

Uma Senhora Oportunidade



**FEIRA DO
EMPREENDEDOR**

Gestão de Twitter Corporativa - Hootsuite

O Hootsuite é um programa completo de gestão de redes sociais. Nele você pode gerenciar Twitter, LinkedIn, Wordpress, Facebook, Foursquare, entre outros.

Mas, nesta oficina, vamos ensinar especificamente o gerenciamento do Twitter.

- Tem encurtador de URL, com estatística de acessos
- Ele permite postar imagens
- Enviar arquivos
- Programar postagens
- É possível salvar mensagens para enviar depois ou não
- Gerenciar várias contas de Twitter
- Dá pra acompanhar diversas palavras-chaves

www.hootsuite.com

hootsuite [Forgot Password?](#) [Secure Login](#)

The professional Twitter client.

[Sign up now »](#)

[Watch the video tour »](#)

Social Networks NEW!

Manage multiple Twitter, Facebook, LinkedIn or Ping.fm accounts in one easy to use interface.

iPhone App NEW!

Schedule tweets, add lists, and track stats with the HootSuite iPhone app

Track Statistics

Impress your friends, your boss, or just yourself with our link statistics and visualizations.

Twitter Lists NEW!

Import your existing Lists or create new ones and manage them from inside HootSuite

www.hootsuite.com – Fazendo seu cadastro

hootsuite
The Professional Twitter Client.

sign up

Create Your Account

Email Address: *

Full Name: *

Password: *

Confirm Password: *

Time Zone: *

Select your local timezone....

Subscribe to HootSuite newsletters: ☒

* Required field

Create Account

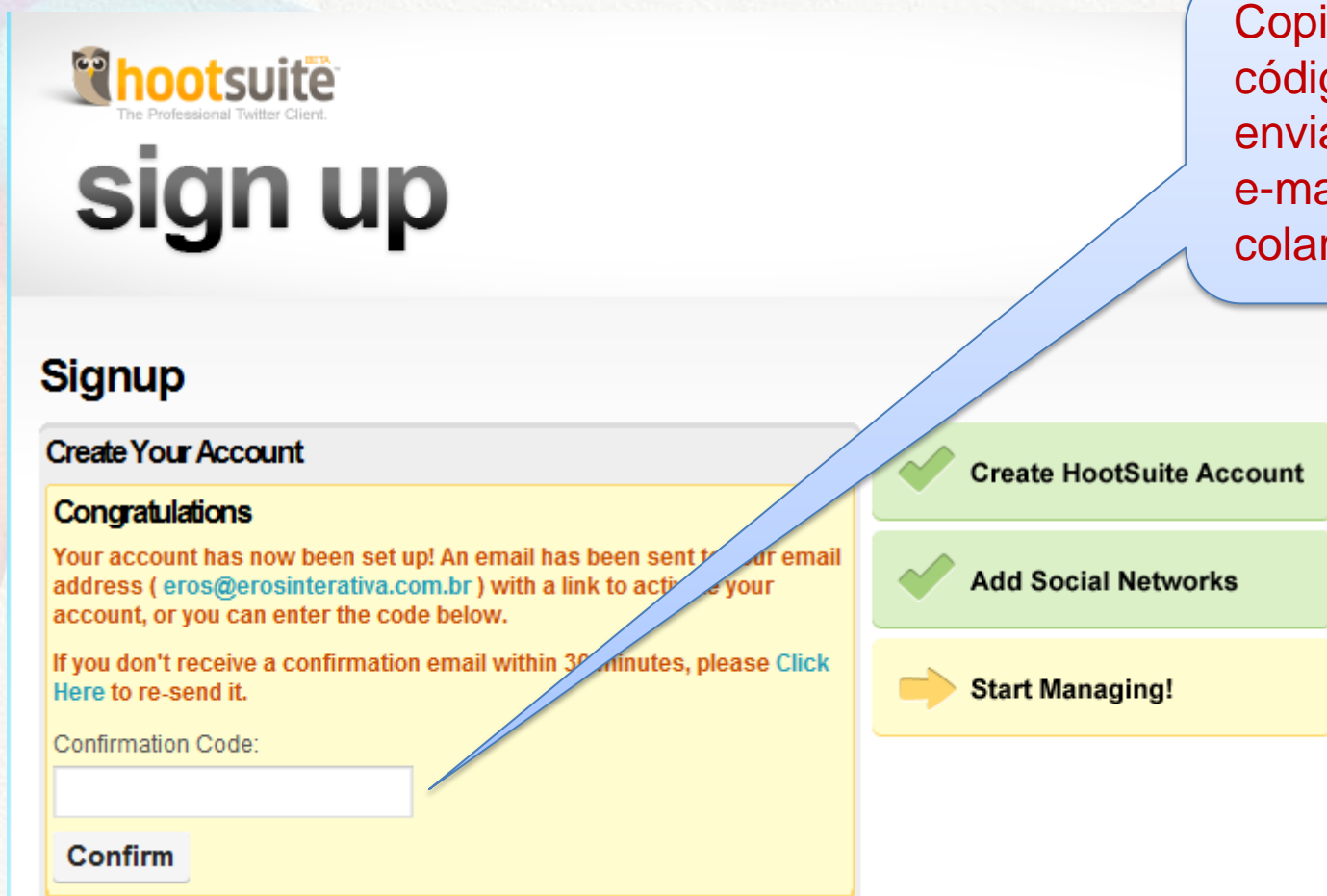
Create HootSuite Account

☐ Add Social Networks

☐ Start Managing!

O primeiro passo é fazer um cadastro.

www.hootsuite.com – Fazendo seu cadastro



hootsuite
The Professional Twitter Client.

sign up

Signup

Create Your Account

Congratulations

Your account has now been set up! An email has been sent to your email address (eros@erosinterativa.com.br) with a link to activate your account, or you can enter the code below.

If you don't receive a confirmation email within 30 minutes, please [Click Here](#) to re-send it.

Confirmation Code:

Confirm

- ✓ Create HootSuite Account
- ✓ Add Social Networks
- ➔ Start Managing!

