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Roll no-190112

Social Media Security

Hootsuite

Practical Overview

Hootsuite is a **social media management** platform, created by Ryan Holmes in 2008. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn and YouTube.

Based in Vancouver, Hootsuite has close to 1,000 staff members in 13 locations, including Toronto, Bucharest and Mexico City. The company has more than 16 million users in over 175 countries.

Hootsuite is competing in a marketplace for social media dashboard tools or platforms, where marketers are focused on social media management for their clients' web engagement activities. Hootsuite's best known competitors include Sprout Social and Buffer.

Hootsuite Security Services include:

- Social Asset Audit:** Eliminate the security risks associated with weak or shared passwords, prevent employees from mistakenly posting to the wrong profiles with Secure Profiles, and instantly revoke access to social media accounts if activity turns malicious.
- Twitter Alerts:** Push alerts to notify certified teams when suspicious posting activity is detected on their Twitter accounts.
- Crisis Training and Simulation:** Ensure certified teams understand best practices, guideline creation and crisis prevention techniques. Crisis simulations prepare teams to respond in the event of an emergency.

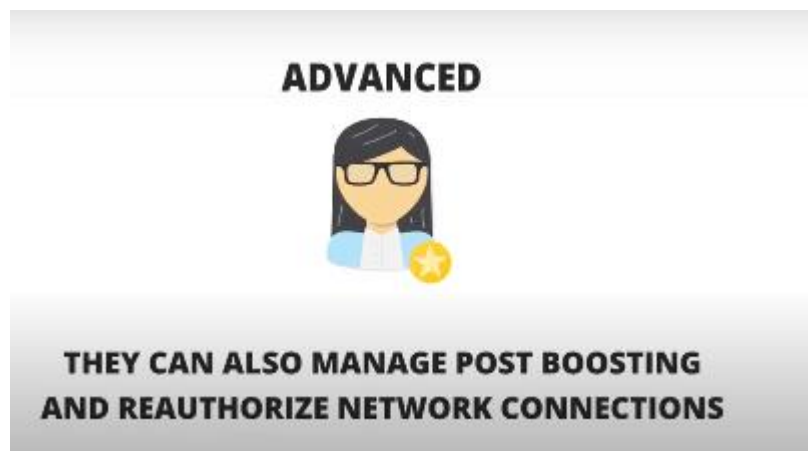
HootSuite, makers of the market-leading social media management system, announces new HootSuite Security Services designed to mitigate the risk, both internal and external, associated with social media use. With numerous recent social media crisis including account hackings and high-profile mis-tweets, global organizations want to ensure their social assets are secure. HootSuite Security Services have been designed with this prevention in mind, and are available immediately.

Light up your channels

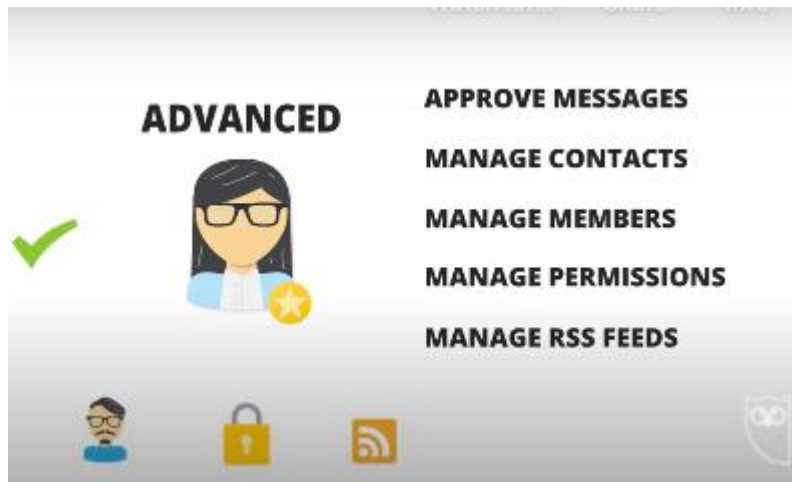
Discover what's possible when you unite your social campaigns on one platform. Schedule and publish content to the right channels at the right time, track effectiveness in real time, and crank the volume on your top-performing content.



The Business Admins only can be access through the main Hootsuite account they don't have to go ever single account of there's the can access one account from anywhere.



They can manage Post Boosting through Social media sites and reauthorize to every account they seems for connections to get analysis and handling preservation methods.



They manage Contacts, members, Permissions and RSS Feeds and approve Messages through their main Hootsuite account and main admin will access all media accounts.



Accounts like Twitter, Facebook, LinkedIn, Instagram and Youtube and Pinterest, etc. You can add many accounts but there should be minimum three accounts to start with it.

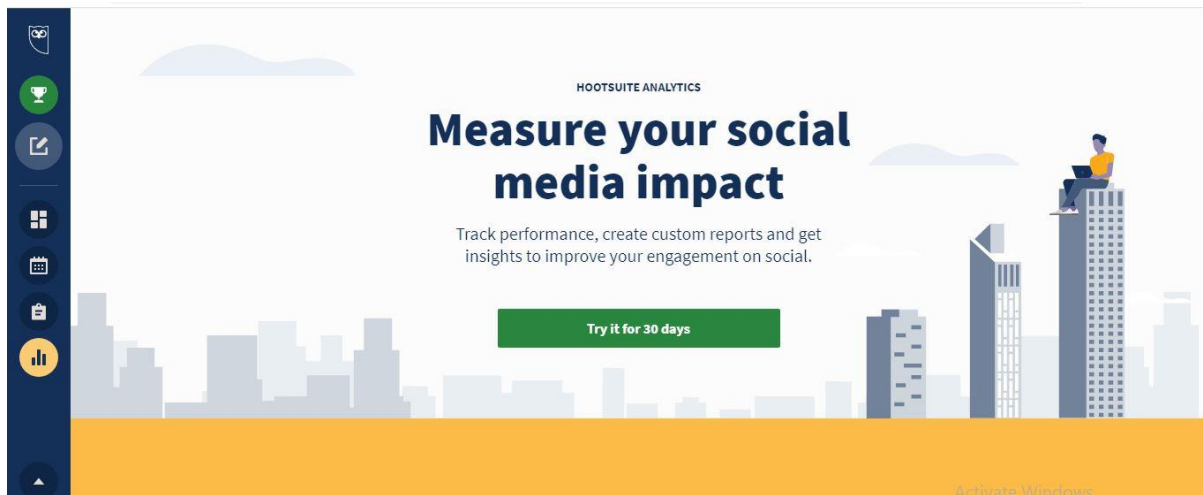
Practical Implementation

First we have to create account in Hootsuite by going through this link:-

<https://hootsuite.com/account-setup>

Then we have to authorize ourselves and what is our purpose to do for security of handling many social sites in one network. By Authorizing You will get 3-4 options to explore a tool you can choose any of one methods like by purchasing or getting access by paying money through online cards.

