh:mm', 'Your message goes here!', and 'www.yourwebsite.com'.
- Format and Rules:** A list of instructions:
 - Column 1: Date and time. The accepted DATE format is: mm/dd/yyyy hh:mm or dd/mm/yyyy hh:mm Be sure to identify which format you are using above.
 - Column 2: Your message. For Twitter there is a limit of 140 characters, including the URL (which reserves at most 23 characters)
 - Column 3: URL (optional): The full URL
 - Times must be set in the future (at least 10 minutes from upload time).
 - Posting times should end in either a 5 or a 0, i.e. 10:45 or 10:50.
 - Define only one message per time slot.
 - Duplicate messages are not allowed.
 - There is a maximum of 350 scheduled messages across all social networks.
- A 'Download Sample .csv' link.

4. In the first column add the date (in mm/dd/yyyy or dd/mm/yyyy format) followed by the time you want the message published. The timecode must end with a zero or a five, and messages must be scheduled at least 10 minutes before you import the .csv file into Hootsuite.
5. In the second column, add your message as you'd like it to appear.
6. In the third optional column, add your URL. URLs will be automatically shrunk into trackable Ow.ly links upon upload.
7. Once the file is complete, go to the dashboard. Select the .csv file you wish to upload, the date format you used in the file, and your Facebook Page(s) that you'd like to post to.
8. Click 'Submit' to schedule your messages.

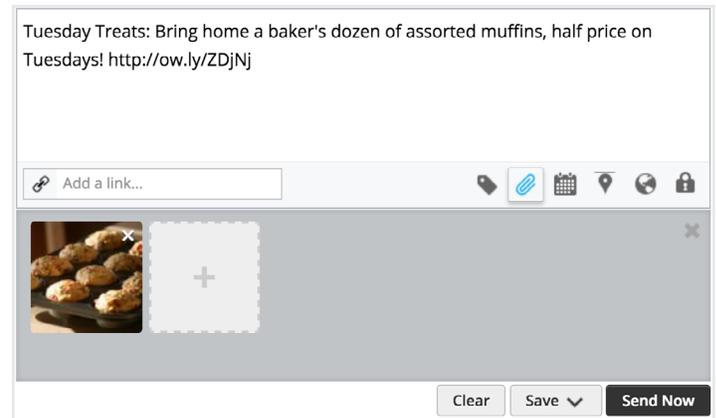
Due to limitations of the .csv format, it's not possible to add images or videos. However, you can edit messages in the publisher and attach visual content.

Use Visual Content to Increase Your Engagement

By adding visual content like images and videos to your Facebook posts, you will significantly increase your engagement and click-through rates. Social content with relevant images gets [94 percent more views](#) than content without images and Facebook posts with visual content see over [2X more engagement](#) than other types of content. In Hootsuite, you can attach images and video to Facebook posts in your dashboard.

How to get started:

1. Click on the 'Compose Message' box.
2. Enter your message and add a URL if you have one.
3. Click on the paperclip icon in the bottom right corner.
4. A drop-down section will appear that allows you to either drag and drop or upload your file. If applicable, you can access a shared Content Library and select videos from your bank of shared content.
5. A thumbnail of the image or video will appear in your message.
6. Click 'Send Now'.



If you're manually scheduling or auto scheduling posts, click on the paperclip icon and upload videos and images before clicking 'Schedule.'

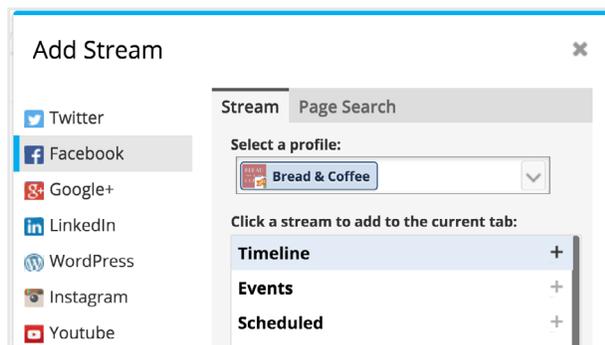
Stay Customer-Centric with Quick Responses

If a customer interacts with your company on Facebook, it's important that you respond quickly and effectively. When companies respond to customer service requests over social media, those customers end up spending [20 to 40 percent more with the company](#). In Hootsuite, you can monitor comments and replies to make sure that you're responding to customers as soon as possible.

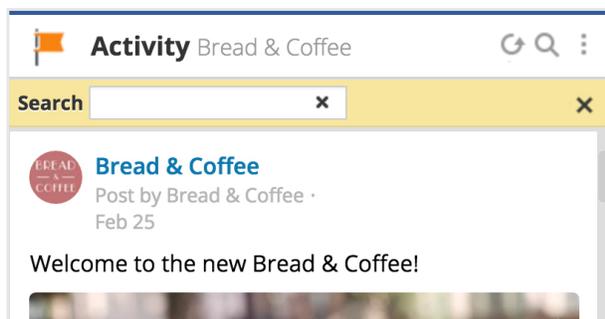
How to get started:

Monitor Facebook streams: Once you've connected your Facebook Page(s), you can add streams. These will allow you to monitor things like your News Feed, Timeline, company mentions, customer replies, and keywords.