Copiar o código enviado no e-mail e colar aqui.

www.hootsuite.com – Fazendo seu cadastro



Opções
de RT.

www.hootsuite.com – Fazendo seu cadastro



Add Social Network

- Twitter**
- Facebook
- Facebook Page
- LinkedIn
- Ping.fm
- WordPress
- MySpace
- Foursquare

Add Twitter Profile

To allow HootSuite access to your Twitter account, you must first give authorization from Twitter.com

[Connect with Twitter](#)

- ☒ Automatically create a new tab for this profile.
- ☒ Follow HootSuite on Twitter for updates and announcements

Submit

Opções
de RT.


www.hootsuite.com – Fazendo seu cadastro

Twitter - Google Chrome

https://twitter.com/oauth/authorize?oauth_token=0yj69gCzgsScub9ORKcg2zIm5OwrVpiDvgrAS4WE

Esta página está em inglês ▼ Deseja traduzi-la? Traduzir Não

twitter

 **An application would like to connect to your account**

The application **HootSuite** by **HootSuite** would like the ability to **access and update** your data on Twitter. Not using Twitter? [Sign up](#) and [Join the Conversation!](#)

Username or Email:

Password:

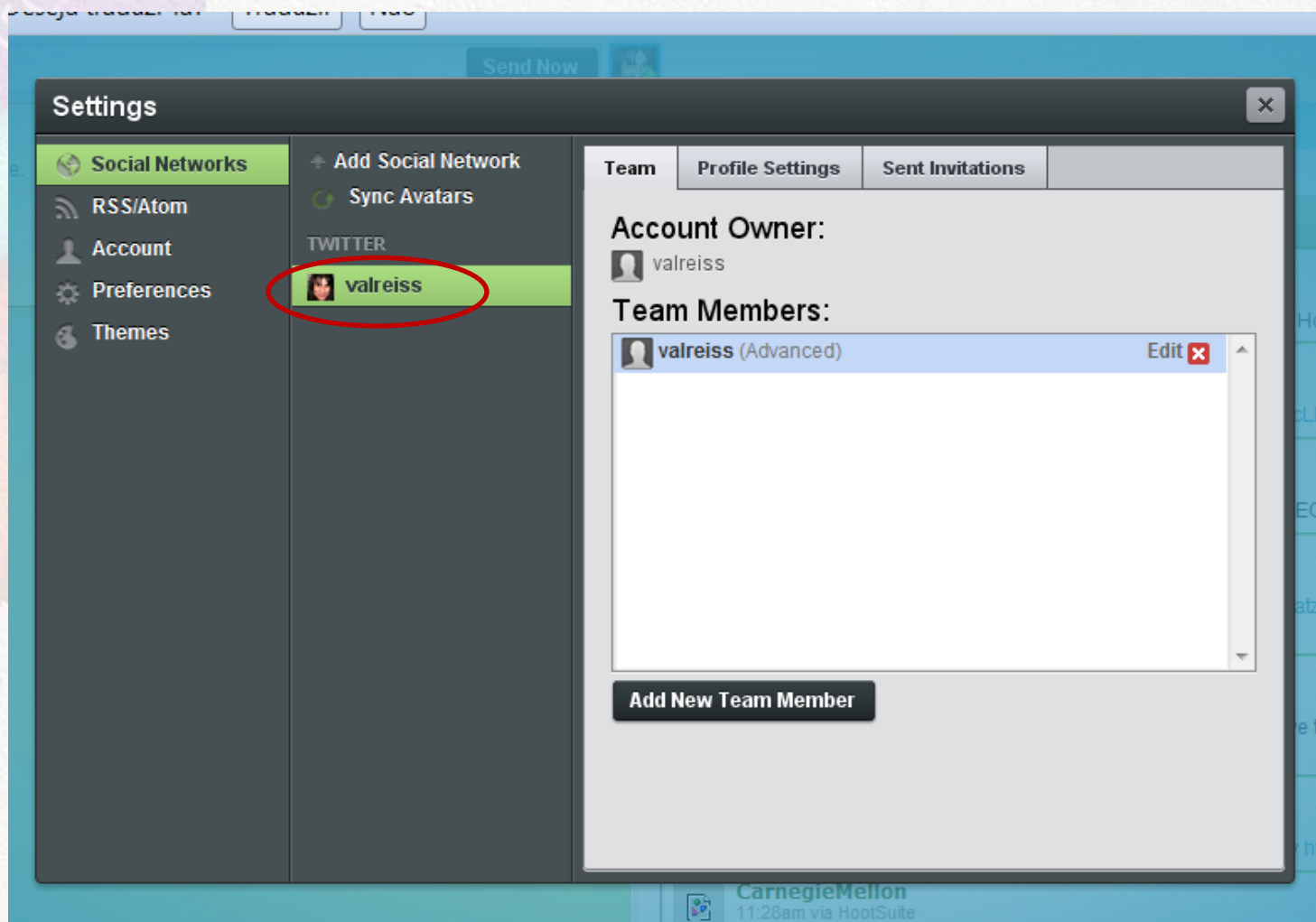
Twitter takes your privacy very seriously.

Please ensure that you trust this website with your information before proceeding!

By clicking "Allow" you continue to operate under Twitter's Terms of Service. You may revoke access to this application at any time by visiting your Settings page.

