

Hootsuite Best Practices

Allowing campus to maximize their social media efforts

Hootsuite Overview

- Hootsuite is a comprehensive social media dashboard that supports social network integrations for Twitter, Facebook, LinkedIn and others
- In January 2015 MSC helped implement Hootsuite Enterprise to 50 users, representing 31 different departments across campus
- The Enterprise system allows us to work in a more strategic and collaborative way
- Results thus far have shown sharp increases in engagement, amplification and internal sharing

Need For Hootsuite On Campus

- More than 200 public facing social media channels at Waterloo all operating independently
- Need for further collaboration between channels and tools, standards, training and protocols which vary from group to group
- Have our digital communication reflect the innovative nature of the university
- Help achieve department goals related to social media communications and marketing

What Hootsuite Has Achieved

- Increased collaboration
- Standardized Reporting
- More effective social listening
- Improved crisis communication
- **Training and Certification**



Hootsuite Best Practices

- Document has been made available for campus to help use the platform effectively and strategically
- Examines administration, operations, measurement and helpful tips on using Hootsuite Enterprise
- Sections include; setting up dashboards, geo-location searches, adding and deleting accounts, recommended apps, etc.
- Document was created by MSC and presented to the university social media committee for feedback

Hootsuite for MSC

- External Communications and Marketing
 - Monitoring and Listening
 - Creation of reports and tracking codes
- Executive Communications and Community Relations
 - Publishing and Scheduling
 - Analytics
 - Influencer Engagement

How To Access The Document

- Contact Aaron Miller – a2miller@uwaterloo.ca
- Will be available on the Social Media Committee Website shortly – in the process of making the document accessible and using appropriate branding