



HRL and Hootsuite

OVERVIEW

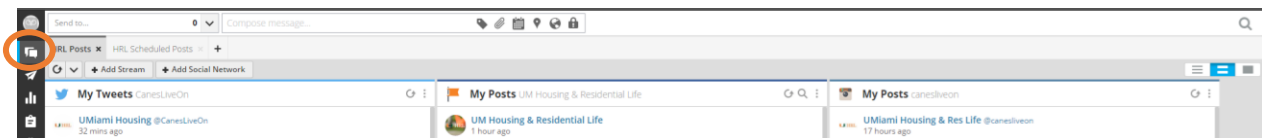
Hootsuite is a social media management platform used by UM. With Hootsuite, HRL can strategically manage its social media activity to effectively connect with residents and the campus community.

ACCOUNT INFORMATION

www.hootsuite.com | Username: housing@miami.edu | Password: 1211Dickinson

DASHBOARD & STREAMS

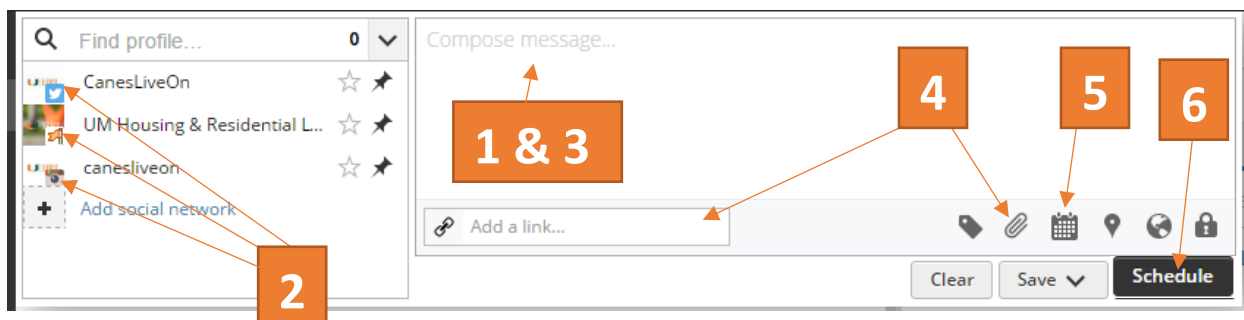
The Dashboard allows you to view various streams of content from HRL's Facebook, Instagram and Twitter accounts. The streams set up for Housing-ResLife show HRL's past posts and scheduled posts.



SUBMITTING CONTENT

To begin typing content . . .

1. Click "Compose Message" at the top of the screen.
2. Select the account(s) you'd like to submit content to – **only select one account at a time**
3. Type your message in the "Compose Message" box
4. Add any photos or links to your post
5. Set the date and time you would like your post to be sent
6. Schedule your post to add it to the approval flow



APPROVAL

Messages submitted from the Housing-ResLife Hootsuite account require approval from the HRL Hootsuite Team Admins. Submitted content may be edited, re-scheduled or not approved in order to best meet HRL's social strategy. Messages will be reviewed within 72 hours. Please plan accordingly.