The First Steps You Should Follow to Get the Most Out of Hootsuite

Learn how your tech, software, and SaaS business can use Hootsuite to improve your social media presence and analytics with this easy checklist

Checklist

Hootsuite makes handling social media smooth and stress free. However, you need to know what steps you should follow to get the most out of the platform. Follow this checklist for how to begin your journey with Hootsuite.

Planning out Social Media

- ☐ Find a topic you want to post about — maybe a new product launch, or upgrade?

- ☐ Craft the post with a picture, great caption, and relevant hashtags under the Planner tab in Hootsuite

- ☐ Select what social media platforms you want to post to

- ☐ Choose the time and date

- ☐ Sit back and relax because Hootsuite will post for you!

Talking to Your Audience

- ☐ Pick what social media accounts you want to see on your Streams tab and place them in the order you want

- ☐ Watch the comments come in and click on them to reply right in Hootsuite

- ☐ Actively engage with your customers to improve your brand's reputation and authority

- ☐ Add to the conversation about your brand on your posts or even on other people's social media (follow relevant hashtags to your brand in the Streams tab to see this)

Keeping Up with Your Competition

- ☐ Add/ follow your competition on the Streams tab

- ☐ Look at their post and their engagement to learn what works or doesn't work for them

- ☐ Craft posts for your brand based on your findings

- ☐ Start conversations with their customers if you see that they are posting comments for help and no one is replying - you might find new customers this way

Need a Social Media Strategy?

CycleWerx
YOUR BRAND IN MOTION

Social media is ever-changing, so stay on top of what is happening without stressing out and feeling overwhelmed by all the different platforms. For more help with social media and marketing, contact CycleWerx Marketing!

BOOK YOUR CONSULTATION TODAY

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