User guide: Creating a post

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Overview

Hootsuite is a social media management tool that enables you to view all your social interactions in one place. You can create and send messages, schedule messages for later, and interact with users across multiple social profiles, without having to log in to each profile individually. Hootsuite is available on your desktop browser, tablet and smart phone so you can manage your social profiles whether you're in the office or on the go.

This user guide will cover everything you need to know about creating, editing, and sending messages from all of your social profiles, right from Hootsuite' desktop dashboard.
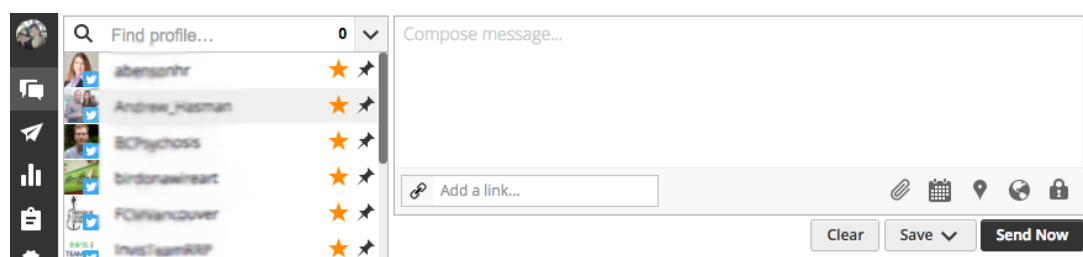
Hootsuite lets you access all your social profiles in one place from your computer, tablet or phone.

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Selecting profiles to send messages from

You can send messages from one or more profiles using the *Message Composer*, located in the top left corner of the Hootsuite dashboard. Profiles appear in alphabetical order, grouped by social network.
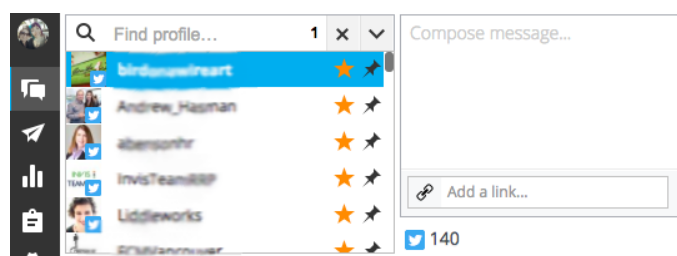
To select a profile to send from:

1. In the *Message Composer*, hover the mouse over the profile list. The profile list will expand to show a list of all your connected profiles.

2. Select a profile from the profile list.

🎉🦉 **Tip:** Use the search function to quickly find the profile you're looking for.

The selected profile moves to the top of the profile list and is highlighted in blue.

Moving your most-used profiles to the top of the profile list

Keep your most-used profiles at the top of the list where they're easiest to access. You can move profiles to the top of the profile list by adding them to your Favorites, a collection of starred profiles that appear above the rest of your profiles.

To add a profile to your Favorites:

Next to the desired profile, click **Move to top** ☆ .

The Favorited profile appears at the top of the profile list, marked with a filled star ⭐ .

To clear a profile from your Favorites:

Next to the profile you want to clear, click **Unfavorite** ⭐ .

The profile appears below your Favourites in the profile list, marked with a hollow star ☆ .

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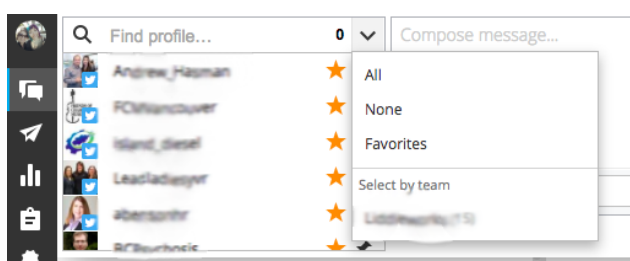
Sending the same message from multiple profiles

You can send one message from multiple profiles at the same time by selecting more than one profile from the profile list.