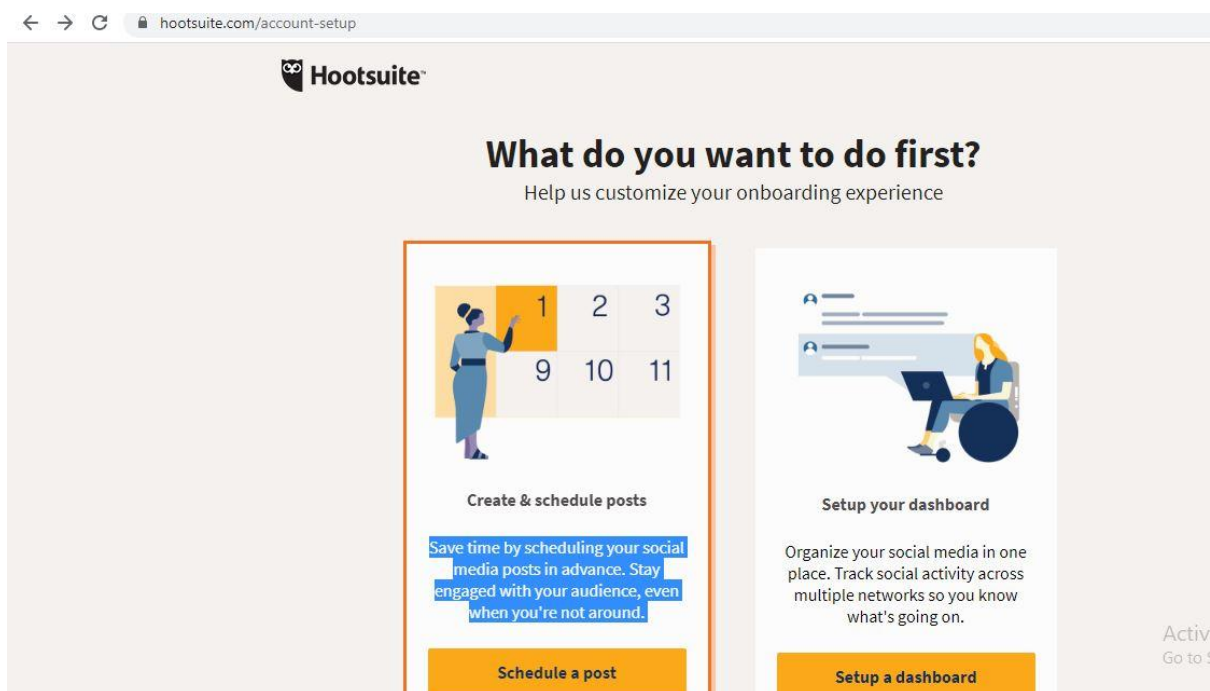
I have gone for Try for 30 days and explore the tool:-



By Adding that you will ask for to access Social Media accounts and get analysis of which you want to get access through your business or any personal work. Likewise I have choose three dimensions Facebook, Twitter and Pinterest for getting security handling.

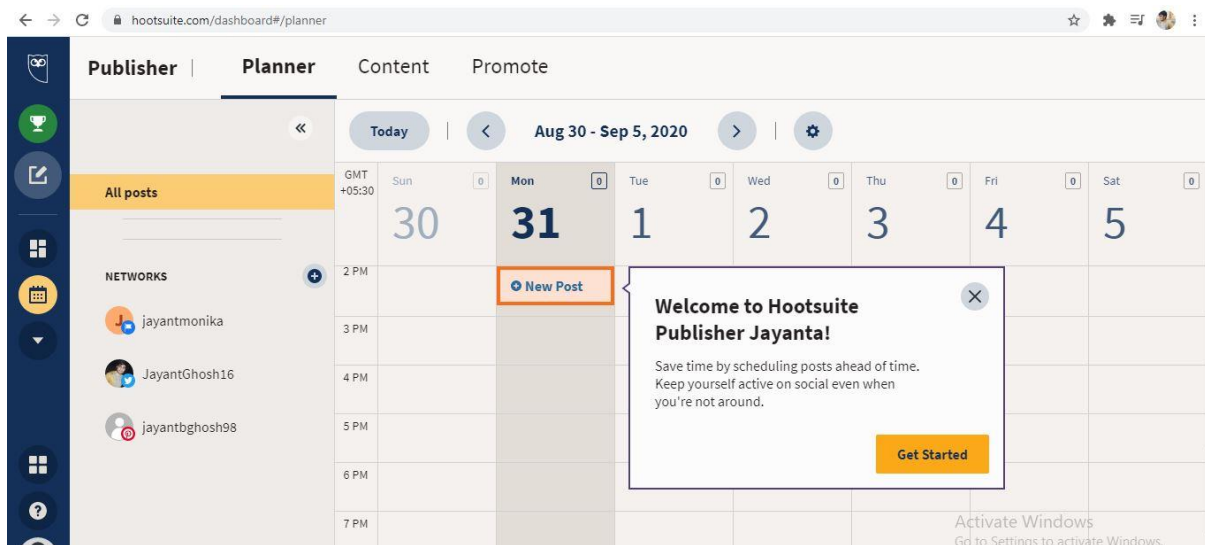


By clicking Continue you will go to next step which is for setting up dashboard means You can choose anyone of it and analyse it and get optimum results of it.

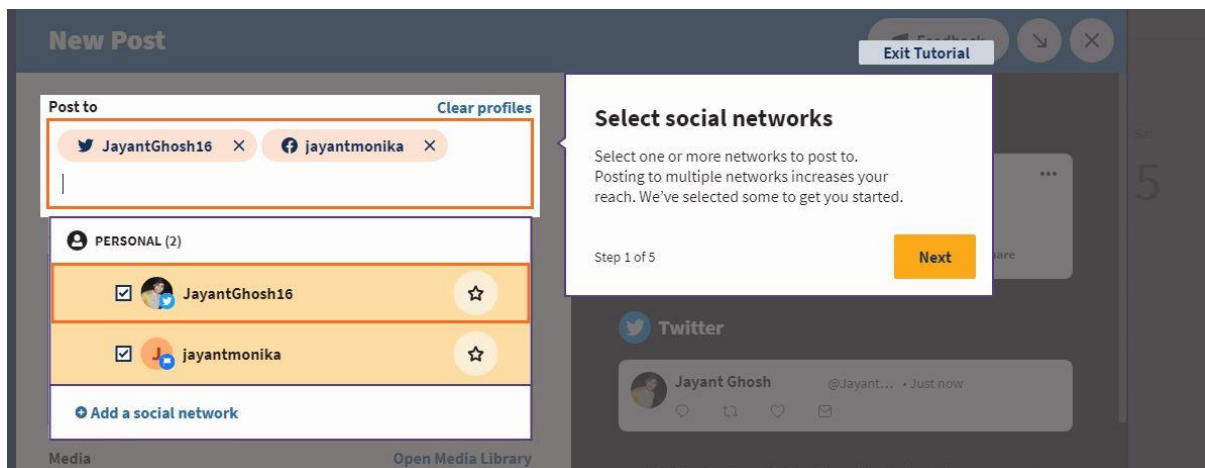


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Here we can see two options i.e for either choosing Schedule a Post or Setting up Dashboard. Initially I have gone with Schedule a post and by clicking that I have opened with Schedule Dashboard in that you can create Content, Planner and for Promotions.

