

1.

Quiz Item — *Activity: Use Hootsuite to create and schedule Tweets*

Question 1 - multiple choice

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [[course overview](#) [↗]].

Activity Overview

Using a social media management tool like Hootsuite, you can create and schedule all of your social media posts in one place. Planning, creating, and scheduling posts in advance can save you time and help you keep your social media presence active. In this activity, you will create two to three Tweets and schedule them using Hootsuite. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

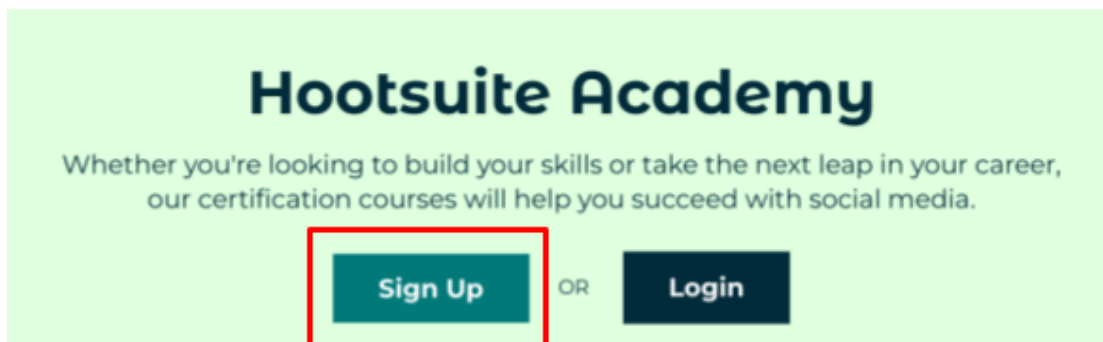
Review the scenario below. Then complete the step-by-step instructions.

In this activity, you will open a free Hootsuite trial account and connect the professional Twitter profile you created in a previous activity to it. You will write text, add hashtags and links, and select media for two to three Tweets. Then, you will schedule those Tweets to be published at high-engagement times on Twitter.

Step-By-Step Instructions

Step 1: Open a Hootsuite account

To open a free Hootsuite trial account, go to [Hootsuite Academy](#) [↗] and click Sign Up.



Enter your full name and email address, and create a password.

Grow your social media presence

Full Name

Luna Zamora

Email Address

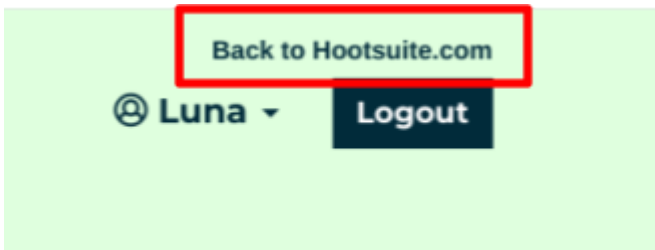
luna.r.zamora@gmail.com

Password

.....

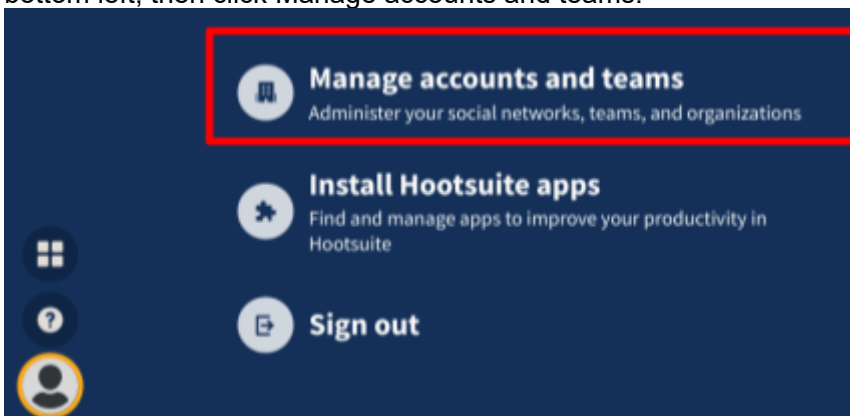
Create My Account

Then click Back to Hootsuite.com.



Step 2: Link your Twitter account

To schedule posts through Hootsuite, you will need to link at least one social media account. In this activity, you will link the Twitter account you created in the [Create a Twitter profile for professional use](#) activity to your Hootsuite account. To link your social media accounts to your Hootsuite account, click My Profile on the bottom left, then click Manage accounts and teams.



Select Private account.

Private social accounts

These are the social accounts that only you can view and post to.