1. Click 'Add Stream.'
2. From the menu on the left, select Facebook. Then select your Facebook Page.
3. Select your social profile.
4. Select either Timeline, events, or scheduled.

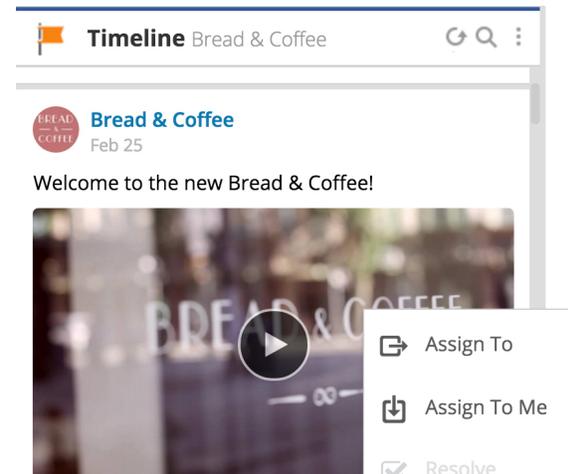


5. To find specific information in one of your streams, you can perform a search and filter your results by clicking the magnifying glass in the top right corner of your stream.

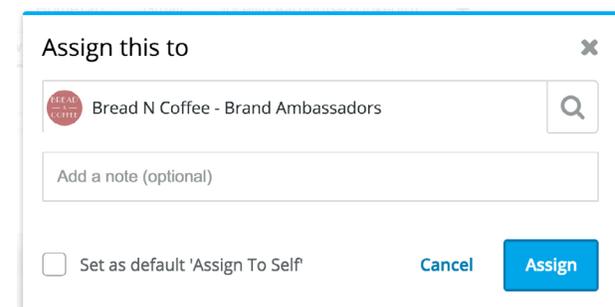


Assign Messages to Team Members: With Hootsuite Assignments, your Team Members can engage with customers so that no comments or questions slip through the cracks. (If you haven't set up your Teams in Hootsuite, you can learn how to [here](#).)

1. Select 'Streams' from the left menu bar.
2. Locate the message in the stream to assign and click the reply box in the bottom-right corner.



3. Click on the 'Assign To' icon on the bottom of the message.
4. Select 'Assign To' and add your Team Member along with any notes you'd like to add. (If you'd like to assign the message to yourself, click 'Assign to Me'.)
5. Click 'Assign.' All Team Members can see and monitor the progress of comments.



Measure the Effectiveness of Your Content

Things run a lot smoother when you have a documented social strategy. You're [more likely](#) to set targets and measure your results—which will show you what's working and what's not. With Hootsuite Analytics you can monitor and measure all your Facebook Pages and campaigns within one dashboard. This will allow you to track, measure, and share key social media metrics according to your business goals.

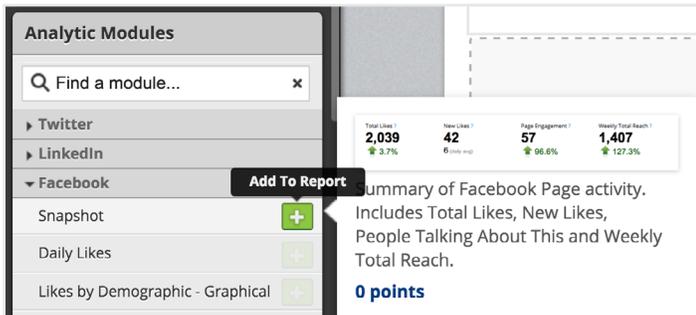
How to get started:

1. Click on 'Analytics' in the left menu bar.
2. Click 'Build Custom Report' button.
3. From here, you have access to reporting templates.
4. If you'd like to build a custom report, click 'Custom Report.'
5. Add a title to your report and an optional company logo.
6. Go to the left menu bar and click on 'Facebook'.



10. If needed, modify your report's title and set email frequency in the left menu bar.

You can now review your social media performance on Facebook.



7. Select the relevant reporting module(s) you'd like to include based on what you want to measure. Click the green button to add the module to your report.
8. Select the Facebook account you'd like the module to be associated with.
9. Click 'Done.'

Next Steps

The best way to master Facebook for your business is to log in and start experimenting. Print this guide as a reference while you build your knowledge.



[Log in to Hootsuite](#) to get started with Facebook.

Once you've completed these steps, check out our [Facebook Best Practices Guide](#). In this guide, you'll discover the exact types of Facebook content and strategies that will increase traffic and customer engagement.