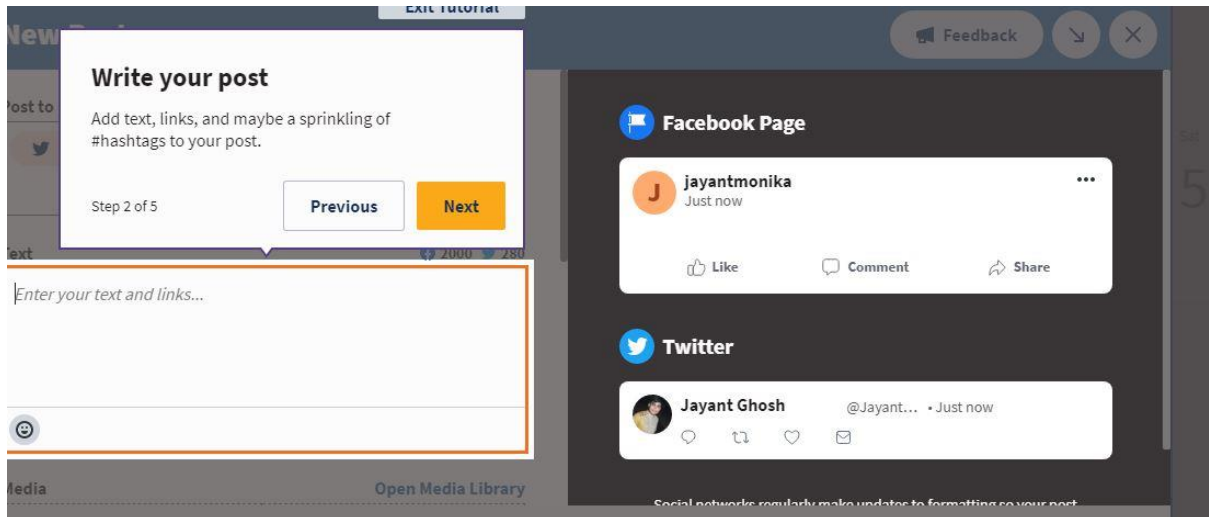


By going through this you can create schedule for your Posts date time and day means at 7th September 2020 at 8pm you have to post some tweets Photo or Caption in three different dimensions you can go with it and it will perfectly schedule at that time and it will post.

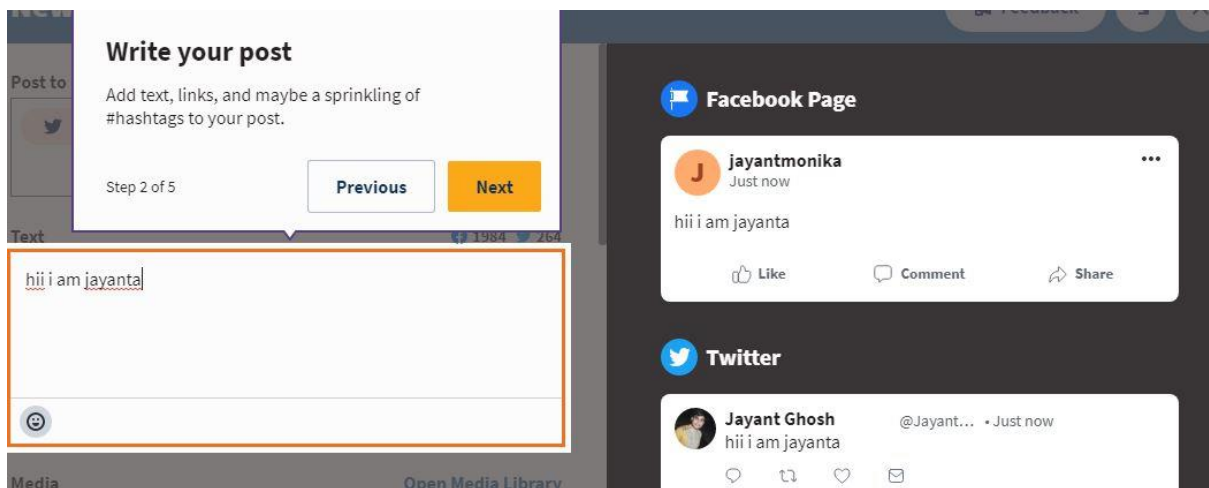


By going to add this at which Social media you want to add accounts for scheduling as you can see I have chosen twitter and facebook account for posting the content.

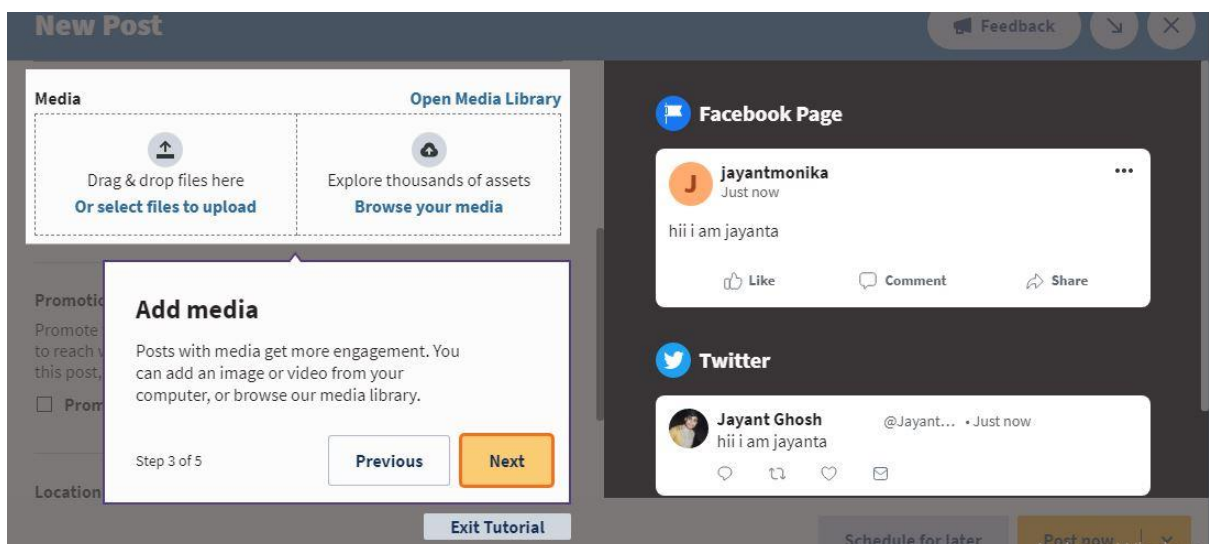
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Then after adding Social network accounts we have to write our post what we want to post by sprinkling of Hashtags accounts. Which and whatever you will type it will show in both way same only.

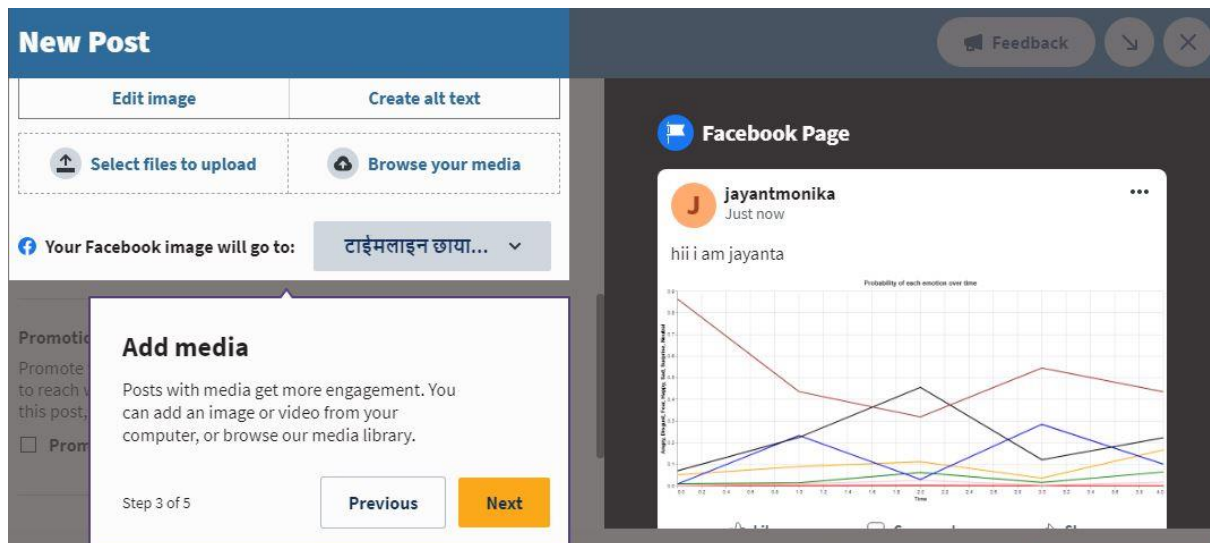


Then I have written a sentence in textview which is "Hii I am Jayanta" and it shown to both accounts as mentioned earlier.