Login e senha do twitter

www.hootsuite.com – Fazendo seu cadastro



www.hootsuite.com – Fazendo seu cadastro

The screenshot displays the HootSuite dashboard in a web browser. The address bar shows <http://hootsuite.com/dashboard>. The page includes a search bar, a language selector (set to 'inglês'), and a 'Send Now' button. A red circle highlights the 'valreiss (Twitter)' stream in the 'Featured' section. The main content area is divided into two columns: 'HootSuite Family' on the left and 'Featured Tweets' on the right. The 'Featured Tweets' column lists several tweets, including one from 'luckthelady' about honeyball cereal, 'MadameTwit' about a dance video, 'mashable' about a video of Jimmy Kimmel Live, 'BET' about Drake's new video, 'BET' about rappers 'Hold Down' Jazmine Sullivan, 'BET' about Victoria Rowell, 'CarnegieMellon' about book signings, and 'danmartell' about a flight. The bottom of the screen shows a Windows taskbar with several open applications: YouTube - HootSuit..., Pessoal - Windows..., Microsoft PowerPoi..., and HootSuite - Google ...

www.hootsuite.com – Fazendo seu cadastro

Perfil Twitter

The screenshot displays the Hootsuite dashboard for a user named 'valreiss (Twitter)'. The interface is divided into four main columns:

- Home Feed (Timeline):** Shows a list of tweets from the user's timeline. Callout: **Timeline**.
- Mentions (Menções):** Shows tweets where the user is mentioned. Callout: **Menções**.
- Direct Message (Inbox) (DM's recebidas):** Shows incoming direct messages. Callout: **DM's recebidas**.
- Pending Tweets (Tweets programados):** Shows tweets that are scheduled to be posted. Callout: **Tweets programados**.

At the top of the dashboard, there is a 'Compose message...' button, a 'Send Now' button, and a search bar labeled 'Search Twitter...'.

www.hootsuite.com

The background features a large, colorful pinwheel on the left side. The pinwheel has five petals in shades of purple, blue, green, yellow, and red. Each petal contains a word in white capital letters: "TECNOLOGIA" (purple), "CRÉDITO" (blue), "INFORMAÇÃO" (green), "PALESTRAS" (yellow), and "PROMOÇÃO" (red). The pinwheel is set against a light blue background with a subtle pattern of small white dots. At the bottom of the image, there is a decorative border of stylized blue leaves and foliage.

