



Account Executive: Marcus Jung  
Authorization Form created 1/8/2013  
Authorization Form expires in 30 days  
All pricing quoted in USD

**HootSuite Enterprise Platform**

- HootSuite Enterprise Subscription for **50 users**
- Unlimited Social Networks
- Unlimited Analytics and Reporting
- Unlimited Search Terms
- Mobile Apps for iOS, Blackberry and Android

**HootSuite Enterprise Services**

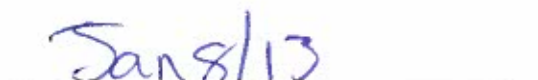
- Premium Enterprise Services
- Dedicated Account Manager
- HootSuite University Access for all Users
- HootSuite Enterprise Training

**Summary and Payment Info**

<b>Total Charge: USD 40,500.00</b>	<b>Payment Schedule Charge: USD 3,375.00</b>
Company: City of Vancouver	Payment Type: Invoice
Contact Name: Tracy Vaughan	Length of Term: 12 months
Email: tracy.vaughan@vancouver.ca	Payment Schedule: Monthly
Phone: (604) 362-1231	Service Start Date: 1/14/2013
Billing Contact Name:	Billing Contact Email: Billing Contact Phone:
Billing Address:	
Service Address: City of Vancouver   453 West 12 <sup>th</sup> Avenue   Vancouver BC Canada V5Y 1V4	

I hereby authorize HootSuite to submit an invoice for the one-time fees and recurring subscription on the Service Start Date. The subscription fee will be automatically billed as per Schedule unless I cancel in advance. Payments are due within 30 days of invoice date. Applicable terms of services are listed at <http://hootsuite.com/enterpriseterms>

  
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Signature

  
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Signature Date

# Value Proposition

## Hootsuite Enterprise

Author:	Tracy Vaughan
Document Version:	4
Modification Date:	April 5, 2013
Document Status:	Final

## Revision History

Version:	Date:	Author(s):	Comment:
1	Mar. 12, 2013	Amanda Mitchell	Initial draft
2	Mar. 18, 2013	Tracy Vaughan	Draft review
3	Apr 5, 2013	Mairi Welman	Draft review
4	Apr 5, 2013	Tracy Vaughan	Final

## Document Approval / Signatures

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Mairi Welman, Director of Communications

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Date

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Mark McDonald, CIO

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Date

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Date

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Date

## Project Name: Hootsuite Enterprise

### Background

This is a discussion of options, benefits and costs involved in using Hootsuite Enterprise software to manage the City's social media accounts.

The City currently has 60+ social media accounts managed by approximately 40 staff. Community Centres represent an additional 30 accounts, for a total of 90 accounts with roughly 70 account managers. And, the use of social media at the City to reach citizens, businesses and stakeholders is only going to increase over time. Already Corporate Communications receives weekly requests for new accounts from departments, advisory committees and program managers.

Corporate Communications has investigated a number of social media dashboards which would help to keep track of all City accounts, these include Tweetdeck, Tweet Roost, GroupTweet and Hootsuite. The ability to create teams, bulk-schedule posts, and assign messages to other team members sets Hootsuite apart from the other tools.

For a few years Corporate Communications experimented with the free and pro versions of Hootsuite, however, the functionality was limited. The free and pro Hootsuite versions worked well for separate accounts, however, as the City of Vancouver moves towards a more coordinated and consistent approach to social media use, we needed a tool to enable a more coordinated approach to management.

As such, to help manage the City's social media accounts in a risk-appropriate manner, the Department has been using Hootsuite Enterprise for almost a year, the first 8-months of which were a free trial. (Corporate Communications has been carrying the month-to-month cost for the last few months but does not have the budget capacity to assume this cost indefinitely. This will require adding ongoing annual Hootsuite Enterprise costs to the department's budget.)

### Challenges with the free & pro versions of Hootsuite:

If we reverted to the free or pro versions of Hootsuite, we would witness the following challenges:

1. **Lack of central coordination.** There are limits on how many team members, social networks and profiles that can be managed under the free and pro versions of this account. That means we could not tie all of our accounts in one central dashboard. This severely limits coordination across departments.
2. **Limited response during an emergency situation.** Hosting accounts separately would not enable the City to quickly respond on multiple channels during an emergency situation. This means that we would not be able to leverage the full reach of our accounts.
3. **Inability to make team assignments.** The free and pro accounts have limited ability to assign team members, affecting the ability for a social media manager to assign a tweet across the organization. This would limit our ability to have 3-1-1 answer questions through multiple accounts across the organization.

4. **No central control over passwords.** Individual password protected accounts have resulted in some challenges in the past, as passwords were not shared with key staff and lost when staff left the City. This is not an acceptable practice. Using Hootsuite Enterprise, Corporate Communications can create accounts and provide access to the necessary staff while maintaining management access.
5. **More time intensive.** Managing multiple accounts is much more time intensive, as account managers have to log off and log back on to various accounts in order to post or monitor messages. Posting the same message on multiple accounts requires either logging into each account separately (provided you have all of the passwords) or emailing the other staff managers and asking them to post the information to their accounts. With Hootsuite Enterprise, you select which account(s) you want to post to and take action once.
6. **Inability to archive tweets.** Hootsuite Enterprise allows you to create an archive of tweets that relate to a particular subject, search term, hashtag, or mention. This is a very valuable tool to capture a snapshot in time. The existing twitter search only retrieves back approximately 2 weeks. This archive feature allows us to track changes over time, or monitor opinions on particular programs.
7. **Difficult to monitor.** Without a centralized spot to manage all the accounts, monitoring activity on all City of Vancouver accounts is a far more cumbersome and labour-intensive task.

### Project Category: Process improvement

#### Proposed Solution:

Make Hootsuite Enterprise our social media dashboard tool of choice and fund it within the Corporate Communications or IT annual Operating Budget on an ongoing basis.

Hootsuite Enterprise is a social media management system that allows multiple profiles from multiple social networks (Twitter, Facebook, LinkedIn, Foursquare, Google+, Instagram and others) to be managed from a central dashboard. It is a web based application, so it does not require installation of software on computers.