To select multiple profiles, click on all the desired profiles from the profile list.

> The selected profiles move to the top of the profile list and are highlighted in blue.

> **Tip:** You can select and clear profiles in bulk.
> - To select all of your profiles, click ⌄ > **All**.
> - To select all of your starred profiles, click ⌄ > **Favorites.**
> - To clear all profiles, click ⌄ > **None.**

Sending multiple messages from the same profile

If you plan to send multiple messages from the same profile, you can save time by pinning the profile. Each new message will be sent from the pinned profile, and you can pin multiple profiles at a time.

To pin a profile to the Message Composer:

> Next to the desired profile, click **Always select** 📌 .

> The pinned profiles are marked with a standing pin 📌 and highlighted in blue.

To unpin a profile from the Message Composer:

> Next to the desired profile, click **Unpin** 📌 .

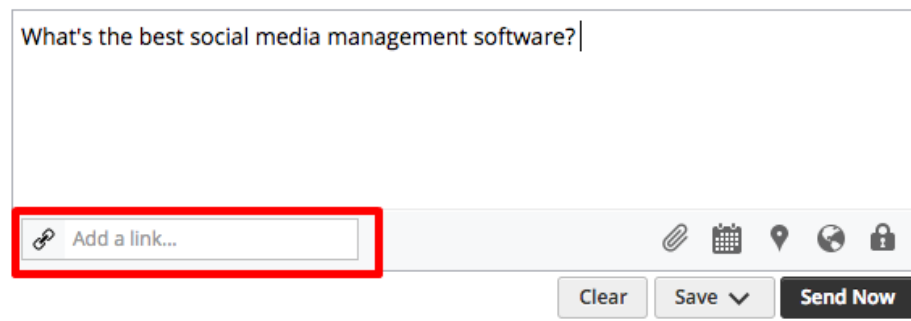> Unpinned profiles are marked with resting pins 📌 .

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Adding shortened URLs to messages

You can add URLs or links to your Hootsuite messages in a variety of ways. While you *can* paste a link into your message, long URLs take up much needed message characters and can look cluttered. Hootsuite's link shortener replaces long URLs with shorter, customizable ones that are easier on the eyes and can track website traffic.

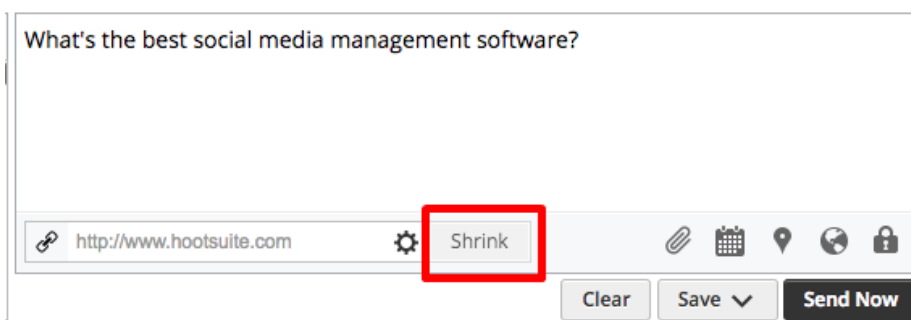**To shorten a URL:**

1. In the *Message Composer*, click **Add a link** 🔗 .

What's the best social media management software?

🔗 Add a link...

Clear   Save ⌄   **Send Now**

2. Type or paste in your link, and then click **Shrink**.
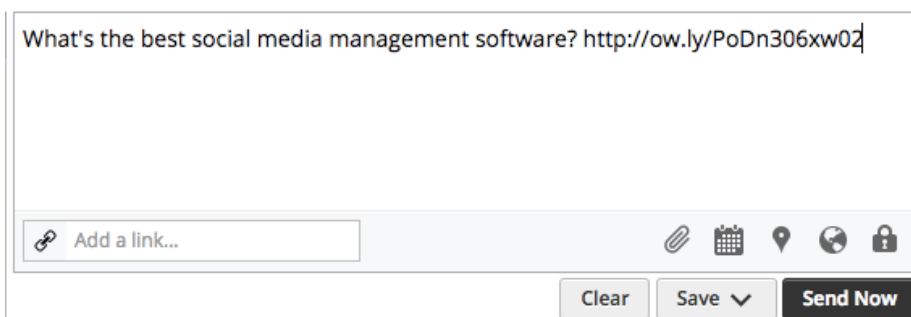
What's the best social media management software?