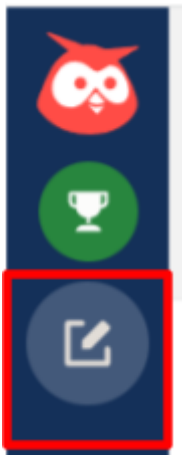
Private account

Then, to add your Twitter account, select Twitter. Enter your Twitter username and password to link your Twitter account to your Hootsuite account.

Step 3: Create a Tweet

Create a Tweet on a topic related to your professional life. For example, you can describe a project you recently worked on, a course you completed in this certificate program, or an article you find interesting and relevant to your career.

To create a new Tweet, select the Create icon from the sidebar, then select Post.




Next, select the social network and type a Tweet of up to 280 characters into the Content area.

Step 4: Add hashtags and links

Including hashtags gives your Tweets context and allows people to easily follow topics that they're interested in. As a reminder, a hashtag is a word or phrase preceded by the pound symbol that indicates that a piece of content relates to a specific topic or category. Add one or two relevant hashtags to your Tweet.

Then, add a website link that supports the topic of your Tweet. You can shorten links by clicking Shorten with Ow.ly.



 **Content**


267 / 280

According to the U.S. Bureau of Labor Statistics, employment of market research analysts is projected to grow 22 percent from 2020 to 2030, much faster than the average for all occupations. Amazing!

[#MarketResearchAnalysts](#) [#GrowingOccupations](#)

<https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>



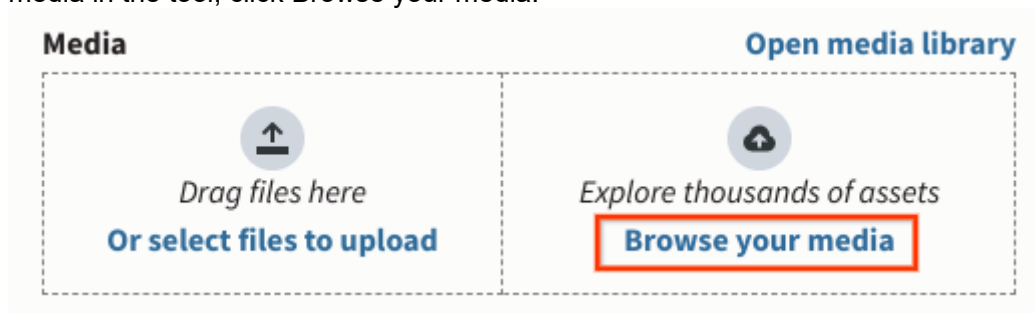
1  Shortened with Ow.ly [Edit](#)

Step 5: Add media to your Tweet

Adding media to your Tweets increases the likelihood that people will engage with them. You can add media to your Tweet by uploading content from your device or by searching for and selecting free images or GIFs directly from the Hootsuite media library. If you add

a link to an article in your Tweet, you may also use the page preview associated with that article.

For this Tweet, use a free image or GIF from the Hootsuite media library. To search for media in the tool, click Browse your media.



Select Free images from the menu and type a keyword related to the topic of your Tweet into the search bar.



Then, click an image to add it to your Tweet.



Step 6: Schedule your Tweet

The optimal time to post on each platform varies. According to this article from [Hootsuite](#), the best time to post on Twitter is between 6:00 a.m.–9:00 a.m. on weekdays.

To schedule your Tweet, click Schedule for later. Set the time and date to between 6:00 a.m.–9:00 a.m. on a weekday and click Done. Then click Schedule.

