

HootSuite's New Features for Streamlined Facebooking

If you're very active across different social media networks, then you've probably come across **social media dashboards** before. But for those new to the game, there are several social media dashboards available to make your 'socialising' easier. These cleverly automate some of your social media activities, as well as monitor conversations across social platforms.

HootSuite is one such dashboard, which "helps teams spread messages, monitor conversations and measure results across multiple social networks including Twitter, Facebook and LinkedIn". HootSuite has just got even more useful because they've added a number of new Facebook features.

The HootSuite Dashboard acts like a window to everything you want to monitor and track on Facebook. It gives you a "birds eye view" of all content from your tracked groups, events, pictures, pages, and profiles.

Monitoring Content

For each active topic you have, you can now view ALL comments - easily scanning through the comment streams inside HootSuite. You can track conversations across pages, events or groups, responding as needed. You can now comment on or "like" a post directly from Hootsuite. Additionally you can assign comments to the profile of a team member (or outsourcer) who monitors community feedback, and you can also add that person's profile as a stream.

Public Search. Now you can search all publicly available Facebook information with this exclusive feature. Track keywords such as your brand name, industry terms, senior manager names, competitor keywords, etc. You can then turn any comment into a stream to track conversations, assign follow-ups, plus "Like" and comment directly.

Enhanced Photos. This makes it easier to add photos directly to Facebook, rather than just as a link. Your team can schedule photos to be uploaded every day or every week.

Geo-Targeting. HootSuite Enterprise users can now target which country, city, and language, if they want to stream social media updates to specific locations.

Multiple Profile updates. You can easily find and post to many Facebook profiles that you run. Nominating a Default profile (with the 'pin') means this one will be used when posting updates.

Analyse your Network. Facebook Insights analytics reports are already available to show you graphically and numerically just who 'likes' your Facebook pages. If you'd also like to know how many click-throughs you are getting, this is invaluable.

In addition, HootSuite users can now manage all campaign tasks and set posts in advance from within the dashboard. This is handy so you can reach your audience when they're most likely to look.

About HootSuite Membership:

HootSuite offers Free membership (5 social profiles) or Pro membership at US\$5.99/month. The Pro version offers more in-depth social analytics, unlimited social profiles, Google Analytics integration and Facebook Insights integration.

Embed video

P.S. According to a study by Edgeranker, using a 3rd party API to update your Facebook Page decreases your likelihood of engagement per fan (on average) by about 80%. So it is important to note that 3rd Party APIs such as Hootsuite are to be used in moderation - and not in all situations. Scheduled updates work well when there is no possible way for you to update the account on time but remember to also post directly to Facebook.com from either your computer or smartphone.