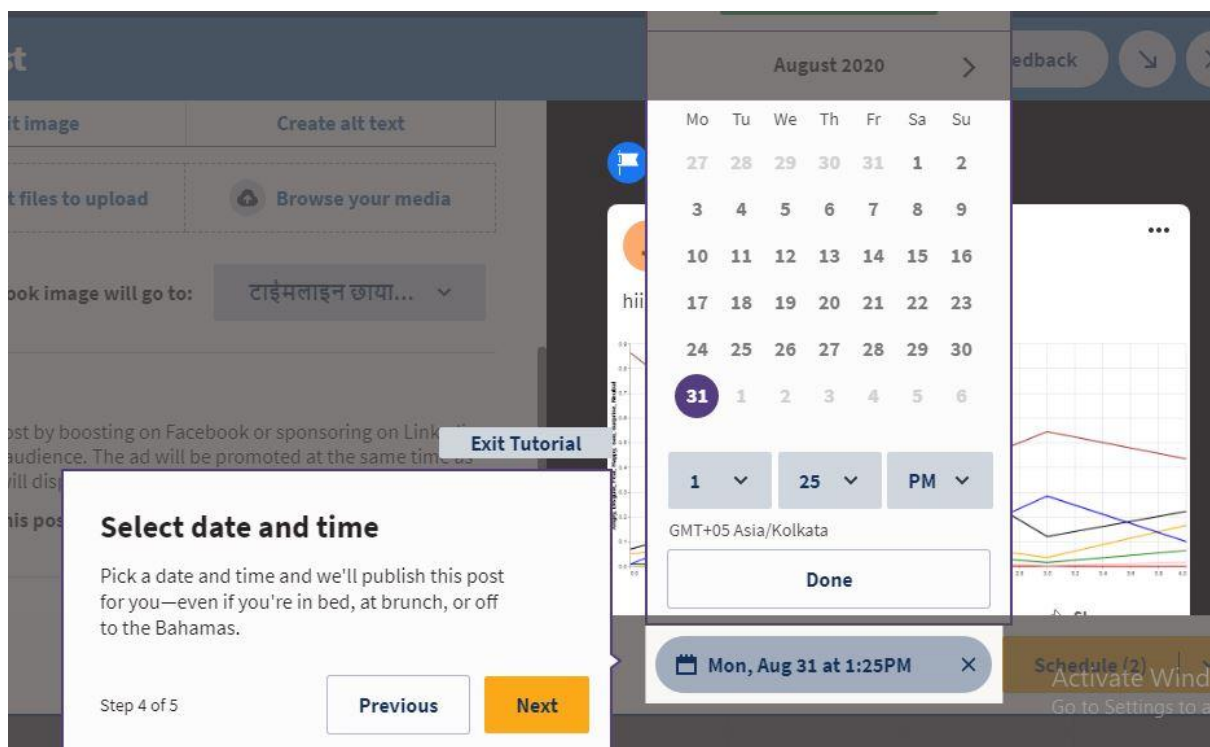


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After this step it will show step 3 of 5 that which image you want to upload or you can browse any media you want to add it can be anything from media library.

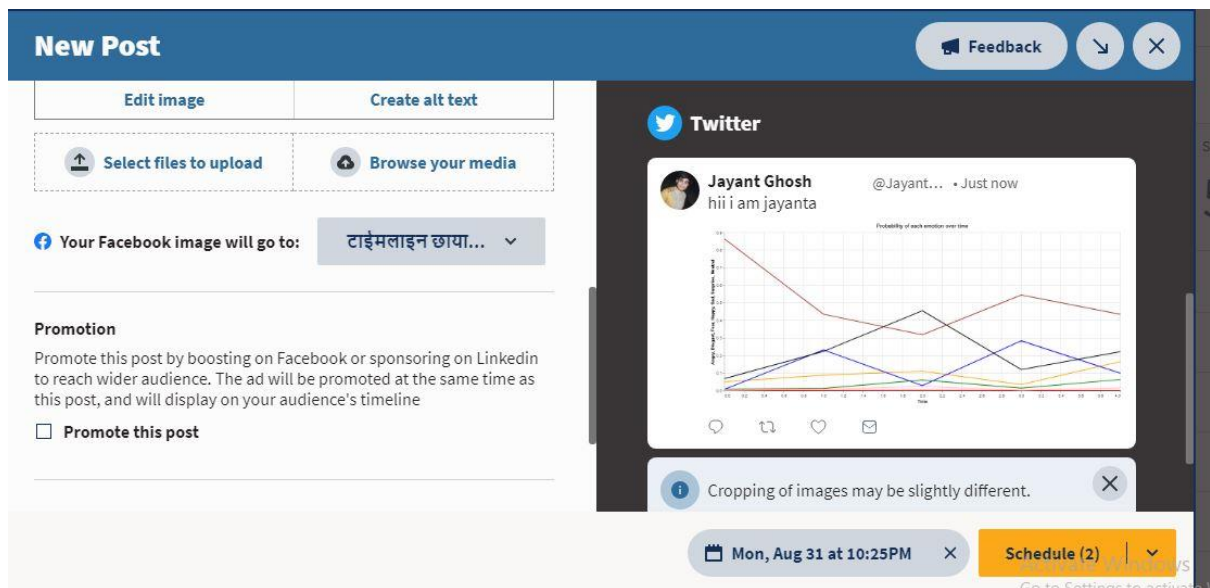


So I have randomly uploaded any image from my library and it will show same as the other account also.

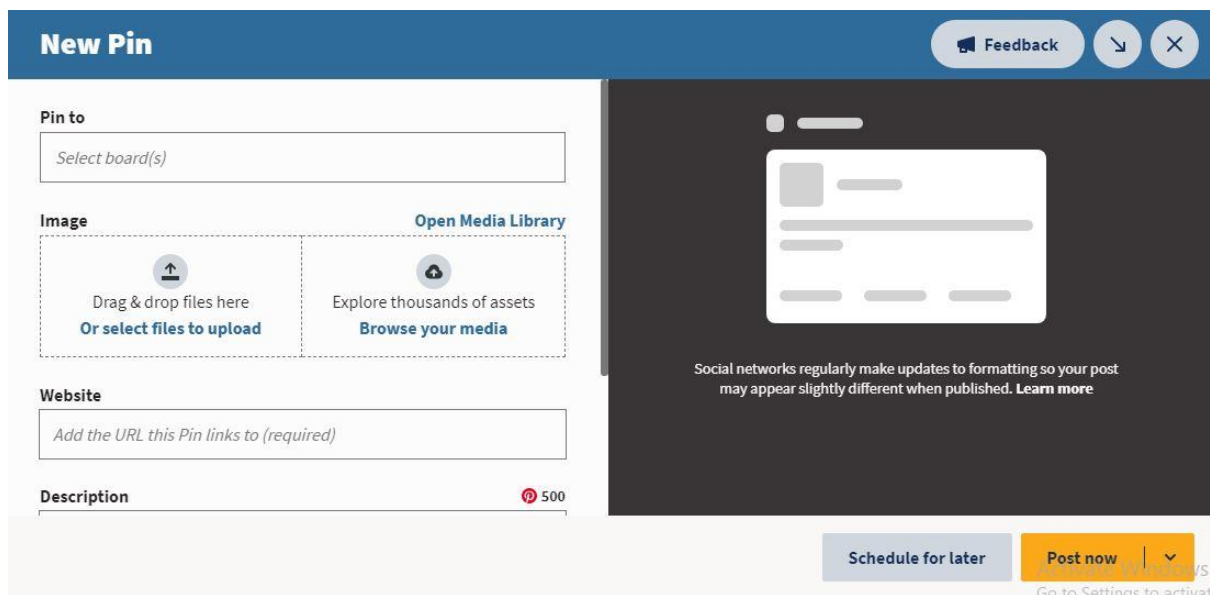


By finishing with step 3 step 4 is of how to schedule a date time and all as you can see they have listed out everything.

