GUIDE

Hootsuite Mobile App

A Quick Start Guide





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The world of social is moving quickly. With the Hootsuite mobile app, you can make every second count with your customers and get the most out of social for your business.

The Hootsuite mobile app allows you to quickly schedule and publish content, manage all social profiles from one app, and monitor conversations and mentions.

In this quick start guide, you'll learn how to:

- Download the Hootsuite mobile app
- Schedule and publish content
- Share images, videos, and GIFs
- Assign messages and set up listening streams
- Track user engagement on Twitter

Download the Hootsuite mobile app

- 1. Visit the <u>Hootsuite mobile page</u>.
- Click on App Store button if you have an iPhone, iPad, or iPod Touch, or Google Play button if you have an Android device.
- 3. Download the <u>Hootsuite mobile app</u>.



Schedule content in advance

By scheduling content in advance, you have more time to share news, updates, and content when you're away from the office. With our mobile app, you can schedule, auto schedule, and edit scheduled messages.

How to get started:

- 1. Tap compose icon
- 2. Tap Select Social Network to choose from your social profiles or tap a highlighted social network to deselect. Tap Done.
- **3.** Type your message and/or attach an image or video.
- Tap Send Now in upper right-hand corner. Select Custom Time to set a time and date to send your message. To let Hootsuite decide on an optimal time, tap AutoSchedule.
- 5. Tap send icon

*For Android instructions click here.

To edit and/or delete scheduled messages:

- 1. Tap the Publisher icon
- 2. Tap Filter by Social Network and select the social profile for which you would like to edit a scheduled message. Tap the upwards-facing arrow icon
- 3. Tap the message you'd like to edit.
- 4. Tap Edit in the upper-right corner.
- 5. Edit message, change the date or time if needed, and tap **Send** icon
- 6. To delete your message, tap the garbage icon at the bottom of the screen

*For Android instructions click here.

Compose and publish messages

When composing a post, you can attach visual content, shrink a link, use custom branded URLs, and add a location. You can also engage with other Facebook pages and save time @mentioning users on Twitter and Instagram.

How to get started:

- 1. Tap compose icon
- 2. Tap Select Social Network to choose from your social profiles or tap highlighted social network to deselect. Tap Done.
- **3.** Type message.
- 4. Tap send icon

* For Android instructions <u>click here</u>.

Share videos, images, and GIFs

Images are one of the most important components for engagement on social. Content with relevant images gets 94 percent more views than content without.

With our mobile app, you can easily capture and share visual content to multiple accounts and networks. For example, you can capture and publish videos to Facebook and Twitter, share GIFs to Twitter, post pics to Instagram, and monitor your YouTube videos.

How to get started:

- 1. Tap compose icon 🚺
- 2. Tap Select Social Network to choose from your social profiles or tap highlighted social network to deselect. Tap Done.
- 3. Type your message.
- 4. Tap image icon 🚺 to attach an image, video, or GIF,

or camera icon **o** to capture an image or video.

*Note: GIFs can only be shared to Twitter profiles and will appear as images when shared to Facebook.

- Tap Send icon in upper-right corner to publish immediately, or click Send Now to schedule (see scheduling instructions above).
- * For Android instructions click here.



Assign and approve messages

With our mobile app, you can be a team player when you're away from the office. Quickly assign and approve your team's social messages and resolve assignments while staying synced with your dashboard.

How to get started:

Assign a message:



- 2. Tap a stream with a share icon.
- 3. Type a message.
- 4. Tap the more button in the lower-right corner.
- 5. Tap Assign To.
- 6. Tap a team.
- 7. Tap All Team Members or a specific team member.
- Optional: tap Add note, and enter notes or instructions.
- 9. Tap Assign in the upper-right corner.

* For Android instructions click here.

Approve a message (Enterprise only, requires Editor/Admin access):

- 1. Tap publisher icon
- 2. Tap Pending Approval.
- 3. Tap the message you would like to approve.
- 4. To approve message, tap check mark icon 💟

To delete, tap garbage can icon (1) and tap **Delete**.

Create listening streams

Search streams allow you to quickly respond to customers, monitor campaigns, and track relevant topics. In our mobile app, you can set up keyword search streams and active push notifications to instantly find information and conversations relevant to your business.

How to get started:

- 1. Tap search icon Q
- 2. Type search keyword into **Search Twitter** bar. Tap **Search**.
- **3.** Search is filterable by tabs. Tabs include trending, nearby, recent, users.
- 4. Under the trending tab, tap **Save** in the top-right corner.

*For Android instructions on searching Twitter <u>click</u> <u>here</u>, for Instagram <u>click here</u>.

To respond faster to customers, enable push notifications:

- 1. Tap settings icon 🔅
- 2. Tap Notifications.
- 3. Tap Social Network.
- 4. Tap white circle in-line with message type to turn on or off. Green slider means on; white slider means off.
- 5. Tap back arrow in upper-left corner.
- * For Android instructions <u>click here</u>.

Share content from other apps on iOS and Android

Even when you're outside of the Hootsuite app, sharing is an easy and seamless experience. The Hootsuite mobile app gives you the ability to share from other apps and makes it easy to publish mobile content. Hootsuite's Share Extension is an iOS 8 or above feature and is free to all Hootsuite users on an iOS device.



How to get started:

To enable Share Extension:

- 1. Open a browser and tap the Share icon.
- 2. Tap More or touch and drag upper row to your left and tap More.
- 3. Find Hootsuite and tap the toggle button to enable it.
- 4. Touch and drag the 😑 icon to switch the order.
- 5. Tap **Done** in the upper-right corner.

To use Share Extension:

- 1. Tap content to share, and then tap **Share** in footer.
- 2. Tap Hootsuite.
- 3. Edit text if needed.
- 4. Tap Social Networks.
- 5. Tap to select social networks, and then tap Hootsuite in the upper-left corner.
- 6. Tap Send Now to choose a scheduling option if needed.
- 7. Tap **Post** in the upper-right corner or tap schedule in the bottom row.
- 8. Alternatively, tap **Cancel** in the upper-right corner to stop this process.

Ready to get started? Download the <u>Hootsuite mobile</u> <u>app</u>.