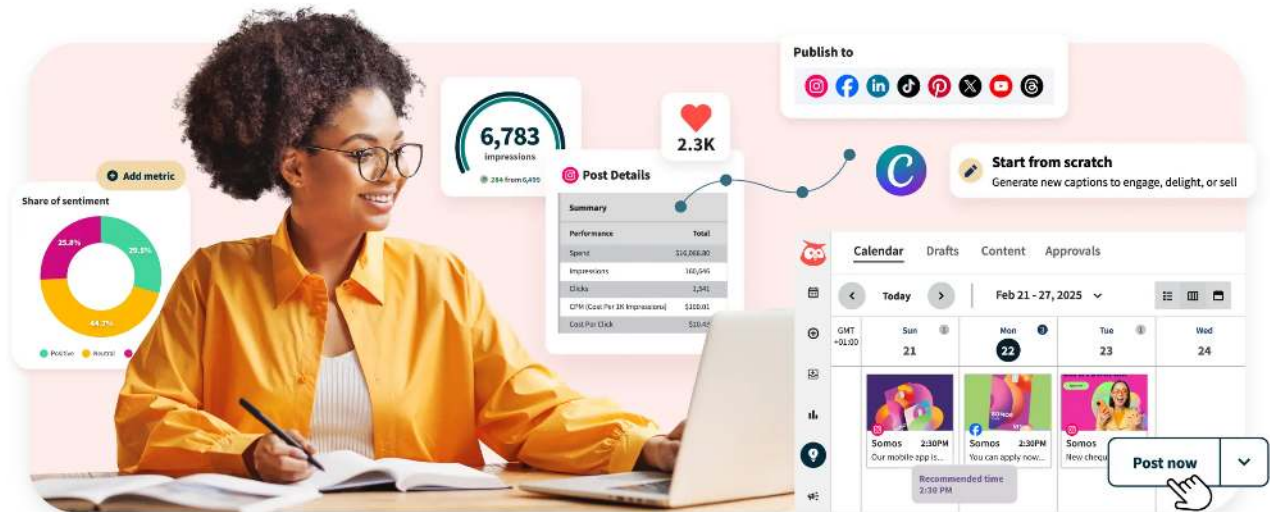


# Drive real business impact with real-time social insights. **Hootsuite makes it easy.**

[Start your free trial](#)
[Request a demo](#)


THE UNIVERSITY OF  
CHICAGO

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World Health Organization

## Explore Hootsuite features: What's in the dashboard?

Schedule, engage, monitor, and analyze social media posts. All in one user-friendly dashboard.

### Analyze social media performance

Track hundreds of social media metrics and grow faster on social with custom reports and report templates, industry and competitor benchmarking, report scheduling and exporting, paid and organic performance reporting, and so much more.

[Learn more](#)

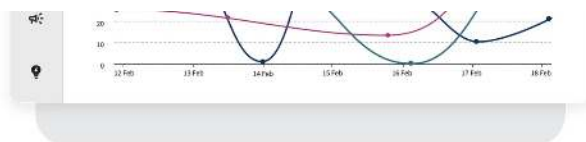
### Schedule posts and create content

### Respond to messages and comments



Respond to messages and comments ▾

Track mentions, keywords, and trends ▾



## What can Hootsuite do for you?

**80%**

reduction in workload using Hootsuite's chatbot capabilities



**500%**

growth across all social channels using Hootsuite Enterprise



**2M+**

new followers on social media using Hootsuite Enterprise



## Discover the biggest social media trends shaping 2025

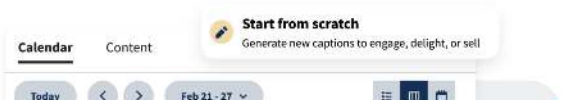
Do you know what the best social strategies have in common? Or what qualities drive social media performance? And how you can apply them to your organization? Dig into our Social Media Trends 2025 report for insights that'll help you drive action and make a real business impact.