🔗 http://www.hootsuite.com   ⚙   Shrink

Clear   Save ⌄   **Send Now**

The shortened URL is appended to your message.

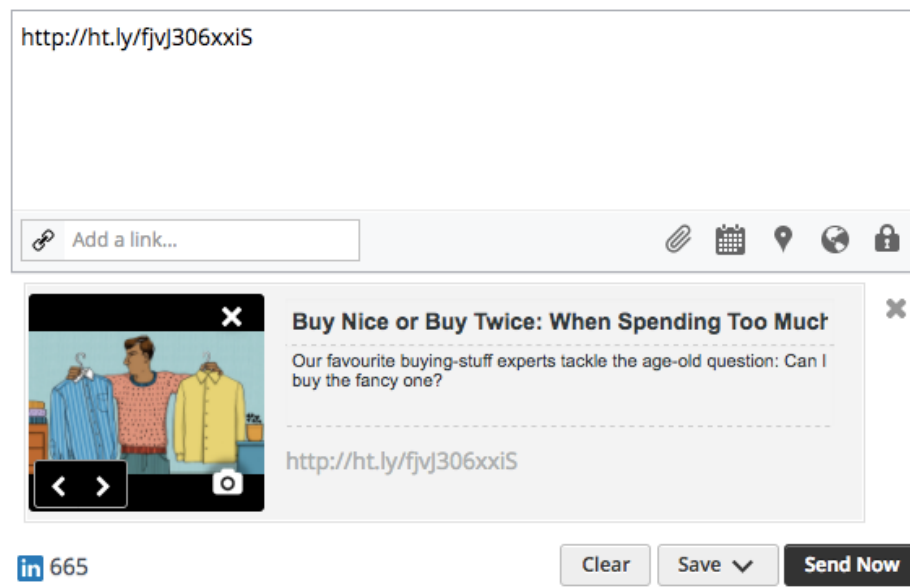What's the best social media management software? http://ow.ly/PoDn306xw02

🔗 Add a link...

Clear   Save ⌄   **Send Now**

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Customizing the link preview

To improve engagement, some social networks like Facebook, LinkedIn and Google+ will replace a text URL with a link preview. Link previews consist of an image, header and preview text. These assets are automatically compiled from the website's meta data. You can keep the link preview as-is, or modify it in Hootsuite.

To generate a link preview:

Type or paste a link into the *Message Composer* and specify a Facebook, LinkedIn or Google+ profile. A link preview is generated automatically.

To customize a link preview:

- To change the image, toggle the left and right arrows ◀ ▶ to select images available on the linked website OR click **Replace image** 📷 to upload your own image.
- To change the header text, click the link preview header and type your changes.
- To change the description, click the link preview text and type your changes.

Note:

- Google+ link previews do not support customization.
- LinkedIn requires link previews to have an image, header and preview text. If these elements are removed, LinkedIn will automatically pull missing content from the website's meta data.
- Uploaded images must be *jpg*, *jpeg*, *gif,* or *png* files no greater than 5MB in size.
- Messages can only contain either a link preview or an image. If you upload an image to your message, the link preview will be removed.

