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**Please complete each of the questions below within the document and submit the file through Blackboard when you are done.**

1. **Signup for a HootSuite.com account using the email address you used to create your social media campaign in the previous assignment. Insert a screenshot of the confirmation email when complete.**

**A screenshot of a cell phone

Description automatically generated**

1. **Setup your Hootsuite dashboard by connecting one of your networks. Insert a screenshot when complete.**

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1. **Review the contents of the App Directory. What three apps or plug-ins would have been most beneficial for your campaign? Briefly explain each of these three applications and why they are beneficial especially to your campaign.**

Trufan:

After reading Trufans description in the App Directory of Hootsuite it seems like a no brainer to include in your dashboard. Trufan claims to assist in gathering viewers by accessing grass-root communities online. This type of marketing would be perfect for SimpleEats since every single person can benefit from the app.

Google My Business

Since SimpleEats is offered directly on the Google Play Store, integrating Google Business and Hootsuite is a must. This app allows you to see customer reviews and questions left on google in your dashboard, enabling an easy way to interact with them all form one location. This will allow us to see every single review and question posted by customers about our app, and easily reply right then and there.

ReviewTrackers

Similarly to the previous app, this makes it easy to see customer reviews from up to 50 different sites in one place, not just Google. Since our SimpleEats app is directly interacting with the user’s, their reviews are extremely important. Being able to view them from everywhere in one single place would very convenient and critical to not missing a single piece of feedback.

1. **After reviewing the content of this module, what three metrics would you choose to track and why? Be sure to define these metrics, you may use the definitions provided in the module presentation.**

Engagement

This is a very important metric which essentially means how audience accounts are interreacting with your account. This could be through likes, comments, retweets, shares, etc. and how many of these interactions account for real users (users that stay engaged in the community). This metric, in my opinion, is one of the most important metrics of all social media campaigns. Being able to see how your campaign is doing base doff of the interactions it is having with other users is beyond useful, it is essential. It can show you what is and isn’t working I your growing campaign, and what may need to change to make it more useful.

Awareness

This metric tracks the impression and reach your posts have throughout social media platforms. Tracking how many times a post shows up in someone’s timeline and the potential unique viewers your post could have, when coupled with the Engagement metric it is a winning combination. Keeping tabs on awareness would help me know how efficient my posts are. For example, I could tell if my post was reaching a lot of people but had low engagement that I may need to change up the style of my campaign a bit.

Customer Care

No matter what business you’re in customer care always has a use. When it comes to SimpleEats, tracking how customers (subscribed users) respond through complaints and knowing how they are being taken care of is very important. Since the app is available on 2 platforms and with multiple social media accounts, keeping tabs on how the customer care team is doing would also be very important.

1. **Auto-schedule two posts and set them to distribute to your network on the due date of this assignment. Note: you may create tests posts to ensure the auto-scheduling feature works but only these two will be evaluated.**

**\***the posts are scheduled for midnight March 27th\*

A screenshot of a social media post

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1. **In 250-350 words or less, describe what you learned in this course. What went well and what would you improve should you have to run a social media campaign in the future. Refer to your planning, execution, and use of metrics for accountability.**

This course was a very interesting experience for me personally, since I rarely use social media. Being guided through the process of a social media campaign was some of the most fun I’ve had in a course offered here at the University. This fake campaign showed me what I would have to work on for a campaign in the future if I were to ever actually develop an app. We were given a lot of critical information about how to successfully plan, execute and track the campaign. To begin with, the amount of planning that is required to start a social media campaign was more than I had veer expected. Before this course I thought you would just go on Facebook, make a page, and start posting. The amount of effort it takes, and concise analyzation of other similar campaign had never crossed my mind. Then, executing it was nicely guided by the course modules provided. The addition of Hootsuite was important to me and I loved its inclusion in the course. From what I’ve learned, using a simple combination board (e.g. Hootsuite) can make your life easy and more efficient, along with all the apps offered it can really improve your campaign. The metrics are something I had never learned about only heard, and seeing their direct use for the first time, it was kind of mind blowing. Being able to analyze every aspect of your campaign is easily the key to success and it’d be embarrassing to not be taking advantage of it if you are creating a social media campaign today.