The strength of Hootsuite Enterprise lies in this ability to tie profiles and networks together in one central dashboard. Users sign in with their own accounts and are given permissions to post to certain profiles. This central hub approach enables teams to collaborate on managing social media accounts. With this ability we are able to provide central oversight, monitoring and give 3-1-1 permissions to answer service requests received through those channels.

Centralizing all City social media accounts also enables the City to respond quickly and efficiently during an emergency/disaster situation. Social media is increasingly playing a role in communications during emergency situations (see use of this tool by new York City during Hurricane Sandy).

Our accounts can be organized so that in the case of an emergency or disaster, Corporate Communications or Emergency Management can assume control of all of the City accounts to provide consistent public information updates on the situation as it evolves. This action is in direct response to Recommendation 4.1 from the BC ministry of Justice's Riot Review regarding use social media communications tool.

## Estimated Benefits

- **Centralized hub** - Tying all accounts together creates a centralized hub. This allows Corporate Communication staff to easily see what activity is going on in various accounts. If a post goes out that needs to be corrected or removed, that can be accomplished without tracking down the account manager and asking them to do that. This tool can help us manage risk.
- **Password Management** - All City accounts can be connected to a parent account that is managed and monitored by Corporate Communications. Staff would sign into Hootsuite using their own email address and would be given permission to post to City social media channels, without the passwords for the City accounts. This provides assurance that the City can access the accounts if the main social media person leaves or is unavailable. If a staff member leaves, through the central account you can just remove their permissions to post to City Accounts through the main account. This protects the City from a dissatisfied employee posting something to a social media account or changing a password.
- **Team management** - This platform enables greater collaboration across social media accounts and City departments through its team functionality. We have been using the team functionality to share workload, assign tasks across accounts and to keep track of who has responded to what question. This has allowed us to add 311 to different accounts to answer service requests, which has been tremendously helpful. We come across as coordinated when the answer comes from the main CoV account
- **Saves time** - By assigning a question directly to the person who can answer it in the tool that they use to manage their accounts, it eliminates the need to send emails looking for the correct answer to reply. As a result, questions get answered quickly. When working with more than one person, you have a record of who replied to messages and who posted what info. This avoids double posting.
- **Work Planning & Coordination** - If you need to post the same message to multiple accounts, instead of sending an email and asking managers of each account to post that tweet, you can directly post to that account. Saves time because you can quickly see all of the accounts you are managing in one window, without logging on and off to different accounts.
- **Emergency Management** - Having all accounts tied together, granting access to the right staff and with ability for team assignments sets the stage for the City to respond in a coordinated fashion in the case of an emergency situation. If needed, ECOM could post a message to all channels at the same time.
- **Providing oversight** - As a central hub, Hootsuite enables Communication staff to easily monitor posts sent out on the City's Social media sites. This can be useful for training or to pull or address a post that is inaccurate.

Hootsuite Enterprise also has the ability to "approve" content before going live. Viva Vancouver has been using this functionality since they have a non-City staffer who was managing their accounts in the summer. The Viva team just approved the tweets that were already created to make sure they are appropriate. This is a really useful

feature to train new staff on how to use the accounts.

- **Scheduling tweets** - A huge time saver is the ability to schedule tweets using Hootsuite. With the Enterprise edition you can batch schedule posts to the various social media accounts which can be incorporated into the communication strategy for each new project.
- **Analytics** - Hootsuite Enterprise has great analytic capacity including sentiment analysis on posts. As we become more strategic in how we use feedback from these channels, the analytics in Hootsuite can help us pick out trends.
- **Listening** - With this tool you can listen in to what people are saying about a particular topic in a geographical area. So you can see what everyone in a 30 km radius is saying about bike lanes or a rezoning or a development or public works tearing up a street.
- **Archive Tweets** - Hootsuite Enterprise has a feature that allows the user to set a search term, hashtag or handle and ask the tool to archive all tweets containing that item. This allows you to have a record of what is said - this feature is effective because, on Twitter after two weeks tweets become unsearchable and disappear. For opinion research and record management this is an invaluable feature.

## Advantages with Hootsuite Media, Inc.

Specific advantages of Hootsuite Media Inc.:

**Local Company.** Hootsuite is a Vancouver born and based company that is growing. Being a local company with a good relationship with the City, they have been offering us great service, coming in to provide training and have answered questions upon request. They even allowed us to pilot Hootsuite Enterprise free of charge for several months to ensure it was the tool we needed. Working with a local tech company furthers the goals of the Digital Strategy to establish Vancouver as a centre for Digital Technology.

**Disaster Communication Training.** As we have seen with recent disasters, social media has played a prominent communications role. To ensure that organizations are adequately prepared to manage communications during a situation like this, Hootsuite offers disaster communication training to its clients. This involves conducting real-time, offline scenario trainings. [http://enterprise.hootsuite.com/security#section\\_crisis\\_management](http://enterprise.hootsuite.com/security#section_crisis_management)

**Training Support.** There are a variety of tools that Hootsuite offers to assist with training.

- *Hootsuite University* is a series of four learning modules, each associated with a set of videos and an exam. When all exams are passed, you become a "Hootsuite Certified Professional" - one of the only designations for social media management. As an Enterprise customer, the City would have unlimited access to Hootsuite University, which is a time efficient way to train new staff on how the dashboard works.
- *Webinars.* Hootsuite offers regular webinars on topics of interest. All of which are archived on their website for viewing later.
- *Case studies.* To capture learning on how organizations are using the tool to assist with their goals, Hootsuite has created a series of case studies that others can learn from.

**Support.** As an Enterprise customer, the City is entitled to the highest level of support. This includes having an account manager to assist with set up, along with prioritized technical support and phone support.

**Scalable Solution.** As our social media needs continue to evolve, we can add new seats to our enterprise solution (which will increase the over time).