[Read the report](#)



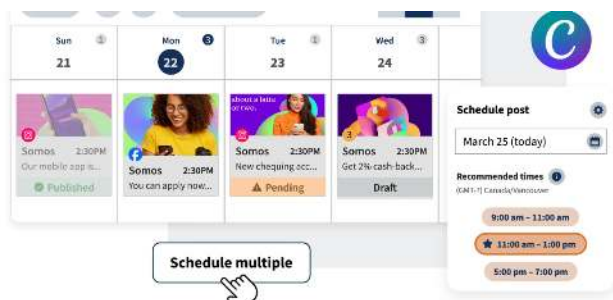
## Save time, simplify, and grow faster on social media

Hootsuite is designed to help you manage social media faster, smarter, and with way less effort.



Save hours posting, creating, and analyzing content





## Content

Schedule posts to go live anytime — even if you're fast asleep or on the beach. Plus, create content quickly with Canva templates and have AI write your captions and hashtags for you. Then get the full picture with straightforward performance reports. Oh, and did we mention it's all in one (!) tab?

[Learn more](#)

## Boost engagement, reach, and follower count with less effort

See the content that brings in the most engagement and revenue and measure how you're performing against your competitors. Plus, get personalized suggestions for how to win in your industry. And, with reports that show you the best time to post for every network, you can say goodbye to hop-scotching between network tabs for good.

[Try it for free](#)

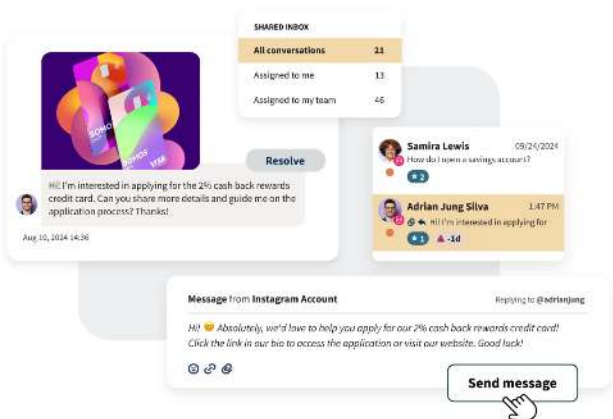
[Learn more](#)



## Deliver a better customer experience and keep your inbox tidy

Reduce the clutter and eliminate DM dread with a unified social media inbox. Reply to comments and messages across platforms in one convenient hub and never leave your followers on read again. Cut your team's message volume with saved replies or level up with our AI chatbot add-on.

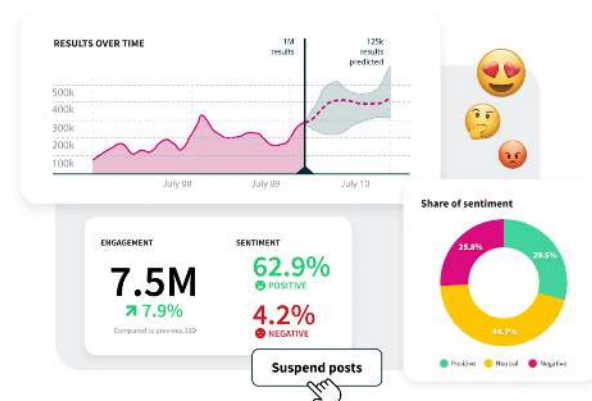
[Learn more](#)

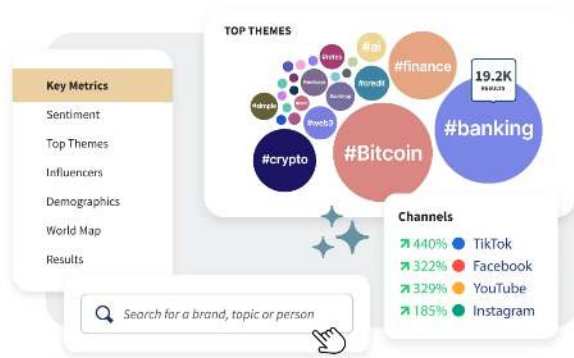


## Safeguard your reputation and never miss a chance to engage

Keep an eye on what people are saying about your brand or industry with social listening tools. Track mentions and conversations to find opportunities to engage, discover new trends, or get ahead of feedback. Plus, easily suspend scheduled posts in case of a potential crisis or unexpected opportunity.