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Tip: If you want to send the same message with a modified link preview from a Google+ profile and a Facebook or LinkedIn profile, follow these steps:

1. Select the Facebook or LinkedIn profile first and edit the link preview as desired.
2. Select the Google+ profile from the profile menu.
   While the Google+ link preview is unchanged, the link previews for the other profiles are updated.
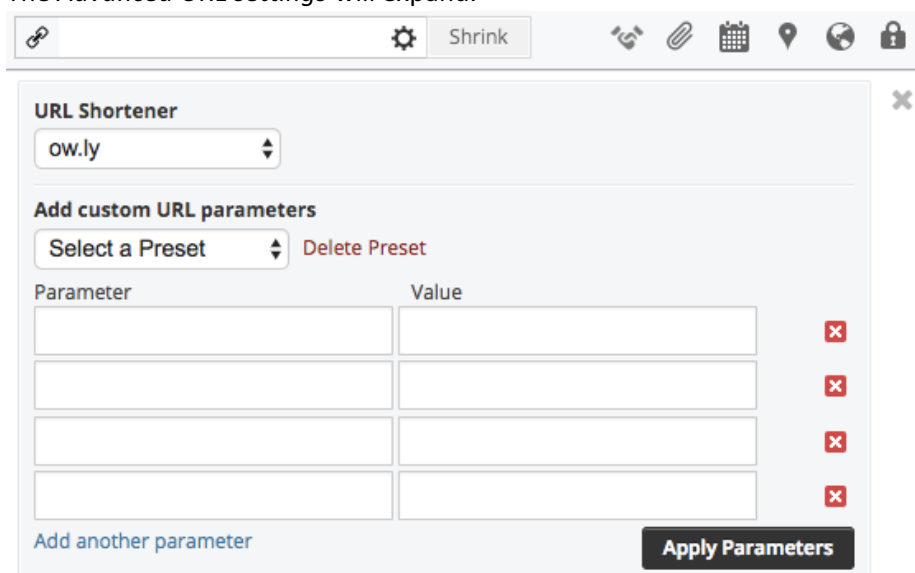
Changing how shortened URLs appear

Hootsuite's default URL shortener is ow.ly. You can choose a different link shortener—including a personalized or branded Vanity URL—to make your links more appealing to your followers.

To change the default URL shortener:

1. Click **Add a link** 🔗 , and then click **Advanced** ⚙ .
   The *Advanced URL settings* will expand.

2. From the *URL Shortener* dropdown list, select your desired shortener.
   The options are:
   - ow.ly
   - owl.li
   - ht.ly
   - htl.li
   - Vanity URL (if available)
3. Click X to leave the *Advanced URL settings*.
   Your preferences are saved, even if you sign out of the Hootsuite dashboard.
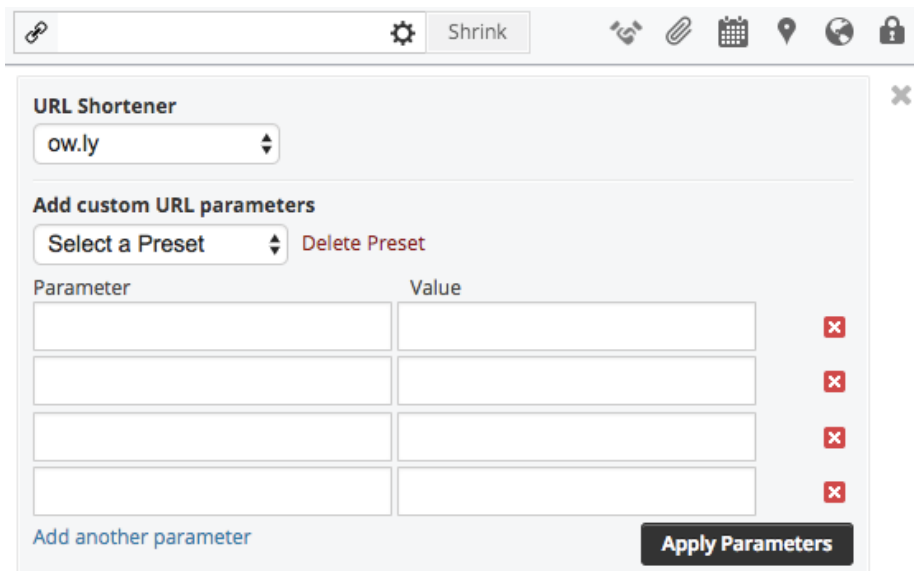
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Customizing URL tracking parameters

