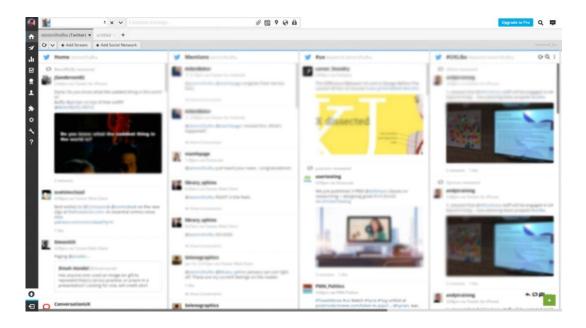
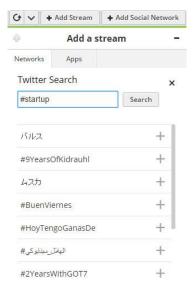
Hootsuite is a free and easy to use browser based social media management tool. We like it so much that we even <u>filmed a video about it</u> with Hootsuite themselves to show off how we use it across the University of Cambridge.

Once installed, Hootsuite gives you a dashboard where you can see all of your social media accounts at once.



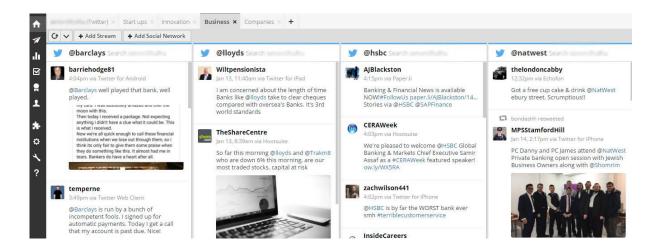
If you are using Hootsuite to pull together hashtags, just add a new stream, use the search function to find your hashtag and hey presto! A new stream should appear that will refresh itself on a regular basis.







To keep things under control, you can create new tabs in Hootsuite to group certain themes or people together. Here's an example using UK banks:



Hootsuite is a great management tool to keep everything organised when you're trying to do some intelligence gathering and research but it can also be used to tweet from. There's a 'compose a message' box which will let you tweet directly from Hootsuite. Just don't forget to check on proper Twitter that it has sent ok.

If you have any follow-up questions or would like to book in some time to set up your own Hootsuite dashboard, just get in touch with the <u>Information & Library Services team</u> and we can help to get you started.