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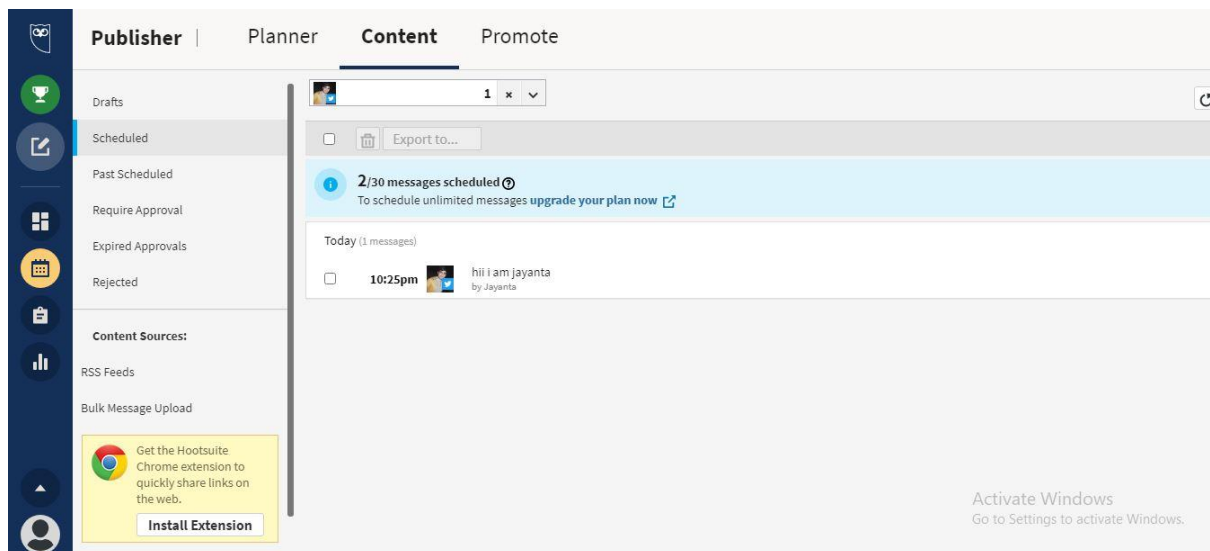


So I have scheduled a date for to post my thing in social media at same time which will post at two different dimensions at the same time.



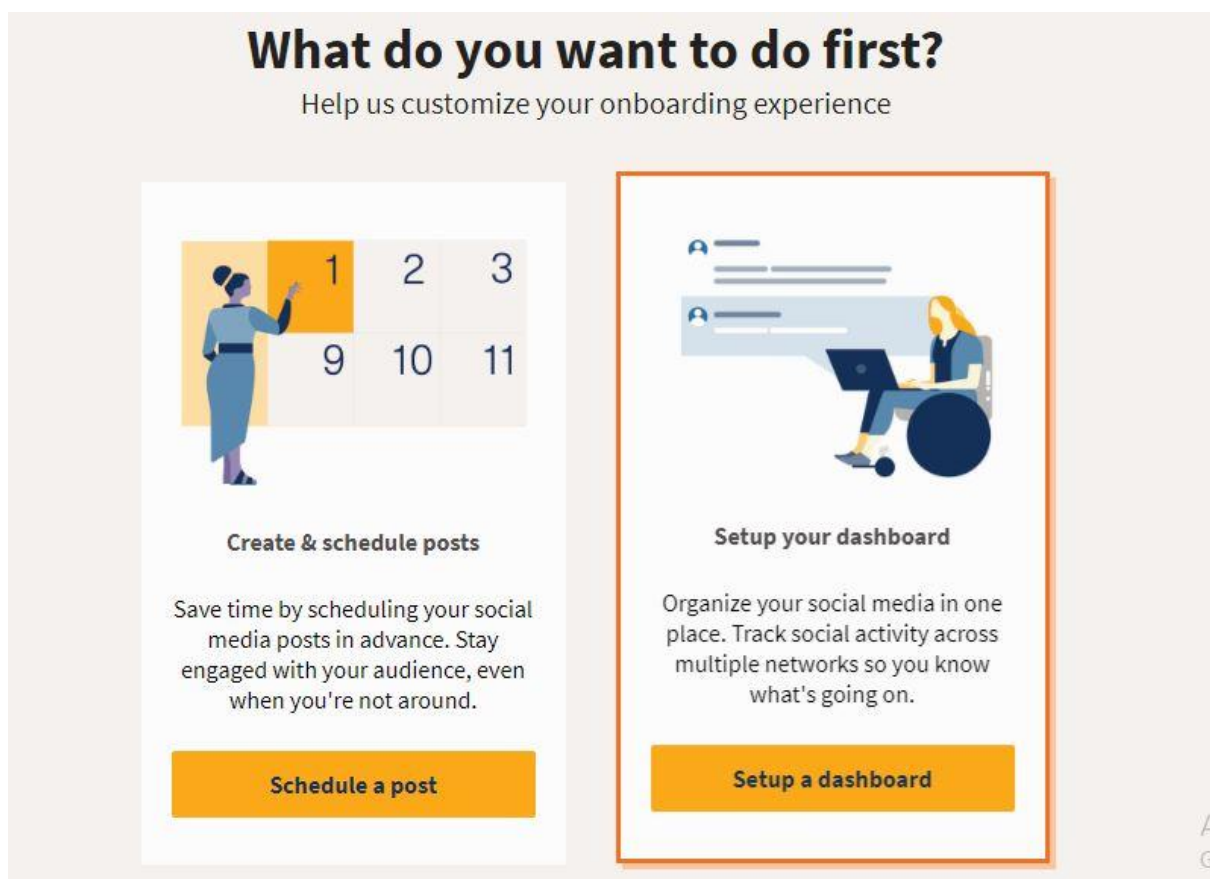
So you can go with Pinterest to add a photo to their account by accessing your accounts as I don't want to post any photo on Pinterest right now so I have not uploaded anything.

