



Step-by-Step Guide on Utilizing Social Media Management Platforms to Promote Your Brand

Social media management platforms, such as [Hootsuite](#), allow you to manage all of your social media pages in one place.

When you have a busy practice, social media management systems are extremely helpful. Implementing a management system helps track social network channels, monitor what others are saying about your brand and connect all of your pages – Facebook, Twitter, YouTube, LinkedIn, etc. – under one roof.

To set up a Hootsuite account, the [Foundation for Chiropractic Progress](#) has created a step-by-step guide.

We all know social media is important – this is why we have taken the extra step to help you manage your social media pages. Hootsuite even allows you to schedule posts days in advance! We suggest you take one hour per week to schedule all of your posts for the upcoming week. This way, your social media accounts are maintained on a daily basis.

How to Set Up a Hootsuite Account

- 1) Visit Hootsuite's website: <https://hootsuite.com>
- 2) Click 'Sign Up'
- 3) For a free plan, which allows you to manage 3 social media pages maximum, click 'Get Started Now'
- 4) There are two ways to set up an account:
 - a. Click 'Connect your first social network' and select the platform you'd like to connect first – ex. Twitter
 - b. 'Create an account by email' and fill out your name, email and password

*For these guidelines, we created an account by email.

- 5) Set up your first social network and stream on Twitter; streams are used to monitor and engage with conversations in your social networks.
 - a. Click 'Engage With Your Audience' – a pop up box on the right-hand side will appear.
 - b. Select which social network stream you want to add (Twitter, Facebook, etc.) and then add the streams – Brand Mentions, Messages, My Tweets, New Followers. Click 'Next.'
 - c. Then Select an account by clicking 'Add Twitter Account.'
 - d. Click 'Connect with Twitter' and a pop-up will appear so you can log-in to your Twitter account and authorize Hootsuite to use your account.
 - e. Once logged-in, Hootsuite will add the Twitter page to the pop-up in the right-hand column and you want to click 'Add to Dashboard' in the bottom section of the pop-up. This stream has been added to your dashboard and you can click 'Done.'



Now your first stream is set-up and you can add additional ones for your other social media platforms. Let's add Facebook next.

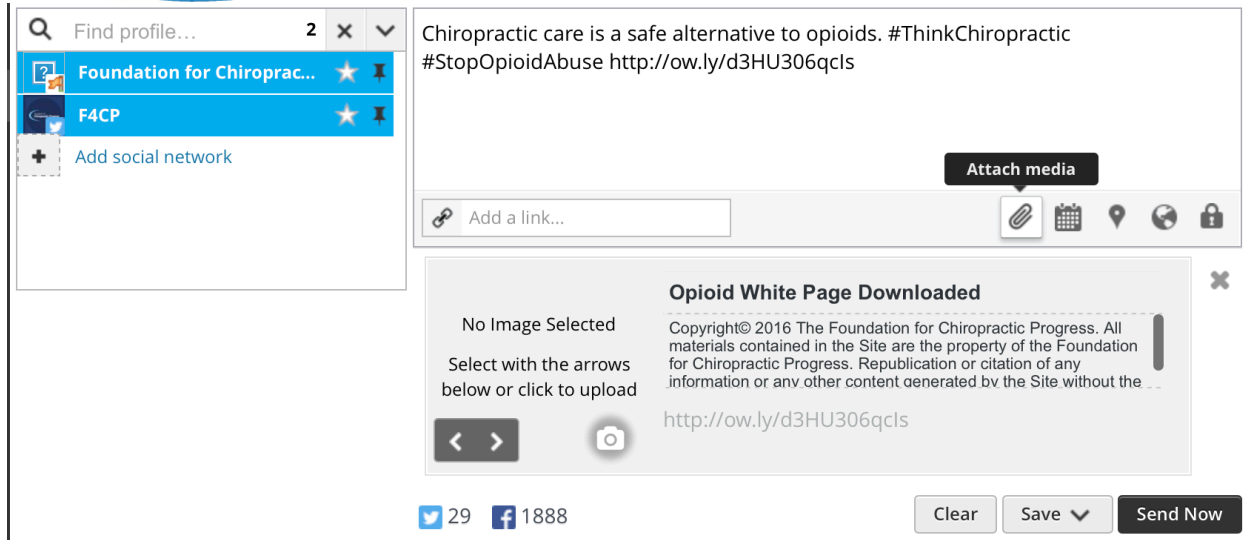
- 6) Set up your second social network and stream on Facebook.
 - a. In the top left section of the toolbar, click '+Add Social Network.' A pop-up appears and you want to select the Facebook option in the left column.
 - b. Click 'Connect with Facebook' and another pop-up will appear prompting you to log-in to your **personal** Facebook account.
 - c. Once logged in, another pop-up appears displaying the accounts/brands you currently manage from your personal Facebook page. Select the account you would like to add to Hootsuite – ex. Practice page. In this case, we added the Foundation's Facebook page and clicked 'Done.'