Not only do URL shorteners decrease the amount of characters in your message, they also track clicks. You can obtain more comprehensive data about website traffic by adding URL parameters to your shortened links.
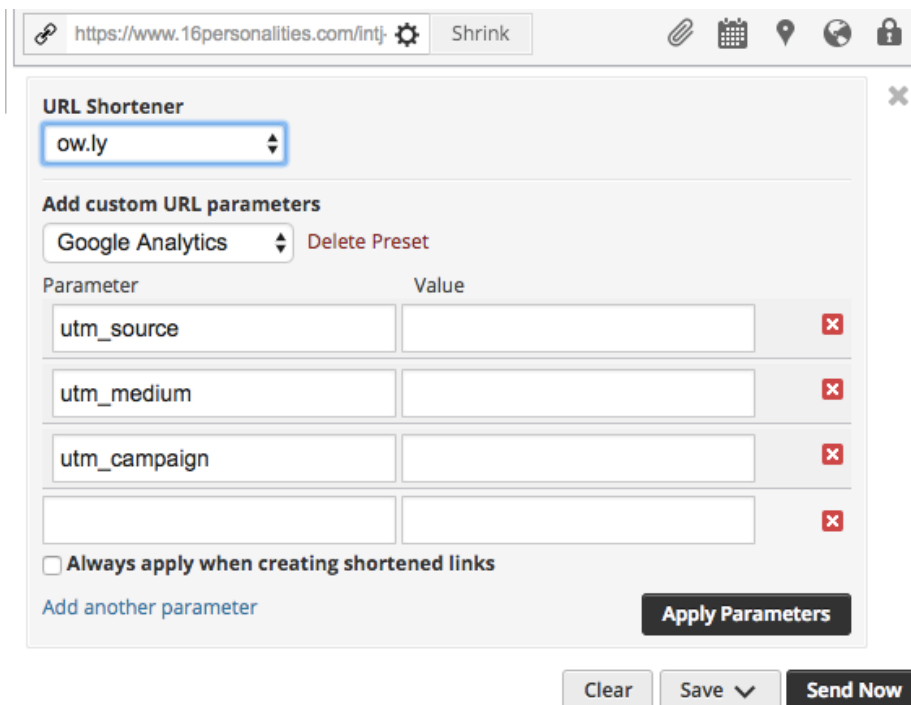
To add custom URL parameters:

1. Click **Add a link** 🔗 , and then click **Advanced** ⚙ .
   The *Advanced URL settings* will expand.

2. From the *Add custom URL parameters* dropdown list, select your desired Preset. **Google Analytics** is the default preset, but you can add and save custom Presets (see next).

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3. Type the values for each parameter. A description of each parameter and accepted values can be found in **Table 1. URL Parameter Options**.

   Note: To remove a parameter, click . A dialog will ask if you are sure. Deleting a parameter will not change your Preset settings.
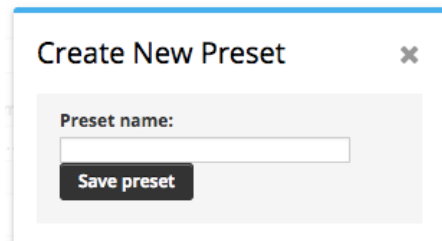
4. Click **Apply Parameters**.
   The URL parameters are appended to your URL.

5. Click **Shrink** to add the link to your message.
   The shortened URL contains your specified parameters and is added to your message.

Saving custom parameter Presets

You can save frequently used parameters and values as a custom Preset for quick access.

To create your own URL parameters Preset:

1. In the *Advanced URL settings*, type the parameters and values you want to save.
2. From the *Add custom URL parameters* dropdown list, select **Create New Preset**. A dialog will ask for the Preset name.