**High-level cost estimates:**

Annual Cost		USD	CAD
	Total yearly cost for 50 licenses (tied to a staff person, not a social media account) This is what we are paying right now.	\$40,500	\$41,635
*	Total yearly cost for 100 licenses (if we discover we need more seats) - preferred option for year 2 and on	\$72,900	\$74,943

**Funding Source**

- not determined

**Support:**

**Dashboard Management - Corporate Communications**

The dashboard will be administered by Corporate Communications, supporting City departments with their research needs. This support includes:

- Monitoring
- Staff training
- Set up new accounts
- Data analysis

**Tech Support - Vendor (e.g. Hootsuite Media, Inc.)**

The vendor provides technical support to help staff leverage the tool to its fullest capacity. This includes suggestions on how to set up teams and analytics tools for successful deployment.

**Advanced Training Support - Vendor (e.g. Hootsuite Media, Inc.)**

In-depth training and set up support is available from the vender, however this would be subjected to an additional fee.



### Alignment with 2010-2020 Corporate Strategic Business Plan Goals:

- #1 The City provides excellent service: Social media enables fast response and proactive information provision.
- #4 The City inspires excellence in the workplace and in its employees: Social media is an opportunity for innovation, growth and collaboration.
- #5 The City optimises strategic partnerships and collaborations: Social media connects the City with active online communities and thought leaders
- #6 Vancouver is a sustainable, affordable, liveable and inclusive city: Social media connects citizens to these issues.
- #8 Vancouver is a safe city in which people feel secure: Social media enables immediate reporting, response and information distribution

### Alignment with other strategies

- **Emergency Communications Strategy** - Use social media to communicate with the public during an emergency situation.
- **Social Media Strategy** - Hootsuite is identified as a key component to deliver the strategy.
- **Public Engagement Strategy** - Initiative #3 - Establish standardized practice for public input data collection, analysis and reporting; #5 Broaden outreach tactics in order to diversify input and reach out to underrepresented communities.
- **Digital Strategy** - Initiative #3 - Promote digital communication and engagement activity
- **Web Redevelopment Phase 2 Objectives** - Find third party solutions to enrich engagement potential of the vancouver.ca website.
- **Finance Objectives**- Strong alignment of service plans with evaluation metrics; clear connection between service satisfaction and community priorities with budget decisions

### Mandatory (Yes/No):

Yes

### Urgent (Yes/No):

Yes - see below.

### Risk of not performing the work:

Can we continue to use free accounts?

- No, we've outgrown that solution
- Riskier - cannot have centralized control or oversight over accounts
- Inhibit our response time, esp in case of an emergency
- Poor analytics

### Recommendations:

1. Manage existing and future City of Vancouver related accounts through Hootsuite Enterprise.

## **Appendices**

### **1.1. Appendix – Case Studies**


[http://enterprise.hootsuite.com/security#section\\_crisis\\_management](http://enterprise.hootsuite.com/security#section_crisis_management)


New York Public Library


<http://blog.hootsuite.com/nypl-case/>


**1.2.** <http://blog.hootsuite.com/nyc-case-study/>


## 1.2 Appendix - Example Feeds


 **greghoekstra:** @CityofVancouver I was thrown from my bicycle at Hornby & Georgia. The bike-lane divider post is missing, but the metal base is there.  
10:37am, Jul 11 from Web


 **CityofVancouver:** @greghoekstra Thank you for letting us know. Could you kindly advise which direction you were heading?  
2:17pm, Jul 11 from HootSuite

 **greghoekstra:** @CityofVancouver I was heading north, but the metal stump in question is right in the middle of the bike lane. Those dividers are not safe.  
2:32pm, Jul 11 from Web

 **CityofVancouver:** @greghoekstra Thanks. I have reported this to our Streets department for repair. Your ref. number is 314670. cc: @situpvancouver #CoV311  
2:52pm, Jul 11 from HootSuite

 **greghoekstra:** @CityofVancouver @situpvancouver Thank you. I biked home from work and noticed there is another barrier missing two blocks south.  
7:06pm, Jul 11 from Web


 **CityofVancouver:** @greghoekstra Thanks again! This has been reported via reference number 315104. Have a good day. #CoV311 cc @situpvancouver  
1:30pm, Jul 12 from HootSuite


 **greghoekstra:** @CityofVancouver Thanks for your responsiveness. I saw the first one was covered today with an orange cone. Appreciated.  
2:45pm, Jul 12 from Web


en a

Assigned to Lisa.Brideau by Amanda Mitchell


Respond to this. It's awesome! - 4:06pm


 **VIAwesome**  
3:45pm via HootSuite  
I love that @DavidSuzukiQoG and @greeneastcity converse via Twitter and share awesomeness! :)

 **DavidSuzukiQoG**  
3:39pm via Twitter for iPhone  
@greeneastcity oh great! Native plants are best adapted to an area, so smae idea  
[Show Conversation](#)

 **rachheals**  
1:55pm via Web  
Please RT @greeneastcity #Irish perspective on #Vancouver congestion & the city's 2020 goal > "Get on your bike!"  
[irishgirlinthebigcity.blogspot.ca/2012/07/get-on-...](http://irishgirlinthebigcity.blogspot.ca/2012/07/get-on-...)

Lisa.Brideau responded to this

 **DavidSuzukiQoG**  
12:18pm via Twitter for iPhone  
@greeneastcity that's cool. Do they promote bee and butterfly plants? Only native species?  
[Show Conversation](#)