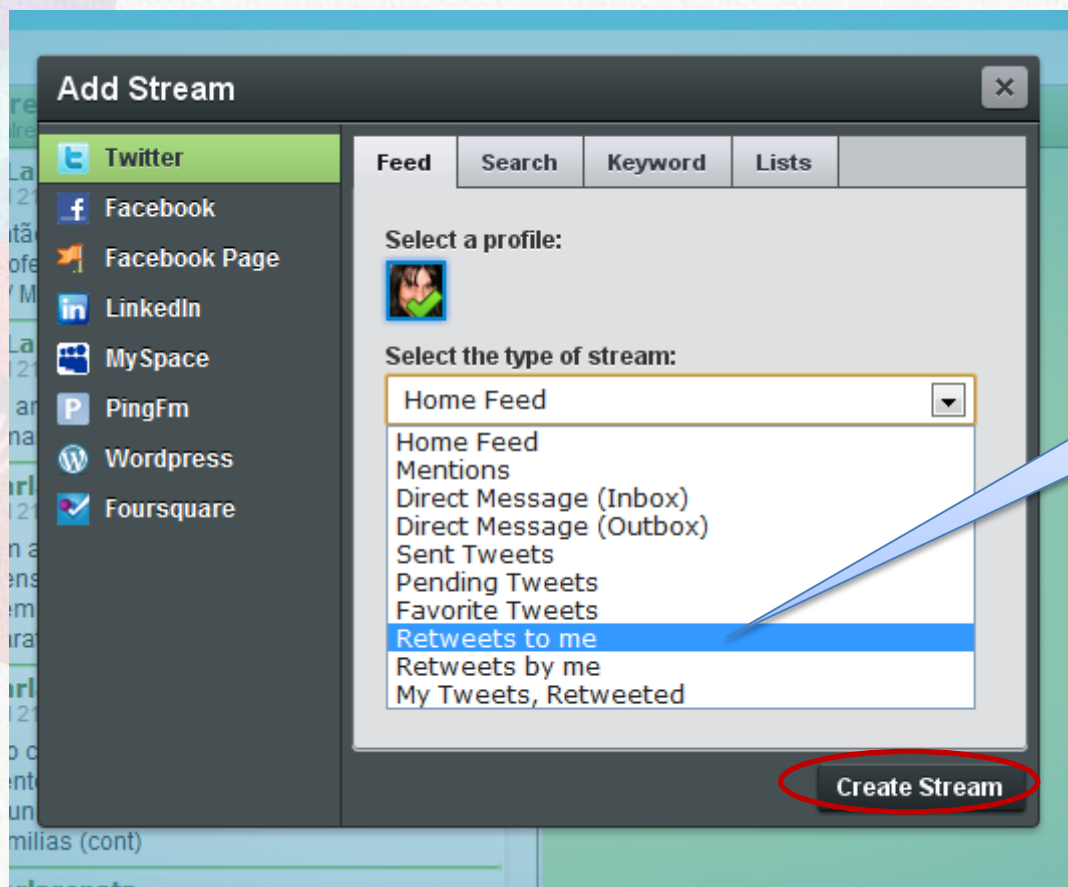
ADICIONANDO COLUNAS

www.hootsuite.com – Fazendo seu cadastro

Adicionar stream

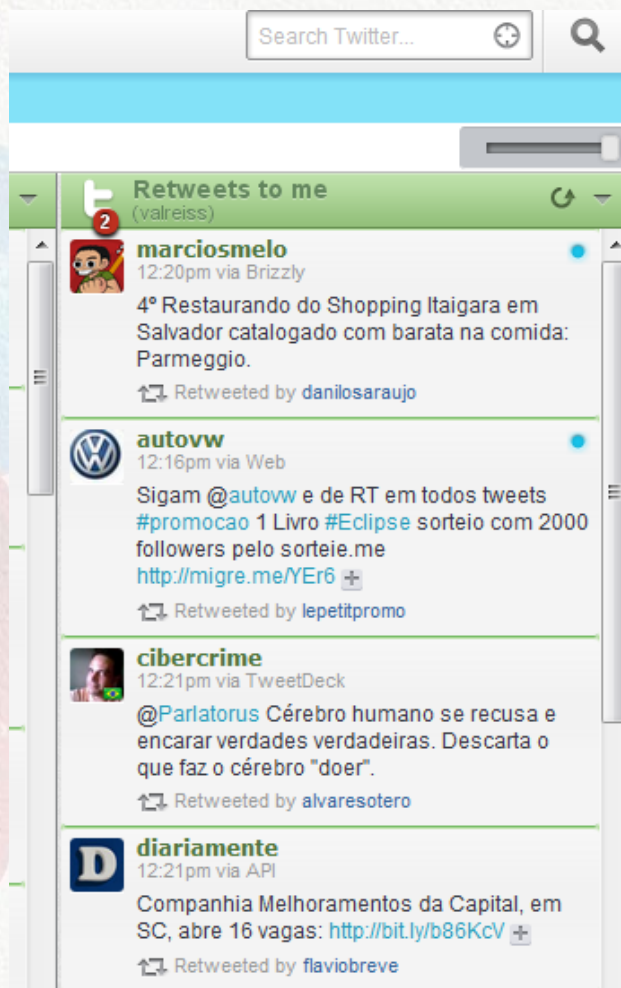
The screenshot displays the Hootsuite dashboard. At the top, there is a navigation bar with a 'Compose message...' input field, a 'Send Now' button, and a search bar labeled 'Search Twitter...'. Below the navigation bar, the main content area is divided into four panels: 'Home Feed', 'Mentions', 'Direct Message (Inbox)', and 'Pending Tweets'. The 'Home Feed' panel shows a list of tweets from various users, including 'facinfacin', 'Danielleamra', 'BrunaLucianer', 'nathallyleite', 'PaulaLemuchi', and '_lexotan'. The 'Mentions' panel shows tweets mentioning the user 'valreiss', including tweets from 'carlarenata_', 'ALakatos', 'alexanderps', and 'IlmaTeodoro'. The 'Direct Message (Inbox)' panel shows incoming messages from 'ALakatos' and 'carlarenata_'. The 'Pending Tweets' panel is currently empty. A red circle highlights the '+ Add Stream' button located in the top left corner of the main content area, below the navigation bar.

www.hootsuite.com – As colunas



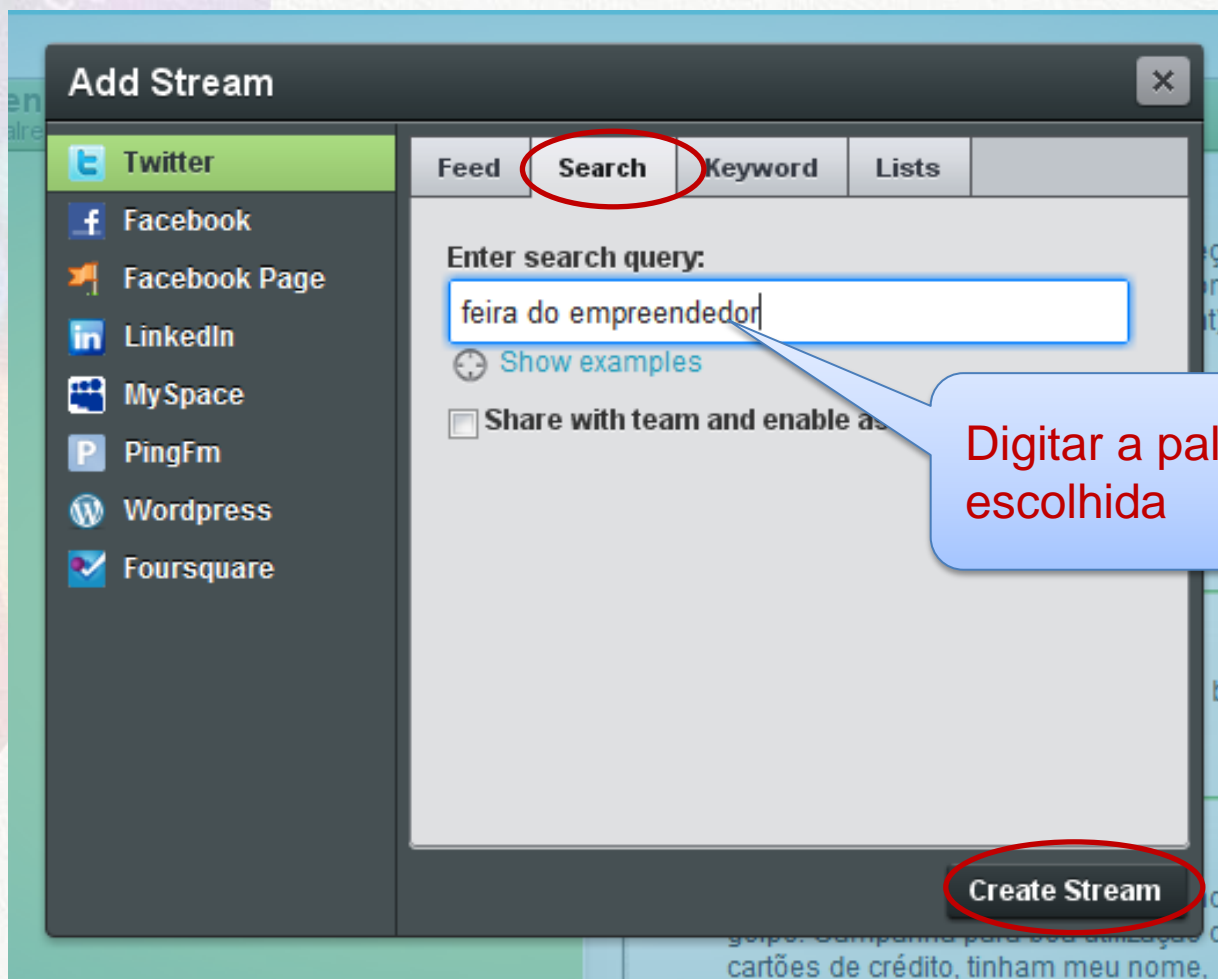
Mensagens
Enviadas

www.hootsuite.com – Adicionando colunas



Coluna criada:
RT to me

www.hootsuite.com – Criando Coluna de Busca



www.hootsuite.com – Criando Coluna de Busca

The screenshot displays the Hootsuite dashboard with two columns of tweets. The left column, titled "Retweets to me (valreiss)", shows tweets from users like CAPRICH0, pontofrio, thiagocghc, Danzits, and jubuosi. The right column, titled "feira do empreendedor", is circled in red and shows tweets from joyzeeh, liduinab, FEmpreendedorCE, vfeitosa, and Deni_Forte. The interface includes a search bar at the top and a sidebar on the right.