Schedule post

May 16 2022

Manually set time
(GMT-7) America/Los_Angeles

9 00 AM

Done

Mon, May 16 at 9:00AM

Schedule

Step 7: Schedule more Tweets

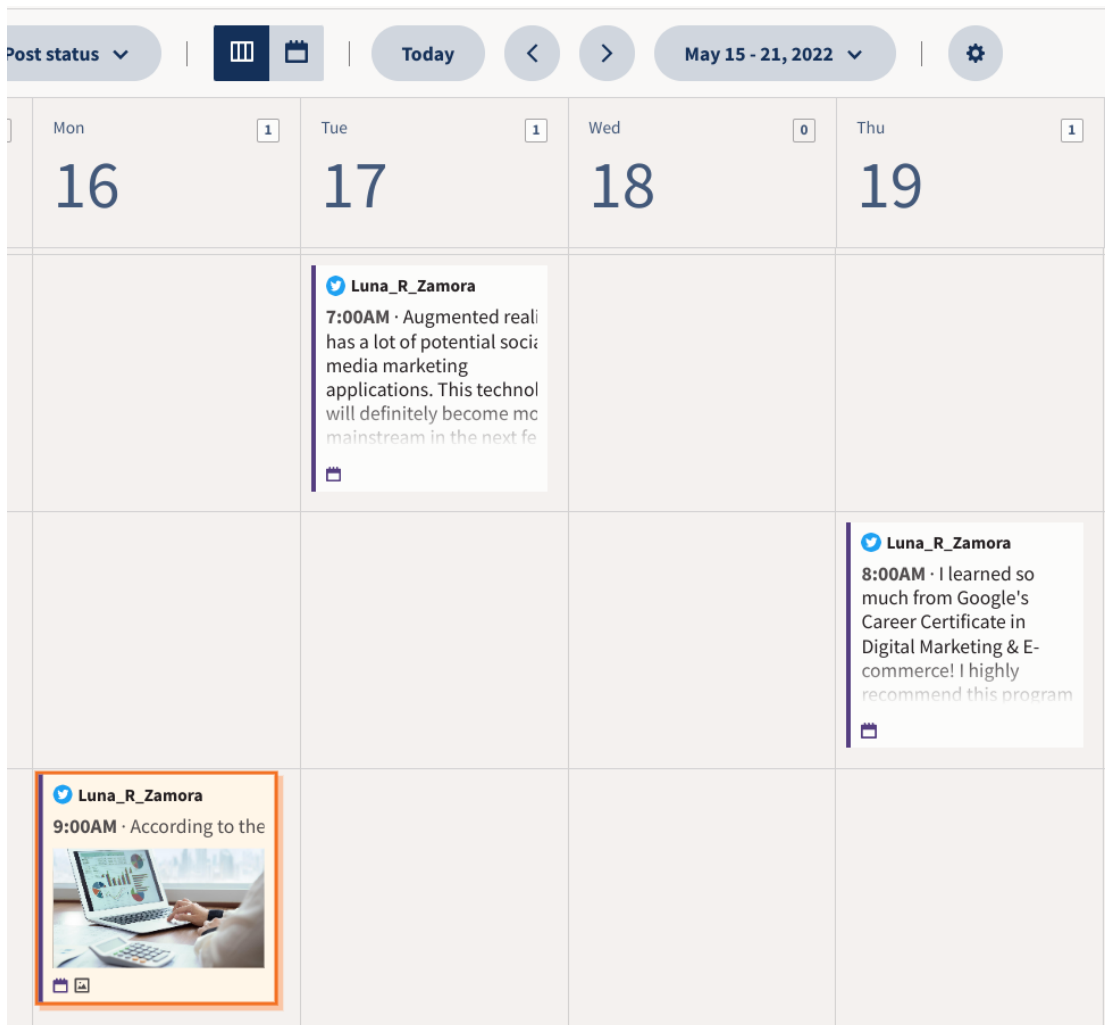
Repeat Steps 3–6 to create and schedule one or two additional Tweets.

Step 8: Review your scheduled Tweets

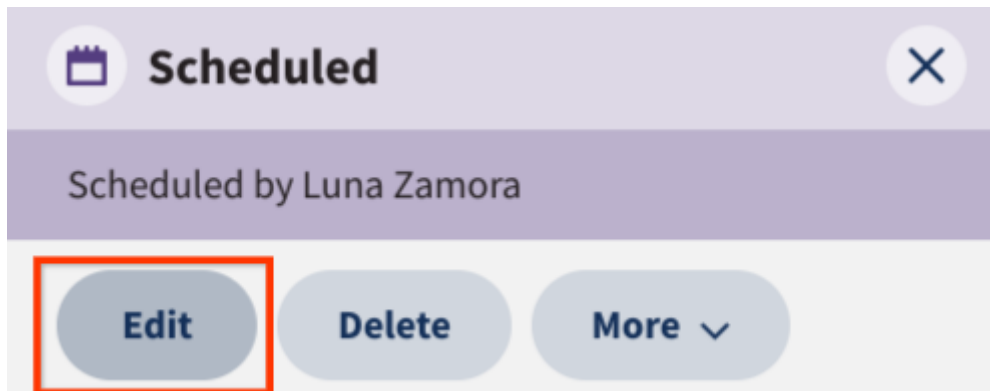
To review your scheduled Tweets, click on the Publisher button.



Click each of your scheduled Tweets in the Planner to open and review for errors.



To edit a Tweet, click the Edit button, revise the Tweet, and then click Save edits.



What to Include in Your Response

Be sure that in your completed project you have:

- Opened a new Hootsuite account

- Linked the professional Twitter profile you created previously to your account

- Created two to three Tweets containing fewer than 280 characters, one to two hashtags, links (if applicable), and media

- Schedule your Tweets for future publication on Twitter on a weekday between 6:00 a.m. and 9:00 a.m.