 **CityStudioVan**  
11:40am via Twitter for iPhone

isks and

### 1.3. Appendix – Hootsuite Screenshot

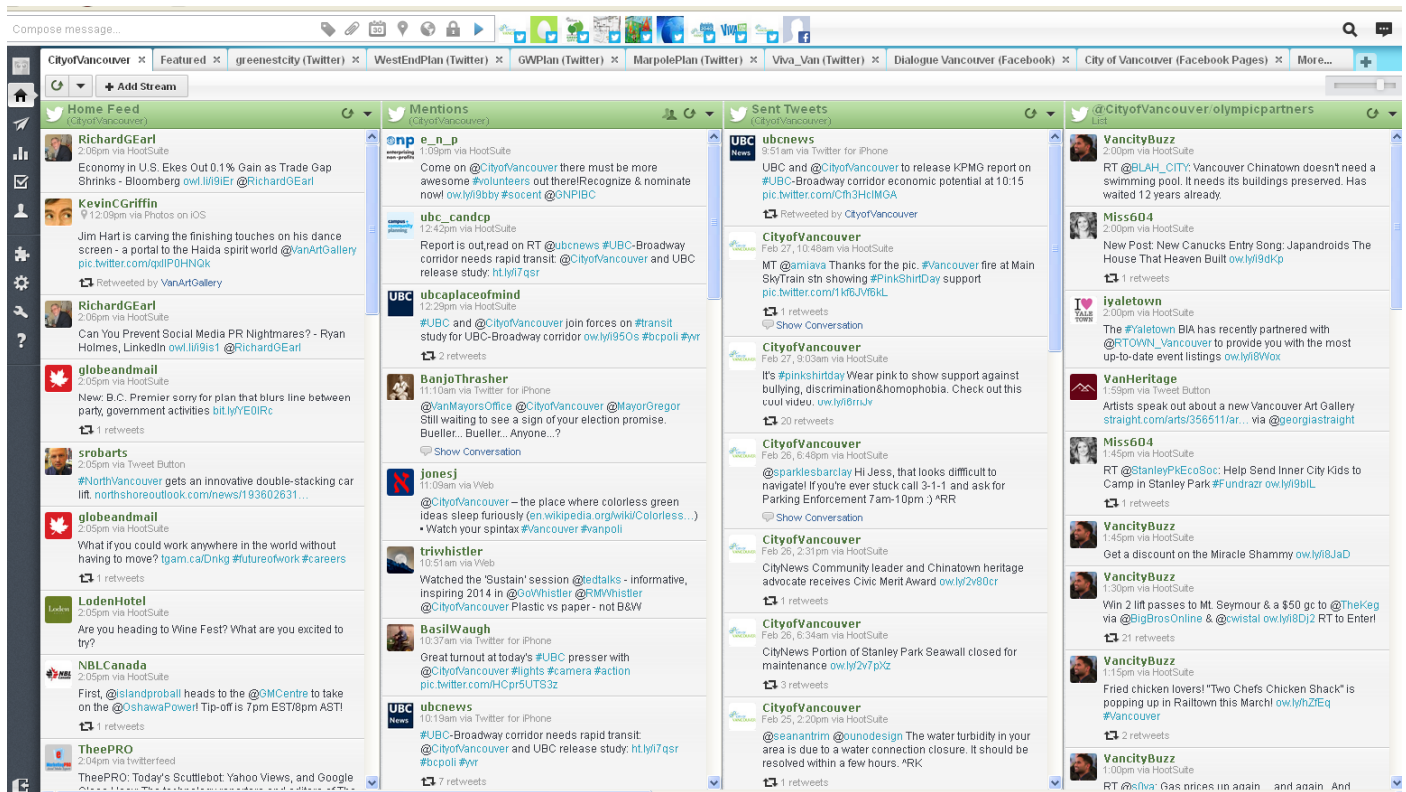


Figure 3: Screen Shot of the Hootsuite Enterprise Dashboard

#### 1.4. Appendix – Snapshot of existing City of Vancouver and related social media accounts (March 2013)

	FB	Twitter	You Tube	Flickr	blog	Insta gram	Pint ertest	other	# of staff
City of Vancouver	1	1	1	1	1				7
Archives	1	1	1	1	1			1	1
Park Board	1	1	1			1			3
Fire			1	1					
VPD	1	1	1		1		1		1
VPL	1	1	1	1					3
Mountain View Cemetery	1	1	1	1					1
Vancouver Civic Theatres	1	1							
Vancouver Parks Golf	1	1							
Viva Vancouver	1	1		1					3
125 Celebration	1	1							
Greenest City	1	1	1	1		1			1
Bike Vancouver	1								2
Vancouver Green Building		1							1
Vancouver Youth	1	1	1	1					1
Food Policy		1							2
Social Policy		1							2
Open Data updates		1			1				2
Grandview-Woodland Plan	1	1	1	1					3
West End Plan		1	1	1					2
Marpole Plan		1	1	1					3
DTES Plan									
Transportation 2040		1	1						2
Green Streets	1								1
Citizen U	1								
Cultural Services	1	1			1				2
Engagement Division		1							1
<b>Totals</b>	<b>17</b>	<b>22</b>	<b>13</b>	<b>11</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>44</b>

#### Policy Advisory Committees

	FB	Twitter	You Tube*	Flickr	blog	Insta gram	Pint ertest	other	# of staff
Active Transportation									
LGBTQ	1								
Engaged City Task Force									
<b>Total</b>	<b>1</b>								

#### Community Centres \*(currently run by Boards)

	FB	Twitter	You Tube*	Flickr	blog	Insta gram	Pint ertest	other	# of staff

Britannia	1	1							1
Creekside	1	1							1
Dunbar	1								1
Hillcrest	1	1			1				1
Kerrisdale	1	1							1
Kensington	1	1							1
Killarney	1	1							1
Kitsilano	1	1	1						1
Marpole-Oakridge			1						1
Moberly Arts and Culture	1				1				1
Renfrew Park	1	1			1				1
Roundhouse	1	1							1
Trout Lake	1	1	1	1					1
West End	1	1							1
West Point Grey	1	1							1
<b>Total</b>	<b>15</b>	<b>12</b>	<b>3</b>	<b>1</b>	<b>3</b>				<b>15</b>

**Totals**

	FB	Twitter	You Tube*	Flickr	blog	Insta gram	Pint erest	other	# of staff
CoV + Community Centres	33	34	16	12	8	2	1	1	59

## **1.5. Appendix – Hootsuite Enterprise Infosheet**

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# Welcome to HootSuite Enterprise

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## Welcome to HootSuite Enterprise

On behalf of the entire HootSuite team, I would like to welcome you to your Enterprise account. This Top Tier plan is specifically designed for organizations, enterprises and SMBs to maximize the reach, efficiency and return on social media campaigns and activities.