Search Twitter...

Retweets to me (valreiss)

feira do empreendedor Search

CAPRICH0
12:14pm via Web
Dê RT neste tweet quem quer concorrer a ingressos do Colírios CAPRICH0 - A Festa dia 8 de agosto! Urrull! - <http://migre.me/ZsNt>
Retweeted by lepetitpromo

pontofrio
7:46am via Web
Eu sigo @pontofrio no #diadoamigo e eu quero ganhar um Box Friends de 40 dvds + Livro! <http://migre.me/YHQC> #AloPontoFrio
Retweeted by kellima

thiagocghc
12:21pm via Web
Rock é Cultura Graças ao @enriqueddo hehehehehe
Retweeted by enriqueddo

Danzits
12:04pm via Web
CALA BOCA SYLVESTER STALLONE is a brazilian campaign to protest the actor Sylvester Stallone, for trying to denigrate the image of Brazil.
Retweeted by PauloUrbano

jubuosi
11:15am via Web

joyzeeh
12:14pm via web
indo pra kza me arrumar pra ir pra feira do empreendedor! bjo e bom apetite proceis!

liduinab
12:13pm via CoTweet
RT @FEmpreendedorCE: Uma vez inscrito você terá acesso a todas as palestras. Chegue cedo com um documento de identificação e aproveite a Feira do Empreendedor.

FEmpreendedorCE
12:04pm via CoTweet
Inscrição gratuita na Feira do Empreendedor SEBRAE 2010. <http://bit.ly/aaQZqh>

vfeitosa
12:03pm via web
HOJE: palestra gratuita c/ Traudi Guida da Le Lis Blanc no Albano Franco, durante Feira do Empreendedor Sebrae! Às 19h30!

Deni_Forte
11:47am via web
@JaquelineAcosta Vou te visitar na Feira.. #Stand da Cazo na Feira do Empreendedor do Sebrae <http://migre.me/Zsmx> <http://fb.me/DrFqYOTk>

SebraeBahia

www.hootsuite.com – Buscando tags

Resultados de Usuários com o termo pesquisado

Digitar a palavra escolhida

Tweets com o termo pesquisado

Trending Topics – mais comentados

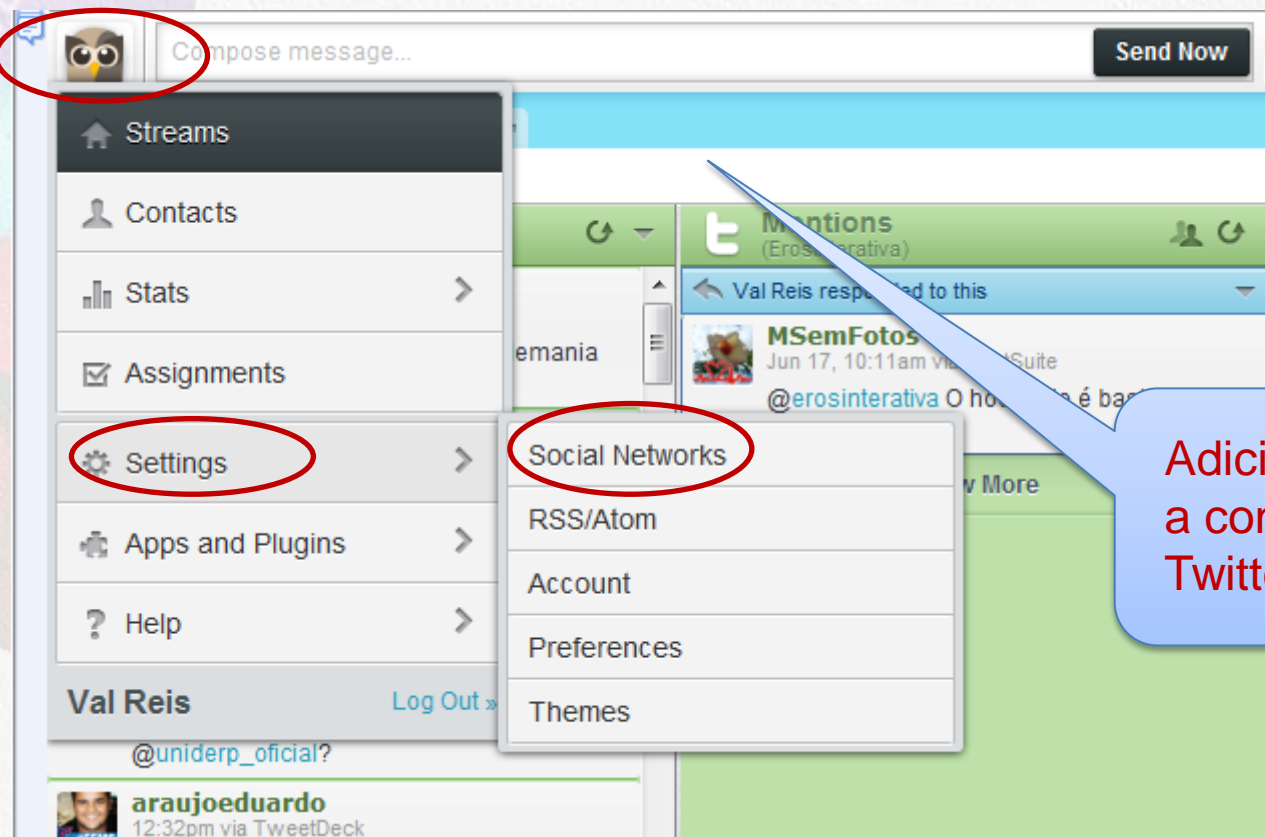
The screenshot displays the Hootsuite web interface. At the top right, a search bar contains the text 'casulo'. Below this, the interface is divided into three columns. The left column, titled '(Twitter) x', shows a list of 'Sent Tweets' from the user 'AngelicVilas'. The middle column, titled 'Search results for: casulo', displays a list of tweets from various users, including 'netynu', 'borboleta_', 'Jotalennon', 'cenoura_fisica', and 'blogmesquita'. The right column, titled 'Trending Topics', lists popular topics such as 'Nelson Mandela', 'Inception', and '#YeahYouSexyBut'. A search icon is visible in the top right corner of the interface.