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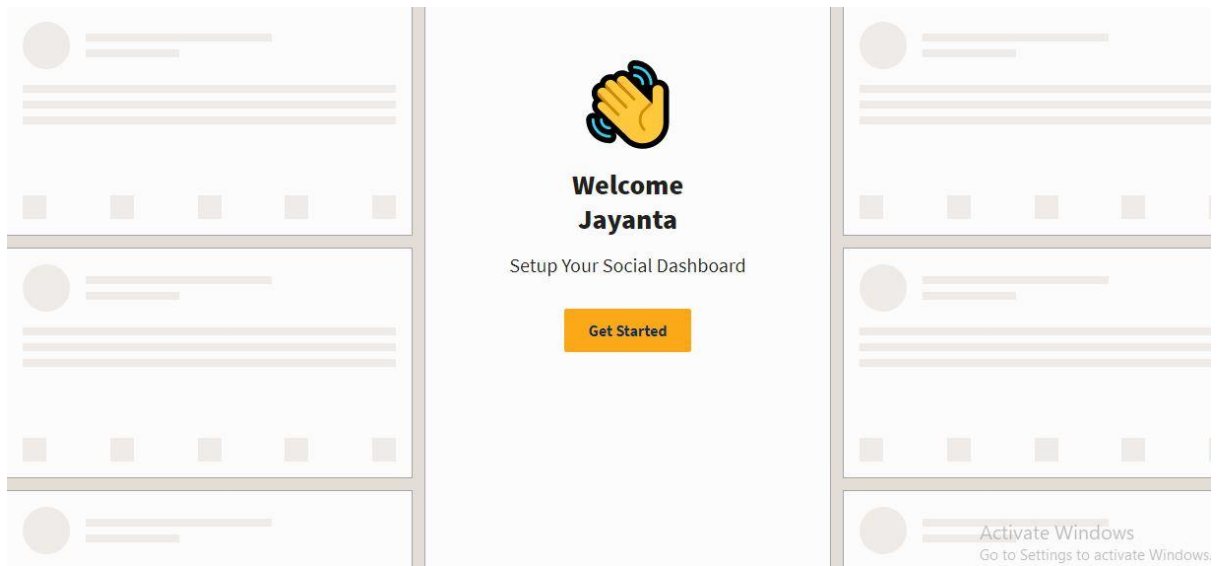
Content of Scheduling options you can plan for scheduling messages and to upgrade your plans for social media.

Now we will go for Setting up dashboard in Hootsuite

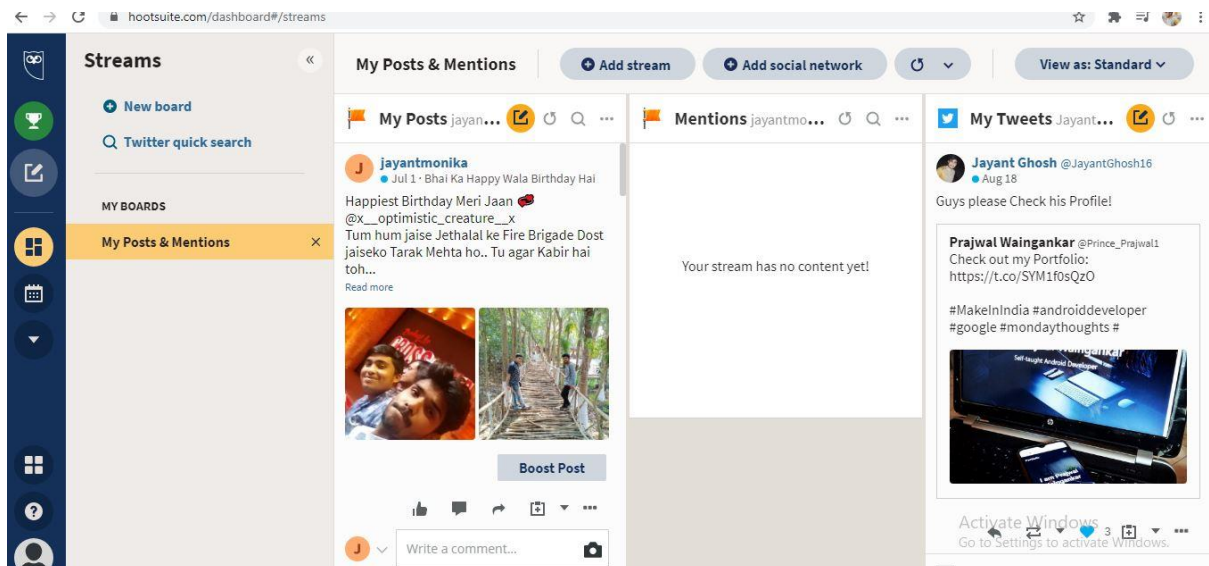


By Clicking on Setting up Dashboard you can organize a social media and track what's going on and what are the risks or any attacks are all not there to confirm and everything dashboard is necessary to handling Social Media accounts.

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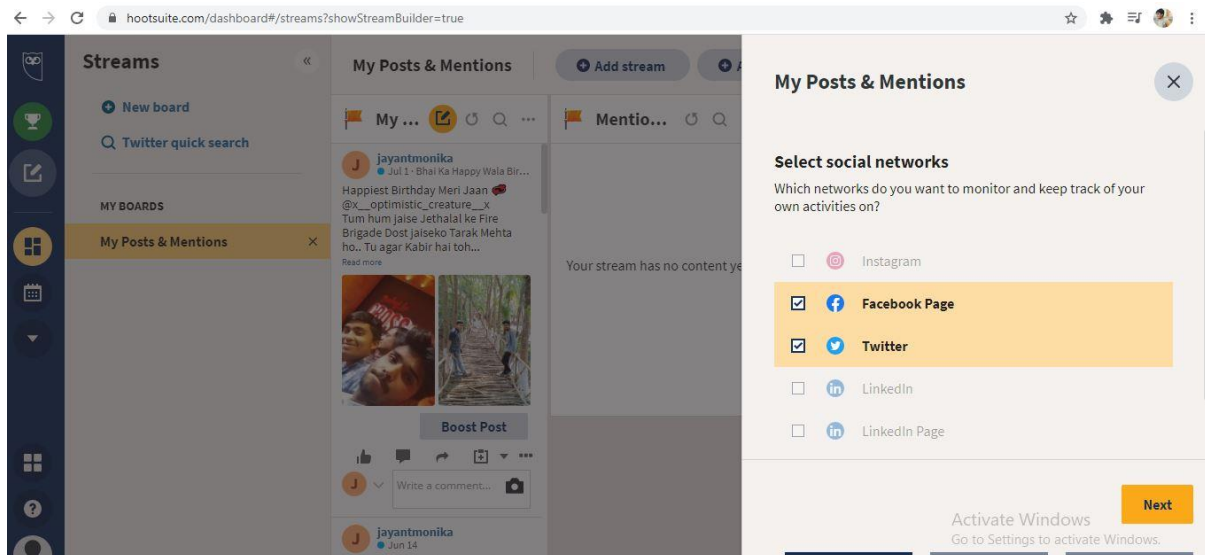


They will show Welcome Screen when you create Social dashboard and the get started.