As an Enterprise client, you will enjoy the benefits of the most advanced features and support, which are tailored to meet your business-specific needs. HootSuite Enterprise offers personalized VIP assistance, advanced security tools, social analytics, enhanced team collaboration to enrich your team with the most up-to-date and effective social media techniques.

The information contained in this welcome package will provide a robust introduction to the Enterprise offering, as well as a variety of resources to assist you. Additionally, your Account Manager is always available to answer questions and provide support; we encourage you to reach out at any time.

We look forward to working with you to advance your social media success.



Ryan Holmes  
CEO, HootSuite Media Inc.

## Key Benefits Overview

Your Enterprise plan is equipped with a suite of comprehensive tools and resources to monitor, engage, and measure social media ROI. The key benefits include:



### Support

HootSuite Enterprise clients receive personal VIP support for all inquiries. In addition to one-on-one attention, Enterprise team members will receive Tier 1 service for support tickets submitted online – same-day response times for tickets submitted before 2 pm PT on business days.



### Security

The unique suite of security features available to Enterprise clients were developed with business-specific concerns in mind. Among them, Limited Permissions restricts team members from posting to social network profiles without approval, and the Secure Profiles feature adds a level of prevention against mistakenly posting the wrong messages.



### HootSuite Teams

The Enterprise plan is designed to maximize team workflow. Extensive team collaboration functionality allows for message assignments, tracking and follow-up. Additionally, you can invite colleagues, contractors and clients to participate in your campaigns at various levels.



### HootSuite University

HootSuite University is a multi-faceted social media certification that will increase the HootSuite skills and social media knowledge of your team to advance your strategy and success.



### Custom Social Analytics Reports

Measurement is a key part of any social media strategy. Understand the return on your social media investment with the enhanced Social Analytics tools built into the HootSuite dashboard. Create reports and share with colleagues and clients on a daily, weekly or monthly basis.

## VIP Support

As a valued Enterprise client, the highest level of support is available to you and your team. There are a number of resources which provide Enterprise teams with priority responses for help and service inquiries.

### Account Management

Your Account Manager is available to answer questions, provide demos and assist with plan upgrades when needed.

### Live Chat

From the [Enterprise web page](#), any member of your team can chat live with a representative from HootSuite about questions regarding your account. You can also reach us through Twitter on [@HootBusiness](#).

### Help Desk

Enterprise clients will receive priority service on support tickets submitted online to our customer service team. All Enterprise tickets will receive same-day response times if submitted prior to 2 pm PT on business days. Note: You need to be logged into your HootSuite Enterprise account when you visit the [Help Desk](#) to ensure Tier 1 response times. You can also receive support on Twitter through [@HootSuite\\_Help](#).

### Feature Requests

Is there a specific feature you would like integrated with your HootSuite account? HootSuite considers these carefully when planning future releases; speak with your Account Manager by contacting them directly or through [am@hootsuite.com](mailto:am@hootsuite.com).

### Additional Resources

- [@HootSuite](#) - general news and announcements
- [@HootWatch](#) - media coverage
- [@HootSuiteiPhone](#) - news specific to the HootSuite iPhone app
- [@HootDroid](#) - news specific to the HootSuite Android app
- [@HootBerry](#) - news specific to the HootSuite BlackBerry client
- [Facebook.com/HootSuite](https://www.facebook.com/HootSuite) - conversation and community
- We also have a variety of international Twitter accounts sharing news in Spanish, Japanese, German, Dutch and more

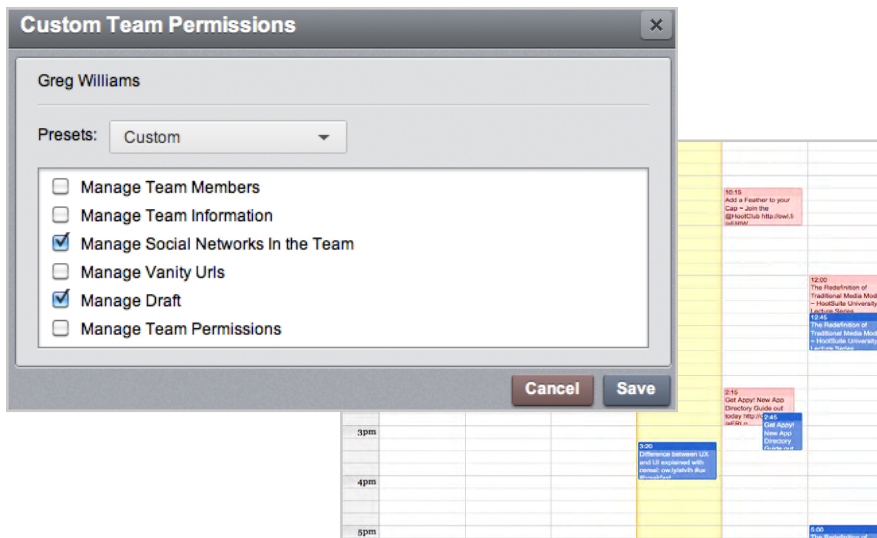
## Social Media Security

Maintaining control over valuable corporate social profiles is a growing concern for businesses and organizations engaging in social media activities. HootSuite understands the risks involved with having multiple contributors and ways to access profiles, which is why we have developed a number of industry leading tools to protect your team and your brand's social image.

### Limited Permissions

Interns, junior level employees and external contractors provide valuable support for many organizations. But turn-over can be high, and experience may be low, posing a concern for teams who want to include these contributors in social media efforts. Fortunately, with the Limited Permissions setting for team members, the risk of off-brand or damaging messages going out on social network profiles is eliminated.

HootSuite Enterprise offers a suite of security and protection tools to help maintain control over profiles and messaging.