www.hootsuite.com

The background features a large, colorful pinwheel on the left side. The pinwheel has five petals in shades of purple, blue, green, orange, and red. Each petal contains white text: "TECNOLOGIA" (purple), "CRÉDITO" (blue), "INFORMAÇÃO" (green), "PALESTRAS" (orange), and "INFORMAÇÃO" (red). The pinwheel is mounted on a brown stick. At the bottom of the slide, there is a decorative border of blue, stylized leaves.

ADICIONANDO OUTRO PERFIL DE TWITTER

www.hootsuite.com.br – Adicionando novo perfil



Adicionar
a conta do
Twitter

www.hootsuite.com.br – Adicionando novo perfil

The screenshot shows the HootSuite 'Settings' window. On the left sidebar, the 'Social Networks' tab is selected. In the main content area, the 'Add Social Network' button is circled in red. Below it, the 'Sync Avatars' option is visible. The 'TWITTER' section shows a profile for 'valreiss'. On the right, the 'Team' tab is active, displaying 'Account Owner: valreiss' and 'Team Members: valreiss (Advanced)'. An 'Add New Team Member' button is at the bottom of the team section. The bottom status bar shows a notification from Carnegie Mellon at 11:28am via HootSuite.

Settings

- Social Networks**
 - ➕ Add Social Network
 - 🔄 Sync Avatars
- RSS/Atom
- Account
- Preferences
- Themes

TWITTER

- valreiss

Team | Profile Settings | Sent Invitations

Account Owner:

- valreiss

Team Members:

- valreiss (Advanced) Edit

Add New Team Member

CarnegieMellon
11:28am via HootSuite

www.hootsuite.com.br – Adicionando perfis e convidando Outros usuários

Settings

- Social Networks
- RSS/Atom
- Account
- Preferences
- Themes

Add Social Network

- Twitter**
- Facebook
- Facebook Page
- LinkedIn
- Ping.fm
- WordPress
- MySpace
- Foursquare

Add Twitter Profile

To allow HootSuite access to your Twitter account, you must first give authorization from Twitter.com

Connect with Twitter

- ☒ Automatically create a new tab for this profile.
- ☒ Follow HootSuite on Twitter for updates and announcements

Submit

Escolher o twitter

Clicar aqui pra logar com a conta que você quer adicionar

www.hootsuite.com – Adicionando perfis e convidando Outros usuários

The screenshot shows the Hootsuite 'Settings' window. On the left, the 'Social Networks' tab is selected. Under the 'TWITTER' section, 'ErosInterativa' is listed with the profile name 'valreiss'. A callout points to this profile name with the text 'Perfil adicionado'. Below the 'Team Members' section, there is a button labeled 'Add New Team Member'. A callout points to this button with the text 'Adicionar outro administrador da conta através do e-mail'.

Settings

- Social Networks
 - RSS/Atom
 - Account
 - Preferences
 - Themes
- Add Social Network
 - Sync Avatars
 - TWITTER
 - ErosInterativa
 - valreiss

Team | Profile Settings | Sent Invitations

Account Owner:
valreiss

Team Members:
valreiss (Advanced) [Edit]

Add New Team Member

www.hootsuite.com – Adicionando perfis e convidando Outros usuários

Invite User

Enter new email or select from existing HootSuite member

☐ New User (Enter email address)

☒ Existing member (Select email address)

adrianoireiss@gmail.com

valreiss <val@midiams.org.br>

Add a message

Convite para gestão da Eros no Twitter

Social Network Access

Owned by valreiss

- ☒ ErosInterativa (Twitter)
- ☐ valreiss (Twitter)

Send

E-mail
válido do
convidado

Um texto
explicativo, que
é opcional

www.hootsuite.com – Postando no Twitter

The screenshot shows the Hootsuite web interface for posting to Twitter. At the top, there's a tweet composition area with a character count of 140. Below this, there's a list of tweets from users like AndreLuizSuzano and MANVAILERM. Two blue callout boxes provide instructions:

- Digitar aqui a mensagem** (Type the message here) - points to the text input field.
- Marcar o perfil que enviará o post ou select All para enviar por todos os perfis.** (Mark the profile that will send the post or select All to send for all profiles.) - points to the 'Select All' button.

The 'Send Now' button is also highlighted with a red circle.

www.hootsuite.com – Postando no Twitter

The screenshot shows the HootSuite web interface. At the top, there's a text input field with "0 chars" and a "Select Social Network(s) All | None" dropdown. Below the input field are buttons for "Shrink It", "Send Later", and "Send Now". The main content area is divided into three panels: "Home Feed (ErosInterativa)", "Mentions (ErosInterativa)", and "Direct Message (Inbox) (ErosInterativa)". The "Home Feed" panel shows a tweet from "hnn_hotnewsnow" about a project for a new forest code. The "Mentions" panel shows a tweet from "MSemFotos" that has been responded to by "Val Reis". A blue callout box points to this tweet with the text: "Ao responder uma mensagem, aparece selecionado de azul, Com o nome do usuário que respondeu." The "Direct Message" panel shows a "No results found." message. At the bottom, there's a "Launch" button and a footer with "hootsuite ©2010 HootSuite" and links for "Feedback", "Help", "About", "FAQ", "Blog", "Terms", and "Privacy". An "iPhone App" banner is also visible in the bottom right corner.