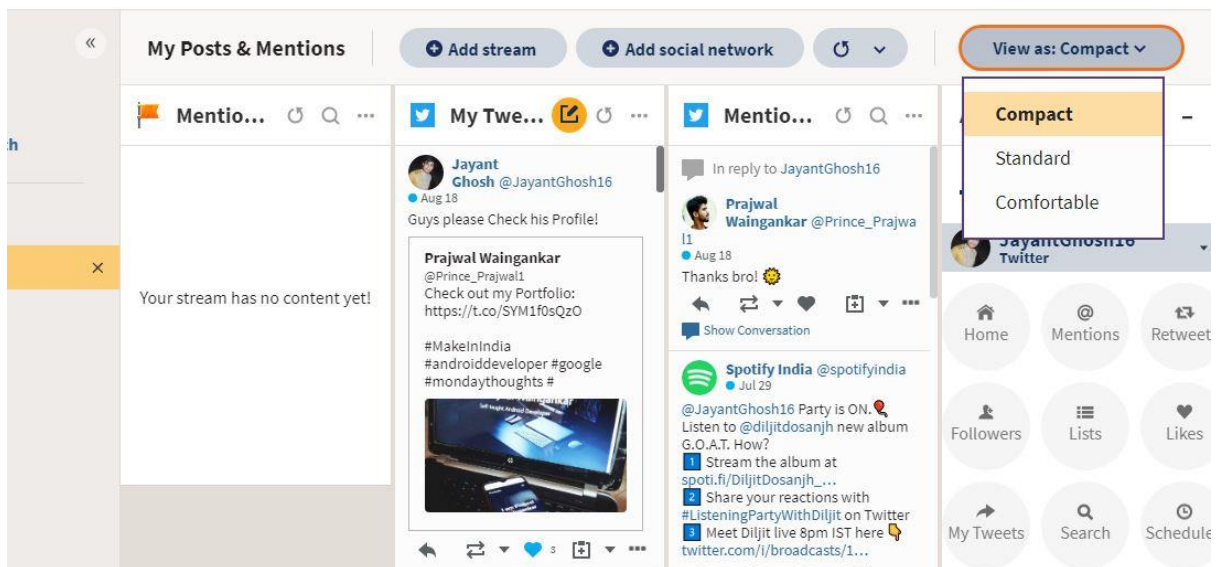


You will be seeing like this at one page only you can see Facebook, Twitter and whichever you will add social accounts it will display you don't have to go through every single account access and check.

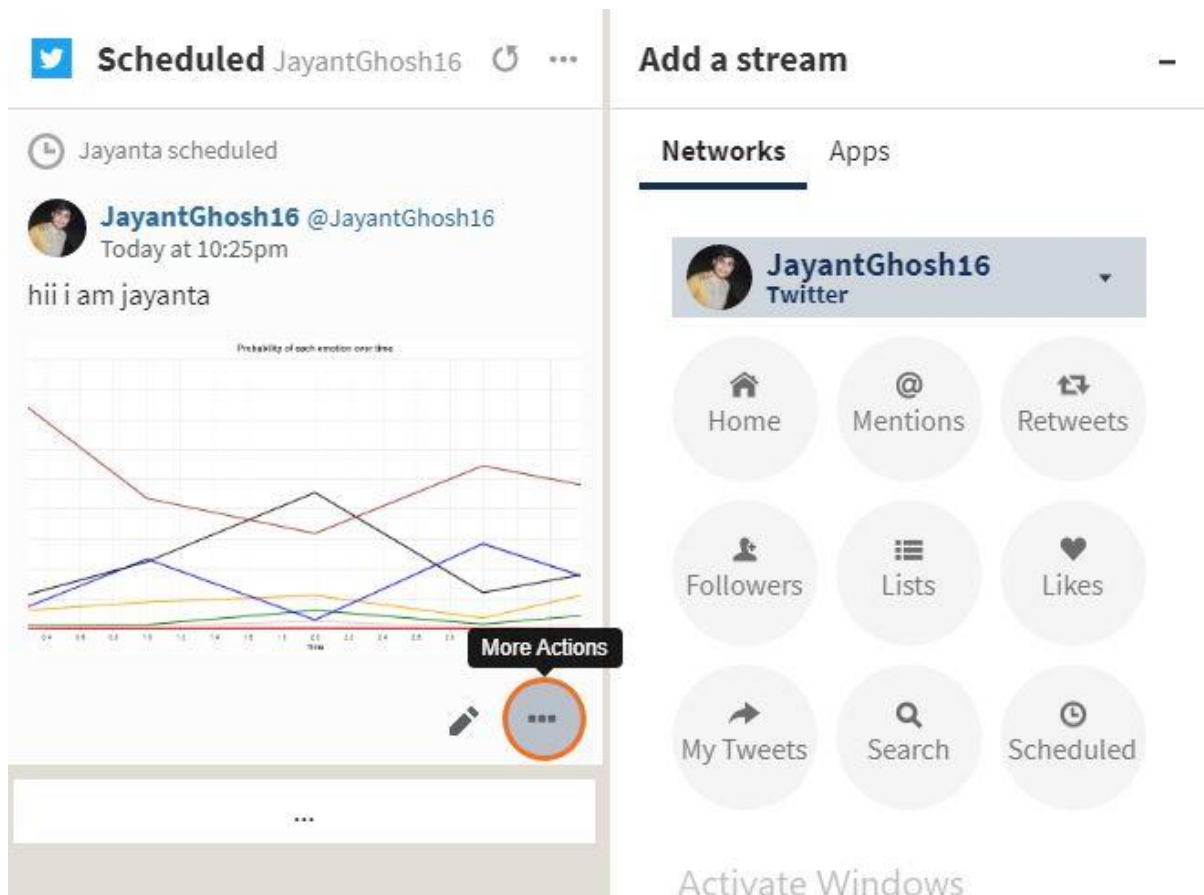
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By Selecting or adding Social networks you can keep track of any of it as I just want to do practising I am selected for Facebook and Twitter.



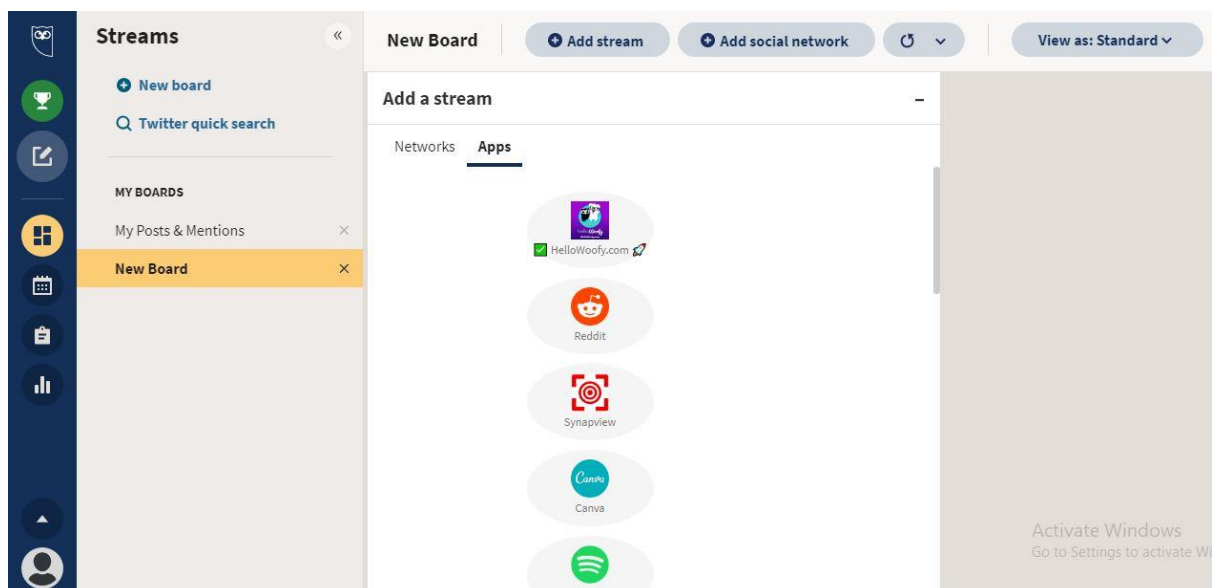
As you can view as Compact Standard or Comfortable mode in that you can select any account you will get all your history of mentioning, Followers, Retweets, Searches, Likes everything.



By clicking on Scheduled Option right down there you will view above image and by choosing more actions you can delete schedule edit or you can add something.