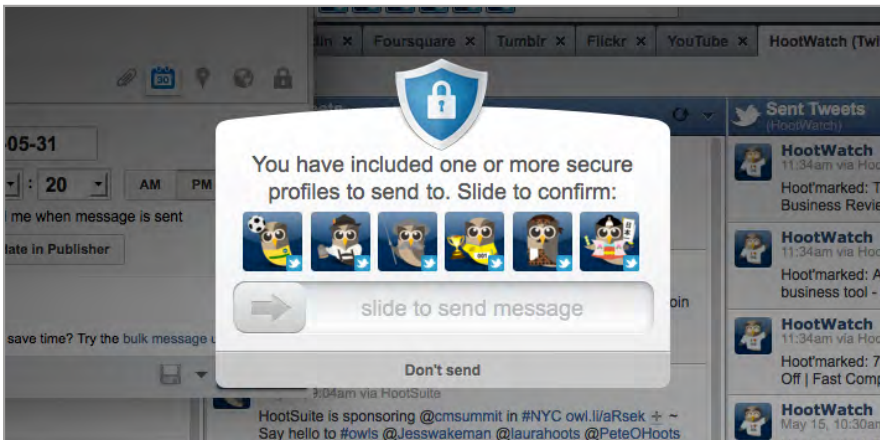


Limited Permissions allows team members to provide support by monitoring, searching and responding within your social networks, but any updates posted to social networks are scheduled in an approval queue for more senior team members to review and post. Messages awaiting approval are conveniently set within the calendar view. Team members can filter to view all messages needing approval for quick processing.

## Security

### Secure Profiles

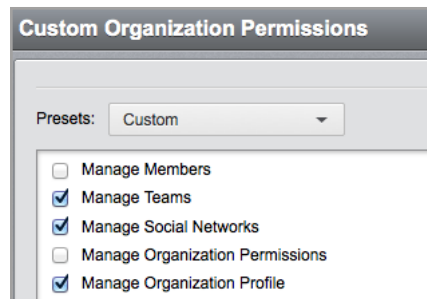
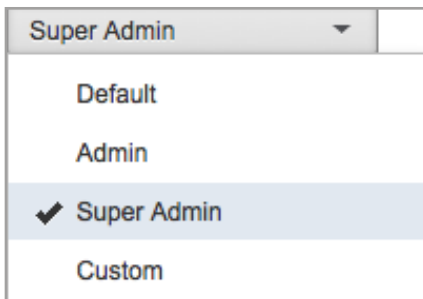
Despite your best laid plans, an errant finger tap or extra mouse click can create a public relations conundrum which can quickly spread across the Internet. In the wake of several high-profile mis-Tweets, HootSuite created a tool to prevent accidental updates.



The Secure Profile function within HootSuite allows account owners to “secure” social profiles. These profiles then require a confirmation step before sending a message. This is critical for protecting brand integrity by preventing personal updates from being delivered over a company profile.

### Account Provisioning

Not all team members need access to all of your social network profiles. HootSuite provides multiple access levels, giving you the option to grant more or less permission for team members to assign messages for follow-up, add other team members and share draft messages and search columns. Importantly, you can also remove access as teams change or contracts end.



**Note:** Add colleagues and contractors as team members without sharing passwords. Decide which collaborators have access to each of your profiles to help manage workflow while maintaining control.



### Social Media Mis-steps:

An employee of the American Red Cross mistakenly sent a personal message from the official @RedCross Twitter account. While the social-savvy organization was nimble in turning this into a spontaneous fund-raising campaign, not every example of an accidental Tweet can be corrected as easily. Secure Profiles is designed to help.

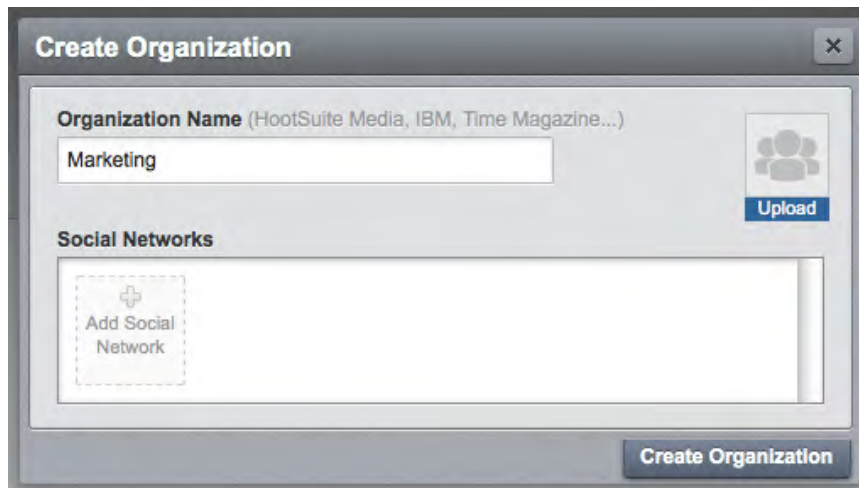
## Working with Teams

HootSuite Teams is an easy and intuitive way to set up your social collaboration efforts so they work with your real-life team structure. The following information will outline the ways to build your organization and add teams.

### Building an Organization

Building and managing an organization and teams in HootSuite is easy. Super Admins can manage all aspects of their organization including adding and removing team members, adding and removing social networks, creating teams, and managing permissions. Directly from your user profile in the launch bar you can start collaborating, name your organization and add social network profiles.

Once you have created your organization, you can start managing your organization by creating teams and adding team members. From your User Profile in the launch bar you can invite a Team Member by entering in the email address of the user you want to invite, add a message and select the team you would like them to join.



HootSuite Teams is one of the most powerful functions in HootSuite – simple, efficient, and secure.