Now you should have two networks available in the toolbar to manage – Facebook and Twitter. Should you decide to add a third network, continue to the '+Add Social Network' option in the top left corner of the toolbar.

How to Compose a Message on Hootsuite

You did it! You set up your Hootsuite account. Now, it's time to post to social media.

- 1) Click 'Compose message' in the top center area of the dashboard. The box will expand.
- 2) If you would like to share the same post across both platforms – Facebook and Twitter – select the 'thumb tack' icon to the right of both Facebook and Twitter pages. The thumb tack icon will go from a sideways tilt to pinned down. The stars also light up.
- 3) Click the 'Compose message' box and begin typing what you would like to share on your Facebook and Twitter pages.
 - a. If you have a link, you have the option to 'Add a link...' should you decide to include a relevant article or link back to an item on your own website. Click 'shrink' to shorten the link in your post.
 - b. You can also 'Attach Media' which would be adding an image to the message. The attach media option appears as a paper clip icon.



You're almost there! Now you need to post the message to your Facebook and Twitter pages.

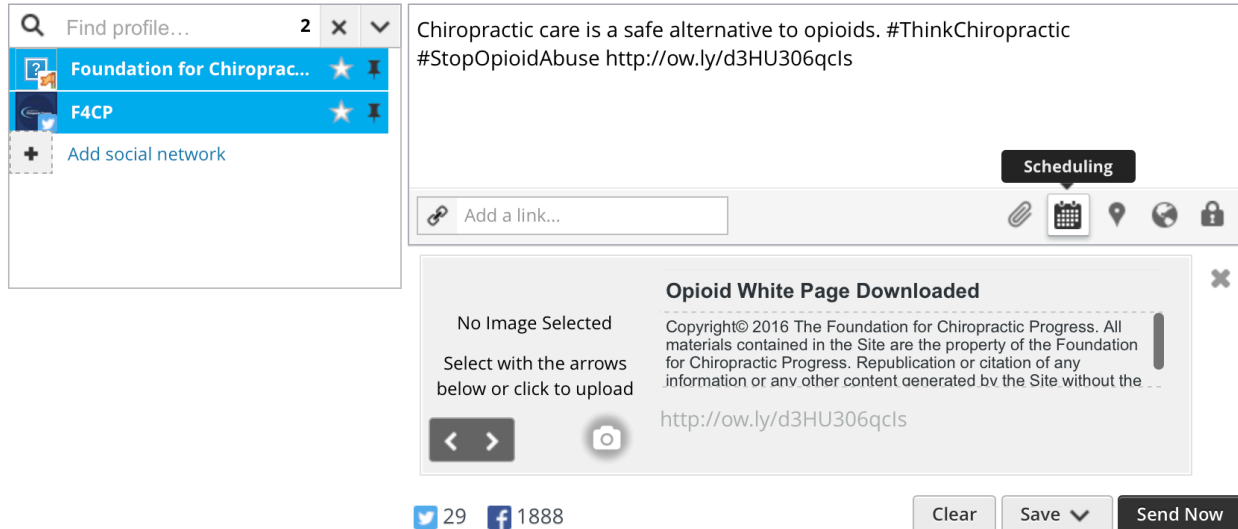
How to Schedule a Post on Hootsuite

The 'Compose message' section is filled out, you have your link in place and plan to attach an image, as well. Once all of your ducks are in a row, it's time to schedule the post.

Do you want to 'Send Now' sharing the post immediately with your followers and/or fans or do you want to schedule it for next week to make sure you are updating your social media pages on a regular basis? Entirely up to you.

In this case, we will walk you through how to schedule a post on Hootsuite.

- 1) Instead of clicking the 'Send Now' option, click on the calendar icon 'Scheduling' to schedule your post.



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Scheduling

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Clear Save Send Now

- 2) Select the date on the calendar, timeframe whether AM or PM and check the box for 'Email me when message is sent.'
- 3) Click 'Schedule' and you are all set.

Best Times to Post on Social Media

Timing is everything on social media, which is why we are also providing you with the [best](#) timeframes to share your content with target audiences:

- The best time to post on Twitter is at 3:00 p.m. Monday to Friday.
- The best time to post on Facebook is between 12:00 pm and 3:00 p.m. Monday, Wednesday, Thursday and Friday. And on Saturday and Sunday between 12:00 p.m. and 1:00 p.m.
- The best time to post to Instagram is from 12:00 p.m. to 1:00 p.m. Monday to Friday.

Consider timezone differences, as well. If your followers are located in the EST and you are in PST timezone, this will impact your results.

Utilize the above timeframes as a starting point to test and measure what works best for your organization.