0 chars

Select Social Network(s) All | None

Shrink It Send Later Send Now

ErosInterativa MSemFotos

Last update: 10:11AM | Edit Tab

Home Feed (ErosInterativa)

hnn_hotnewsnow
10:10am, Jun 17 from twitterfeed
Projeto para novo Código Florestal é um retrocesso: Editorial VALOR O diagnóstico que deu origem ao projeto de Cód...
<http://bit.ly/c3MC9Z>

Mentions (ErosInterativa)

Val Reis responded to this

MSemFotos
10:11am, Jun 17 from HootSuite
@erosinterativa O hootsuite é bastante interessante!

Duddahhh
10:22pm, Jun 08 from HootSuite
RT @ErosInterativa: RT @valreiss: Seminário debate os negócios da internet no dia 26 de junho em Campo Grande MS.
<http://ow.ly/1VSs5>

perrocalcosta
10:26pm, Jun 06 from HootSuite

Direct Message (Inbox) (ErosInterativa)

No results found.

Ao responder uma mensagem, aparece selecionado de azul, Com o nome do usuário que respondeu.

Launch

hootsuite ©2010 HootSuite

Feedback | Help | About | FAQ | Blog | Terms | Privacy

iPhone App
Now available in the App Store!

www.hootsuite.com – Postando no Twitter

The screenshot displays the HootSuite web interface. At the top, there's a tweet composition area with a character count of 0, a 'Shrink It' button, a 'Send Later' button, and a 'Send Now' button. Below this, a tab bar shows 'ErosInterativa' and 'MSemFotos'. The main content area is divided into three panels: 'Home Feed (MSemFotos)', 'Mentions (MSemFotos)', and 'Direct Message (Inbox) (MSemFotos)'. The 'Home Feed' panel shows a tweet from 'MSemFotos' at 10:11am, Jun 17, which says '@erosinterativa O hootsuite é bastante interessante!'. The 'Mentions' panel shows a tweet from 'ErosInterativa' at 10:12am, Jun 17, which says '@MSemFotos Eu também acho, trabalhamos basicamente com ele!'. A blue speech bubble points to the 'Show Conversation' link in the 'Mentions' panel, containing the text 'Você pode acompanhar o assunto que foi comentado.' The 'Direct Message' panel shows 'No results found.' with an owl icon. At the bottom, there's a 'Launch' button, a footer with 'hootsuite ©2010 HootSuite', and a link to the 'iPhone App'.

0 chars

Select Social Network(s) All | None

Shrink It Send Later Send Now

ErosInterativa MSemFotos

Last update: 10:16AM | Edit Tab

Home Feed (MSemFotos)

MSemFotos
10:11am, Jun 17 from HootSuite
@erosinterativa O hootsuite é bastante interessante!

Regibarros
9:45am, Jun 17 from Web

Mentions (MSemFotos)

ErosInterativa
10:12am, Jun 17 from HootSuite
@MSemFotos Eu também acho, trabalhamos basicamente com ele!
Show Conversation
Show More

Direct Message (Inbox) (MSemFotos)

No results found.

Você pode acompanhar o assunto que foi comentado.

Launch

hootsuite ©2010 HootSuite

Feedback | Help | About | FAQ | Blog | Terms | Privacy

iPhone App
Now available in the App Store!

www.hootsuite.com – Postando no Twitter

0 chars

Select Social Network(s) All | None

Shrink It Send Later Send Now

ErosInterativa x MSemFotos +

Last update: 10:16AM | Edit Tab

Home Feed (MSemFotos)

MSemFotos
10:11am, Jun 17 from HootSuite
@erosinterativa O hootsuite é bastante interessante!

Regibarrros
9:46am, Jun 17 from Web
"Eu tenho que cadastrar de que estou na"

Mentions (MSemFotos)

ErosInterativa
10:12am, Jun 17 from HootSuite
@MSemFotos Eu também acho, trabalhamos basicamente com ele!
Hide Conversation

MSemFotos: @erosinterativa O hootsuite é bastante interessante!
10:11am, Jun 17 from HootSuite

Twitter API server is temporarily not accessible, please try again later

Show More

Direct Message (Inbox) (MSen)

No results found.

Ele abre uma janela da conversa, muito útil.

hootsuite ©2010 HootSuite

Feedback | Help | About | FAQ | Blog | Terms | Privacy

iPhone App Now available App Store!

www.hootsuite.com – Postando no Twitter

The screenshot displays the HootSuite web interface for managing social media posts. At the top, there's a text input field with a character count (0 chars) and a 'Send Now' button. Below this, a navigation bar shows tabs for 'ErosInterativa' and 'MSemFotos'. The main area shows a 'Home Feed' for 'MSemFotos' with several tweets. A context menu is open over a tweet from 'ErosInterativa', showing options like 'Reply all', 'Favorite', 'Send to Email', and 'Assign to...'. Callout boxes highlight the following actions:

- Responder**: Points to the 'Reply' icon in the context menu.
- Retwitter**: Points to the 'Retweet' icon in the context menu.
- Enviar DM**: Points to the 'Send Direct Message' icon in the context menu.
- Responder Para todos**: Points to the 'Reply all' option in the context menu.
- Favoritar**: Points to the 'Favorite' option in the context menu.
- Escrever uma observação**: Points to the 'Write a note' option in the context menu.

The bottom of the interface includes a 'Launch' button, the HootSuite logo, copyright information (©2010 HootSuite), and links for Feedback, Help, About, FAQ, Blog, Terms, and Privacy. A mobile app download button for iPhone is also visible.

www.hootsuite.com – Encurtando URL

The screenshot shows the HootSuite interface with several annotations in blue speech bubbles:

- Clique Aqui**: Points to the "Send Now" button in the top right of the compose area.
- Selezione o perfil**: Points to the profile selection dropdown menu in the top right of the compose area.
- Digitar aqui a URL completa**: Points to the text input field in the compose area where the URL "p://www.erosinterativa.com.br" is entered.