#### Permission Levels of an Organization:

**Super-Admin:** Admin permissions + manage organizations assets

**Admin:** Default permissions + manage members, teams and social networks in organization

**Default:** View all teams, social networks and members in the organization.

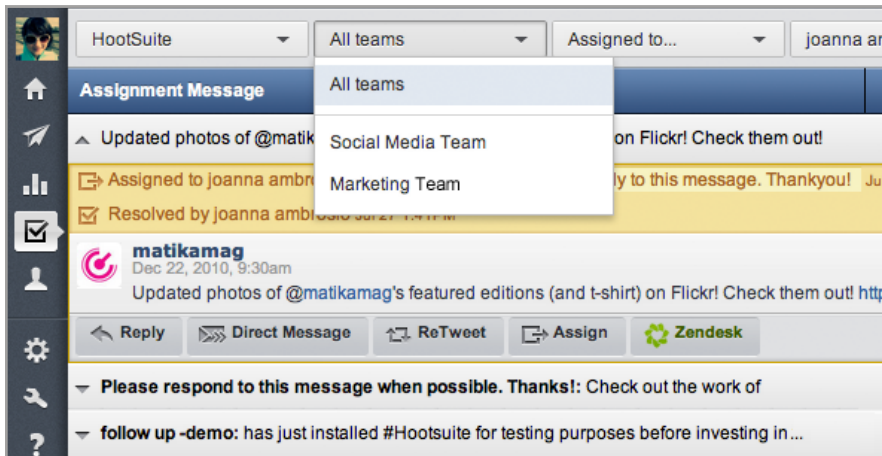
**Limited Permissions (Enterprise only):** Read only access to social networks

## HootSuite Teams

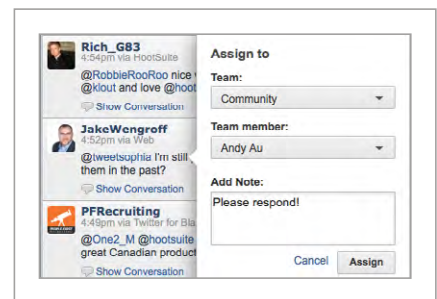
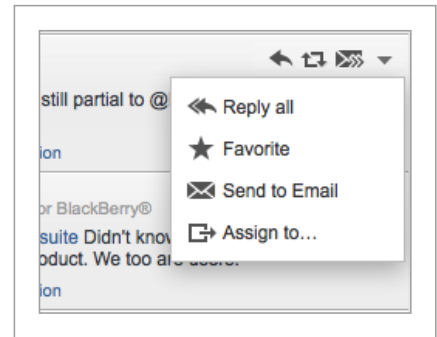
### Streamline Workflow

Social media is no longer the task of one department; customer service groups, support desks and marketing teams are each involved with outreach to customers and audiences. With HootSuite, team managers can easily assign messages to the appropriate team members for follow-up, and include an explanatory note or instructions if needed. Once assigned, managers can then track responses and turnaround times.

Team members receive email notifications for new assignments to ensure responses are timely and nothing slips through the cracks. You can also share draft messages for consistent tone and messaging. Finally, resolved messages are clearly marked to prevent redundancies.



Ensure all messages are handled quickly and efficiently by the correct personnel using Assignments. These tools will help teams assist customers and clients more quickly, more accurately, and with less redundancy.



### Listening

A social media campaign in full swing requires substantial monitoring. Team members will need to stay on top of brand mentions, campaign hashtags, contest submissions and more. Keep your team coordinated with shared search and keyword streams to capture campaign-relevant content from your social networks.

Sharing streams allows team members to assign messages to one another and track which messages have already been responded to, thereby avoiding duplicate messages. Plus, shared message drafts allow for consistent messaging. Additionally, teams can share Twitter Lists, ideal for tracking key influencers, competitors and colleagues.

### Built for Growth

The Enterprise plan is designed with team functionality in mind, and can easily be scaled based on your needs. Contact your Account Executive to learn about plan upgrade options to help maximize your social media efforts.

## HootSuite University

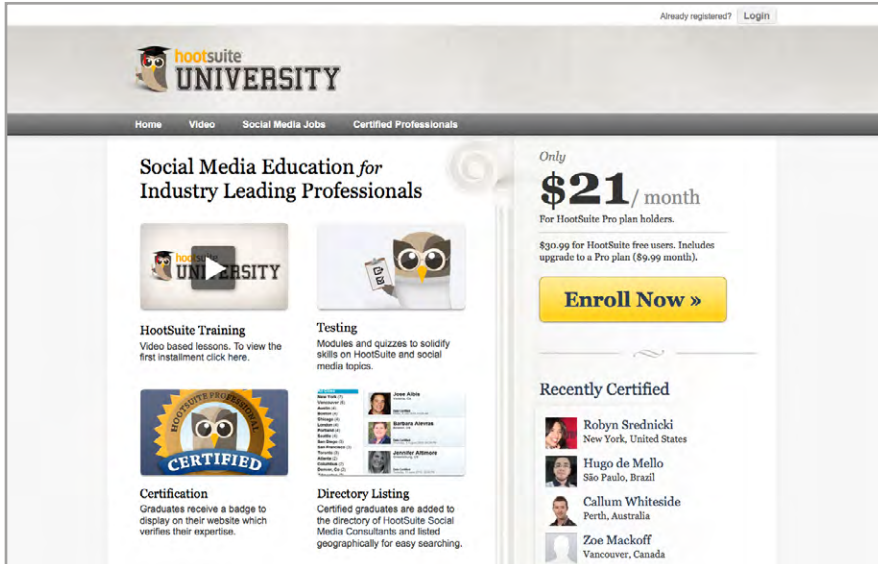
HootSuite University is a social media certification program for professionals seeking to advance their knowledge of social media in general, and HootSuite specifically. This multi-faceted program is designed to enrich your team with advanced techniques and industry best practices.

This learning program features monthly webinars, hosted by recognized HootSuite users or brands, to highlight case studies and success stories about using the dashboard for social media campaigns. Additionally, enrollees have access to forums to connect, share ideas and receive feedback on social media questions and topics.

Upon completing the HootSuite University course-ware, our Enterprise Trainer provides weekly **training sessions** that will cover all aspects of the tool, including posting, monitoring, team dynamics, analytics, security, and new functionalities. These training sessions are the perfect time to ask specific questions, and learn more about HootSuite's capabilities.



To begin, go to [learn.hootsuite.com](http://learn.hootsuite.com), and ensure that you're logged into your Enterprise account.



