Hootsuite

A Guide to Synthésio’s Hootsuite Integration
INTRODUCTION
Hootsuite is a widely used social media management system for brands and enterprises. With the Synthesio-Hootsuite integration, users can load and manage mention streams from their Synthesio dashboards in Hootsuite.

ENABLING SYNTHESIO IN HOUTSUITE
To begin using Synthesio data in Hootsuite, first enable the Synthesio app. To do this:

1. Click the App Directory from the Hootsuite sidebar.
2. Locate the Synthesio app in the App Directory (either by searching or browsing through the app categories).
3. Add the Synthesio app by clicking Install App.
**ADDING A SYNTHESIO STREAM**

With the Synthesio app installed, you can now begin adding Synthesio data to your Hootsuite dashboard.

To do this, select an existing Hootsuite tab (or create a new one), click **Add Stream** and then choose the account you’d like to add (as shown below left). You can also quickly choose the Synthesio account you’d like to add from the **Add a Stream menu** (as shown below right):

Click the **green + icon** next to an account to add it to the stream.
MANAGING STREAMS
Once you’ve selected an account, a new stream will appear in your Hootsuite dashboard. Within that stream, you will have access to all of the Synthesio workspaces and dashboards in that account.

Selecting a Workspace
To select a workspace, click the drop-down arrow (as shown at right) and choose the workspace you’d like to use.

Selecting a Dashboard
Within each workspace, you can select any dashboard that is in that workspace.

Adding, Refreshing & Removing Streams
Each tab within your Hootsuite dashboard can accommodate multiple streams. Each of these streams can be dedicated to a different Synthesio dashboard. This can be helpful if you want to monitor multiple dashboards at once.

To Add a new stream, follow the process on the previous page.

To Refresh a stream, click the refresh button in the top right-hand corner of the stream.

To Delete a stream, click the menu icon in the top right-hand corner of the stream and then click Delete Stream.
VIEWING YOUR DASHBOARD
Below is a sample Hootsuite dashboard with streams dedicated to four different Synthesio dashboards:

Each stream contains the mentions from that dashboard, as well as key information from Synthesio for each mention:

- **User Info** – username and real name for the author of the post (if available)
- **Timestamp** – date and time at which the post was published
- **Mention** – full content of the mention
- **Source** – channel the mention was published on
- **Location** – where the mention was published from
- **Sentiment** – positive, negative or neutral identification for the post
- **SynthesioRank** – proprietary Synthesio influence-rating metric
**Engaging with Users**

Hootsuite offers a variety of options for engaging with social users. To compose a new social message, hover over the **Social Network Sharing Dialog Bar** at the top of the screen. This will bring up the **Social Network Sharing Dialog Box**, where you can select your social account and compose your message.

---

Engagement can also be initiated from within streams. Hovering over a mention will bring up the **engagement menu**, as shown at left.

While engagement capabilities will depend on the channel the mention was published on, and the accounts you’ve set up, Hootsuite offers the ability to:

- **Reply** – Twitter + most social channels
- **Retweet** – Twitter only
- **Direct Message** – Twitter only
- **Share** – post mention to social channel(s)
- **Email** – send mention in an email
TEAM COLLABORATION
Hootsuite makes it easy to share tasks and responsibilities with your team. Using the Assign to and Send to Email features explained below, you can keep everyone in sync.

Assign to
To assign a mention to a team or individual for follow-up, click the menu button (three vertical dots) on the post (below left), which will open up the post menu (below right).

Using the Assign to dialog box (right), you can then select the team and/or team member to assign that mention to.

Send to Email
The Send to Email button (above right) copies the full content of the mention into an email message, which you can then send to your desired recipients.
ABOUT SYNTHESIO

Synthesio, named the leader in *The Forrester Wave™: Enterprise Listening Platforms, Q1 2014* report, is a Global Social Intelligence Platform. Used by some of the world’s top brands, and the agencies that support them, Synthesio is the framework for building social intelligence that provides real business results. Whether an organization’s social team is built within Marketing or crosses multiple departments, business units or geographies, Synthesio helps teams listen, analyze, and engage with consumer conversations across social and mainstream media within one platform. Founded in 2006, Synthesio has offices in New York, Paris, London, and Singapore.

www.synthesio.com