

Hootsuite

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Hootsuite is a social media management plan. “Hootsuite is a social media management platform that covers almost every aspect of a social media manager’s role. With just one platform users are able to do the simple stuff like curate cool content and schedule posts all the way up to managing team members and measuring ROI. (Joyce, 2019)”

Why should an organization use Hootsuite?

The Organization is useful for Hootsuite Organization. “A Hootsuite organization consists of individuals, teams, and shared social accounts. Each Hootsuite account can create one organization. But members can belong to many organizations and teams. You could have an organization called Social Marketing, for example. In that organization, you could have teams like PR, customer support, and marketing. (Hootsuite, 2021)”

Based on what you know so far, which aspects of the Hootsuite platform are most beneficial to a social media manager?

Hootsuite is known as analytics. “Hootsuite made our ranking as best for analytics because they offer some of the most comprehensive analytics and social media tracking tools on the market today, including customizable reports and team productivity reporting. (Johnson, 2021)”

Tracking tools and analytics is useful for Hootsuite. “Hootsuite earns high rankings for its tracking tools and analytics. This software lets you analyze trends and engagement in real-time. Their analytics tools extend to both regular posting and social media ads. (Johnson, 2021)”

Give an example of how using a program such as Hootsuite could help increase the efficiency and performance of a social media manager.

Seeking your customer's knowledge is an example of using a program such as Hootsuite that could help increase the efficiency and performance of a social media manager. "Find out what your customers really think. Keep an eye on the latest social conversations, trends, and brand mentions. Quickly respond to comments from an inbox that combines all your conversations from supported social networks in a single thread. (Hootsuite Inc., 2021)"

What other social media management platforms exist?

Buffer is another social media management platform that exists. "Buffer is an intuitive, streamlined social media management platform trusted by small businesses and individuals to help drive meaningful engagement and results on social media. We have a suite of products for publishing, engagement, analytics, simple landing pages, and team collaboration. (Lua, 2021) "

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