[Learn more](#)





## Stay ahead of the latest trends and boost your chances of going viral

Figure out exactly what engages your audience with trend tracking and discovery streams. View hot topics by industry and then have AI instantly draft posts based on those trends. You can also search by topic, company, and hashtag to discover what's getting the most action in your niche.

[Learn more](#)

## Why Hootsuite?

Don't worry, we won't make you read our 2,000+ five-star reviews. A few highlights: superior customer service, top-notch security features, and the best blog, webinars, and social media academy in the industry.



### 17 years and 25 million users

Hootsuite was the first, and we're still the most popular 17 years later. Over 25 million users have used Hootsuite to post, track, and out-perform their competitors on social media.

[More about us](#)



### The ultimate social media AI

Hootsuite helps you automate every part of social media management — posting, writing, messaging, and social listening. Our AI was designed by social pros for social pros.

[Learn more](#)



### The largest library of integrations

Connect over 100 integrations to bring all your favorite tools into the Hootsuite dashboard. That's more than any other social media management platform (by far).

[Explore integrations](#)

## Resources for social media pros



### How a retail brand used Hootsuite to increase sales by 750%

See how legendary candy-maker Stuckey's leveraged Hootsuite to skyrocket their online sales and following.



### Social media competitor analysis: Free template for 2025

Find out how to beat the competition with the ultimate guide to competitive analysis and a free template to get started.



### Take the Hootsuite Social Media Marketing Certification Course

Become a social media expert — and slap a shiny new certification on your resumé — with the industry standard in social media education.



[Read now →](#)

[Read now →](#)

[Sign up now →](#)

## Take it from real users: Hootsuite is a must-have



### Our customers love us

See what real users have to say about Hootsuite.



**Courtney W.**  
Social Media Manager



Apr 23, 2025

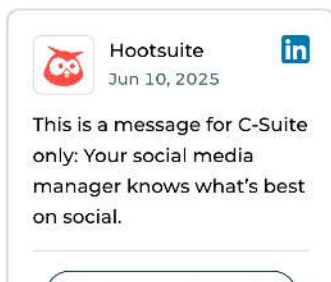
#### "Hootsuite makes my life 10x easier!"

"I work with a series of gyms and franchises and I love that Hootsuite allows me to post on all of my individual platforms but also allows me to cross promote when I need to! The option to customize my captions for each p..."

[Read the full review →](#)



## Follow us on social. It's where we thrive.



Hootsuite

**JAN 2025 UPDATE: Social Media Dimensions**

	Instagram	Facebook	X	LinkedIn	TikTok
PROFILE PICTURES	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
LANDSCAPE	1080 x 568	1200 x 630	1600 x 900	1200 x 628	1920 x 1080
PORTRAIT	1080 x 1920	1080 x 1360	1080 x 1920	1080 x 1344	1080 x 1920
SQUARE	1080 x 1080	1080 x 1080	1080 x 1080	1080 x 1080	1080 x 1080
STORIES	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
COVER PICTURES	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920

@hootsuite





## Try Hootsuite for free. No strings attached.

With your free Hootsuite trial, you get instant access to social media scheduling, analytics, messaging, and social listening. Completely free.

[Start your free 30-day trial](#)[Request a demo](#)

## The Perch newsletter: Get smarter about social.

The Perch is your inside source for what's happening in social media — and why it matters to you.

Email Address: \*

[Subscribe](#)

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### Plans

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Standard  
Advanced  
Enterprise  
Features

### Guides

Social media strategy  
Social media analytics  
Social listening  
Best times to post  
Social media calendar  
Social media engagement  
Employee advocacy  
Social media monitoring  
Social media advertising

### Free tools

AI caption generator  
Sentiment analysis tool  
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LinkedIn post generator  
YouTube name generator  
YouTube channel description generator

### Resources

Case studies  
Academy  
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### Support

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