

**MODULE 3**

VIDEO LESSON 3- HOOTSUITE

WORKSHEET

Summary:

While in an ideal world, all social media content would be uploaded manually to each platform, the reality is that really, we shouldn’t be spending too much time focussing on uploading content like this (unless you’re a big corporation who can pay full-time employees to do nothing but manage the social media accounts!). If you think of it, it’s not directly an income-generating exercise and from experience, really can suck up a lot of time.

So, enter the world of automation and scheduling!

To cut an endlessly long story short, there are TONS of automation and social media scheduling tools out there, however the one that we use here at Fortissimo Marketing, is a platform called Hootsuite.

The reason for this is because it’s reasonably easy to use, has a decent free plan which lets you schedule up to 30 posts in advance, and is able to post to all platforms we’re focussing on here, even LinkedIn. My biggest issue in the past was finding a scheduling tool that would enable posting to LinkedIn without defacing the image with an ugly watermark, or similar.

I’m not sure if this has changed in the meantime, but for now, we’re sticking to Hootsuite.

Obviously, every option out there has its strengths and weaknesses, so Hootsuite may appear a little clunky and/or glitchy at times, but I’ve also found their support team very responsive on the 1 occasion I’ve had a technical issue.

Feel free to continue using whichever platform you like if you already have one set up, though. Our aim in this Bootcamp is to make life easy, not overcomplicate things!

Action Items:

1. If you’re not currently using a scheduling tool, go to <https://hootsuite.com/plans/free> and create free account. Don’t forget to make a note of your login details.
2. Follow the prompts to connect your social media profiles. If you need help with this, watch the tutorial here: <https://www.youtube.com/watch?v=-TRevBcPKIQ>