The screenshot shows the HootSuite University website interface. At the top, there is a navigation bar with links for Home, Video, Social Media Jobs, and Certified Professionals. The main content area is titled "Social Media Education for Industry Leading Professionals" and features several sections: "HootSuite Training" (video-based lessons), "Testing" (modules and quizzes), "Certification" (graduates receive a badge), and "Directory Listing" (certified graduates are added to the directory). A prominent pricing section states "Only \$21/month For HootSuite Pro plan holders." and includes a "Enroll Now" button. Below this, a "Recently Certified" section lists several users with their names and locations, such as Robyn Srednicki (New York, United States), Hugo de Mello (São Paulo, Brazil), Callum Whiteside (Perth, Australia), and Zoe Mackoff (Vancouver, Canada).

### More Information:

For all questions related to HootSuite University, speak to your Account Manager or send a message via Twitter to [@HootSuite\\_U](https://twitter.com/HootSuite_U) or an email to [learn@hootsuite.com](mailto:learn@hootsuite.com)



## Social Analytics

There are over 30 different Social Analytics modules available in the HootSuite dashboard. These can be compiled into custom reports to share with clients and colleagues, or you can select one of several pre-made templates for quick reporting.

The greatest advantage of the Social Analytics reporting tools is the ability to facilitate and streamline reporting actions. The information gathered from these reports can be used to rapidly adjust outreach tactics and target specific audiences for best results.

Outlined here are a few of the Social Analytics tools which can help you determine the return on your social media investment.

### Ow.ly Social Stats

HootSuite's own Ow.ly tool measures click-through statistics for all links shortened within the dashboard. You can choose date range and view breakdowns by region, referrer and individual message. The results are real-time so you can quickly understand if messages are resonating with audiences.

Ow.ly statistics are also available for custom vanity URLs hosted by Ow.ly Enterprise.

### Google Analytics

Within HootSuite's native Social Analytics Reports you can select the pre-made Google Analytics Report template, or plug individual Google Analytics modules into a custom report. Both give you the statistics you need to accurately analyze social media engagement against destination site traffic.

### Facebook Insights

Monitor stats for all of your Facebook Pages from within the dashboard, including: new fans; number of new "likes," comments, wall posts and discussions; and demographics including region, age and gender.

Measuring the results of your social media campaigns is the key to demonstrating the value of your online efforts to clients and colleagues.



Customize the appearance of your HootSuite Social Analytics reports with headers and logos to reflect your business or organization. Branding your reports gives them a polished, professional look appropriate for any client of company.

## Social Analytics

You will also see historical comparisons showing which way your pages are trending. And, like other stats in HootSuite, you can create a printable report to share with your colleagues, clients and executives.

This Premium feature is especially useful to members of your HootSuite team who are not admins of your Facebook Pages but require data for analysis.

### Custom URL Parameters

Track sources of conversions including sign-ups, sales or other goals by adding custom strings to campaign-specific URLs directly from the HootSuite dashboard.

The full Google Analytics integration allows you to view information as single line items within all major site analytics providers; these parameters provide you with the intelligence to know exactly how visitors arrived at your site.

**URL shortener**

ow.ly

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**Add custom URL parameters**

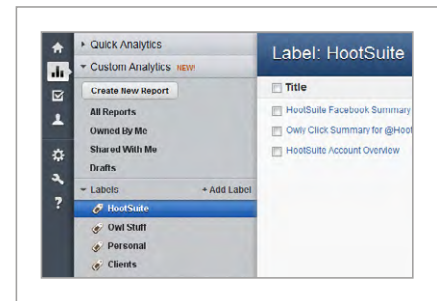
Google Analytics Delete Preset

Parameter	Value
utm_source	Twitter
utm_medium	CustServiceTweet
utm_campaign	WebinarLaunch

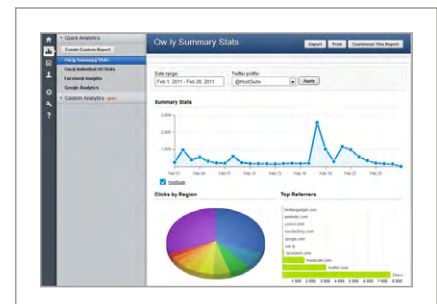
Always apply when creating shortened links

[Add another parameter](#) **Apply Parameters**

Report labels help you organize your different reports within the HootSuite dashboard. Create your own report labels to make searching and sorting a breeze.



Quick Analytics are a great way to get an instant overview of your social media statistics on pre-made report templates. Get Ow.ly URL click stats, Facebook Insights and Google Analytics at the click of a button.



## Additional Resources

In addition to the VIP support services exclusive to the Enterprise plan, HootSuite offers a variety of educational resources for further learning and information. These are:



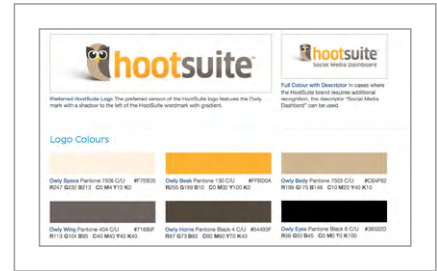
### Library

A collection of Info Sheets, Case Studies and other informational and educational materials that highlight the features and functionality of the HootSuite dashboard. You are encouraged to download, share with colleagues, embed on your blog, use in your training courses and simply learn. Visit [blog.hootsuite.com/category/resources/](http://blog.hootsuite.com/category/resources/) for more information.



### Blog

The [HootSuite blog](http://blog.hootsuite.com) is where you'll find all of the latest news on releases, updates, conferences and HootSuite cultural information. Check in often to stay in touch with the international HootSuite community.



### Media Kit

Company descriptions, CEO bios, screenshots, logos, Owls and more can be found in the HootSuite media kit. This is a resource for all company related-information and can be found at [media.hootsuite.com/media-kit/](http://media.hootsuite.com/media-kit/)

## Enterprise Contact

HootSuite Account Management Team: [am@hootsuite.com](mailto:am@hootsuite.com)

Chat live: [hootsuite.com/enterprise](http://hootsuite.com/enterprise)

Follow us on Twitter: [@HootBusiness](https://twitter.com/HootBusiness), [@HootSuite\\_Help](https://twitter.com/HootSuite_Help)