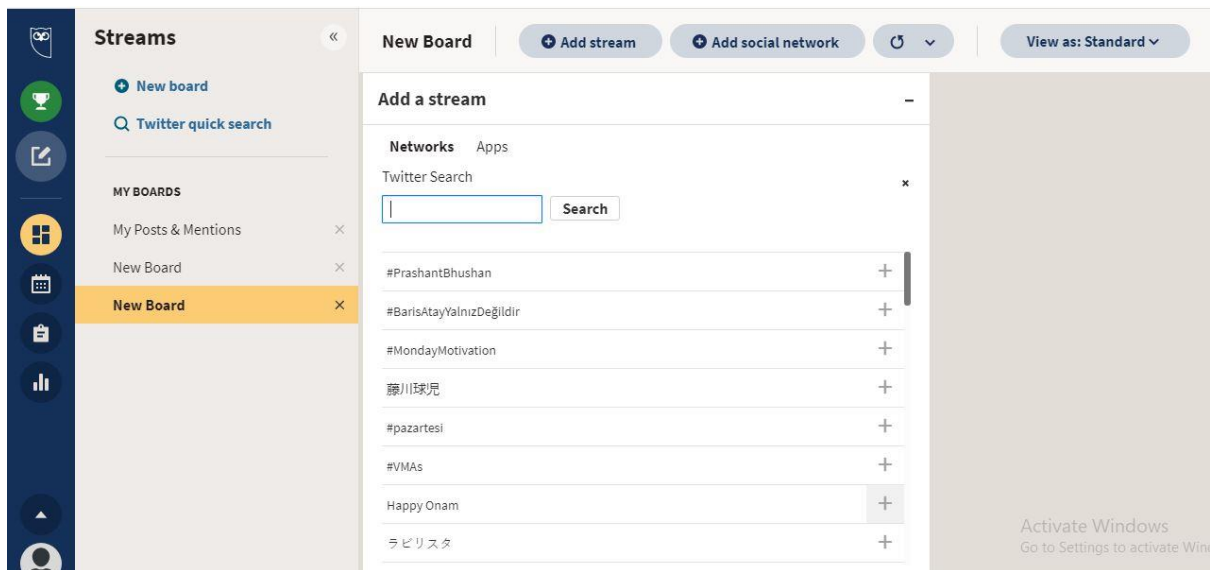
Adding a streams

For Connecting better in Social media for businesses it like you have to do hustle to grow and engage with many other businesses. You have to check whether your messages are publicly or privately connect with peoples or not and it will monitor activity and engage through every social media accounts.

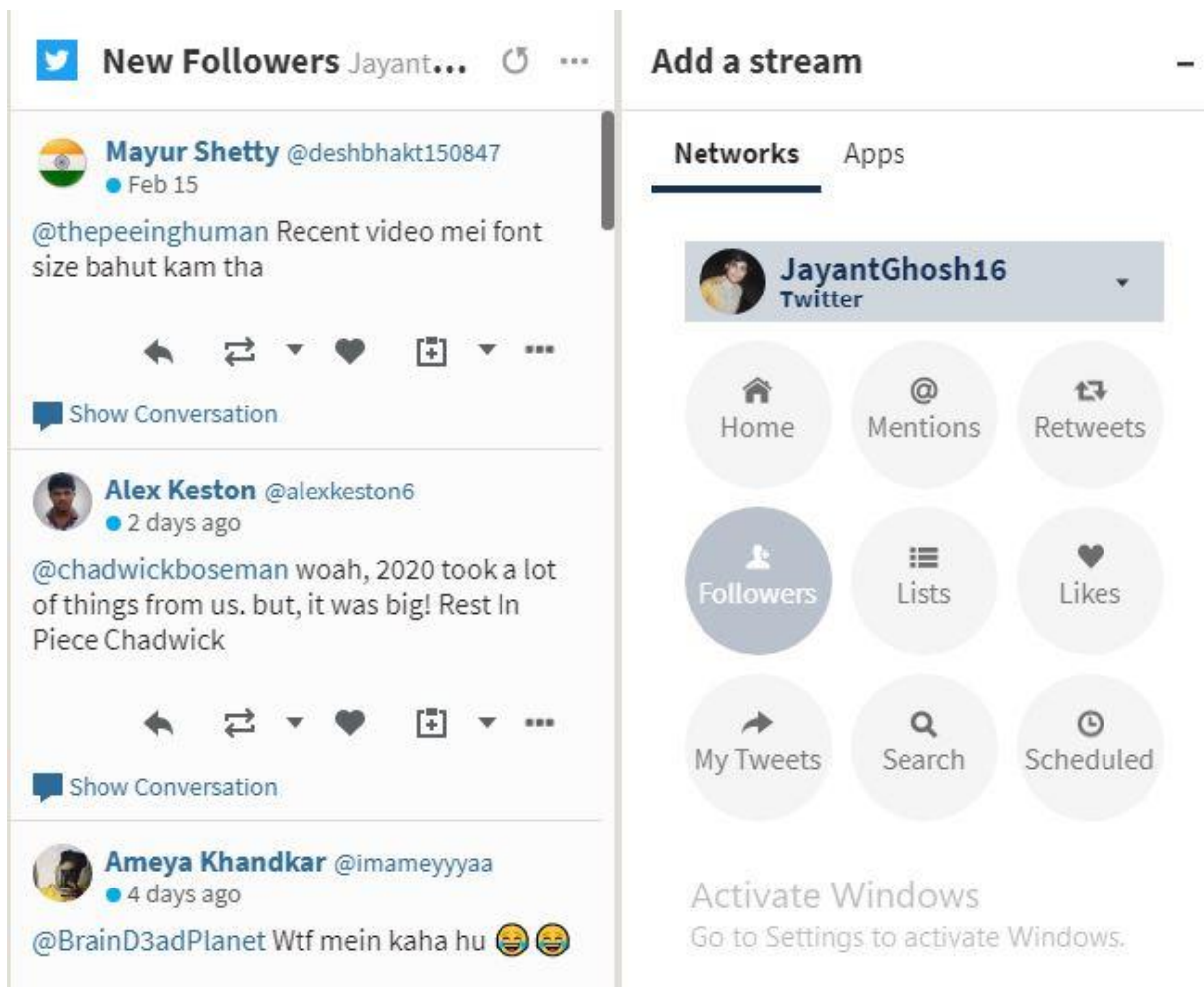


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You can choose any one Apps and explore the things by creating new board for streams.




In Network Section Which trending hashtags is trending the most you can add your business with it and add streams on its you can grow your business with proper security and mitigate all your risk from it.



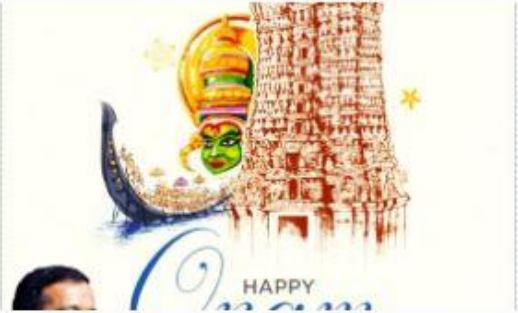
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**Likes** JayantGhosh16


**AAP** @AamAadmiParty
3 hours ago

May the spirit of Onam bring abundance of happiness, health and prosperity to all. Happy Onam!

#Onam2020




50 146

**Netflix India** @NetflixIndia
1 day ago

What's on your watchlist this Sunday?

Add a stream

Networks Apps

**JayantGhosh16**
Twitter

Home

Mentions

Retweets

Followers

Lists

Likes

My Tweets

Search

Scheduled

Activate Windows

Go to Settings to activate Windows.

By doing this three main core you can grow more business though one Hootsuite account and access every account of yours within seconds without any harm to your any accounts.