The interface includes a "Compose message..." text area, a "Shrink" button, a "Send Now" button (circled in red), and a "Select All" button. The main feed displays tweets from users like MANVAILERM, AndreLuizSuzano, and SeuBairroMS. A tweet from MSemFotos is highlighted, showing a response to a tweet from Val Reis.

www.hootsuite.com – Programando mensagens

The screenshot shows the Hootsuite web interface. At the top, a text input field contains the URL `http://ow.ly/2d5zt`. Below it is a toolbar with buttons for 'Shrink', a calendar icon, a 'Send Now' button, and a 'Select All' button. A 'Schedule Message' dialog box is open in the center, featuring a calendar for July 2010 with the 18th selected, a time selector set to 1:00 AM, and a checkbox for 'Email me when message is sent'. The background shows a list of tweets, including one from 'SeuBairroMS'.

Clique Aqui

Envie sua mensagem. `http://ow.ly/2d5zt`

Shrink

Send Now

Select All

Selezione o perfil

2010

2010-07-18

1 : 00

AM PM

Email me when message is sent

Okay

2010

Ve Th Fr Sa

			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Programe o envio

Marque data e hora

SeuBairroMS

1:30pm via HootSuite

OFURO CLÍNICA E SPA U

local para seu relaxamen

VISTA, descubra como chegar em naprocity

/bZX27b

www.hootsuite.com – Programando mensagens



www.hootsuite.com – Outras Funcionalidades

Compose message...

Upload an image or file

140

Shrink

Send Now

Select All

Select None

MANVAILERM
1:34pm via TweetDeck
maravilhoso <http://tinyurl.com/2w3x6xn> +
awesome!!!

AndreLuizSuzano
1:30pm via Web
E como castelinhos de areia na praia, voce constroi com todo carinho, ai a mare sobe e some com tudo como se nada ali tivesse existido...

SeuBairroMS
1:30pm via HootSuite
OFURO CLÍNICA E SPA URBANO – O melhor local para seu relaxamento no BAIRRO BELA VISTA, descubra como chegar em <http://bit.ly/bZX27b> +

AndreLuizSuzano
1:26pm via Web
Quero agradecer a todos os companheiros que recomendaram meu Twitter, um Abraço

Salvar mensagens

Enviar imagens ou arquivos, selecione o perfil e clique aqui.

www.hootsuite.com – Estatísticas

Compose message... Send Now

Streams

Contacts

Stats

Assignments

Settings

Apps & Plugins

Help

Val Reis

Log Out »

Mentions (ErosInterativa)

Val Reis responded to this

SemFotos

10:11 am via HootSuite

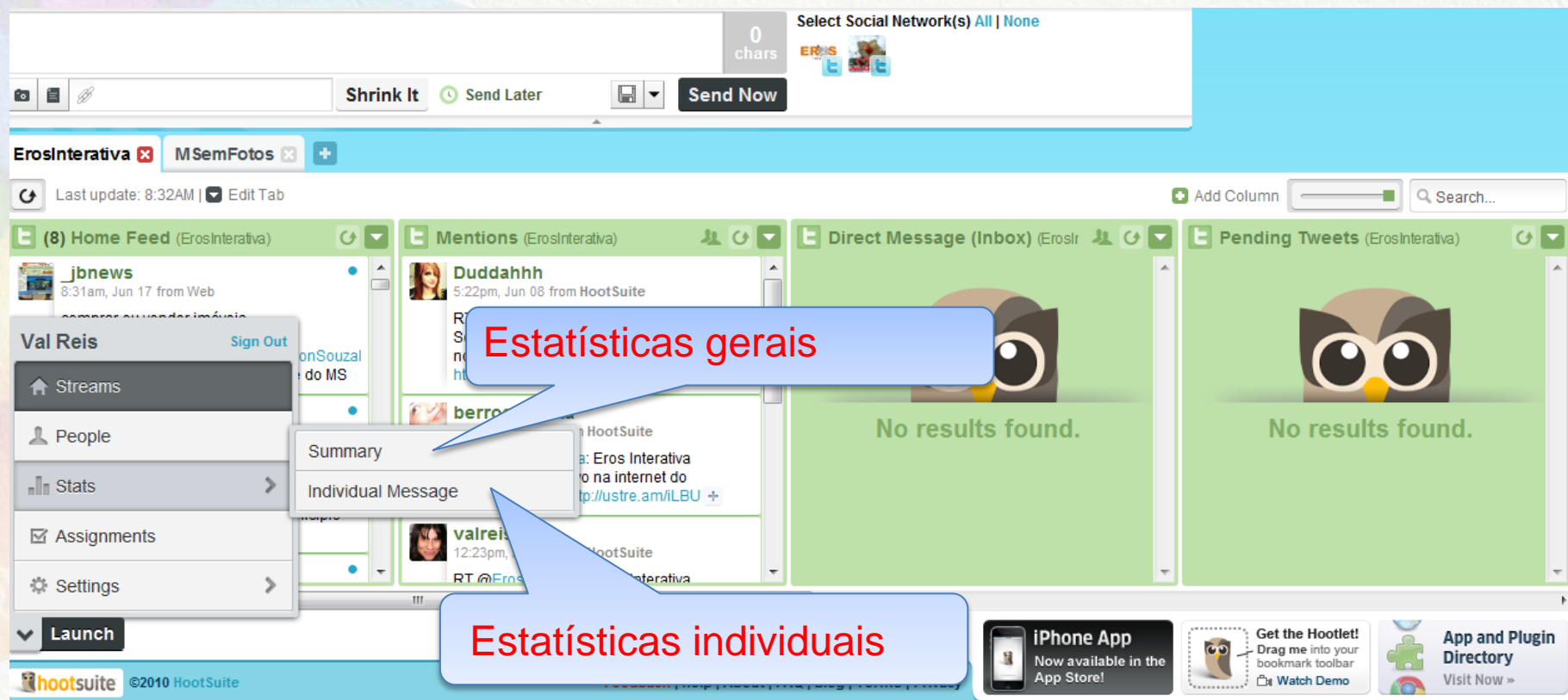
Direct M (ErosInterativa)

No result

Clique aqui para funções de estatísticas

Clique agora em Stats

www.hootsuite.com – Estatísticas

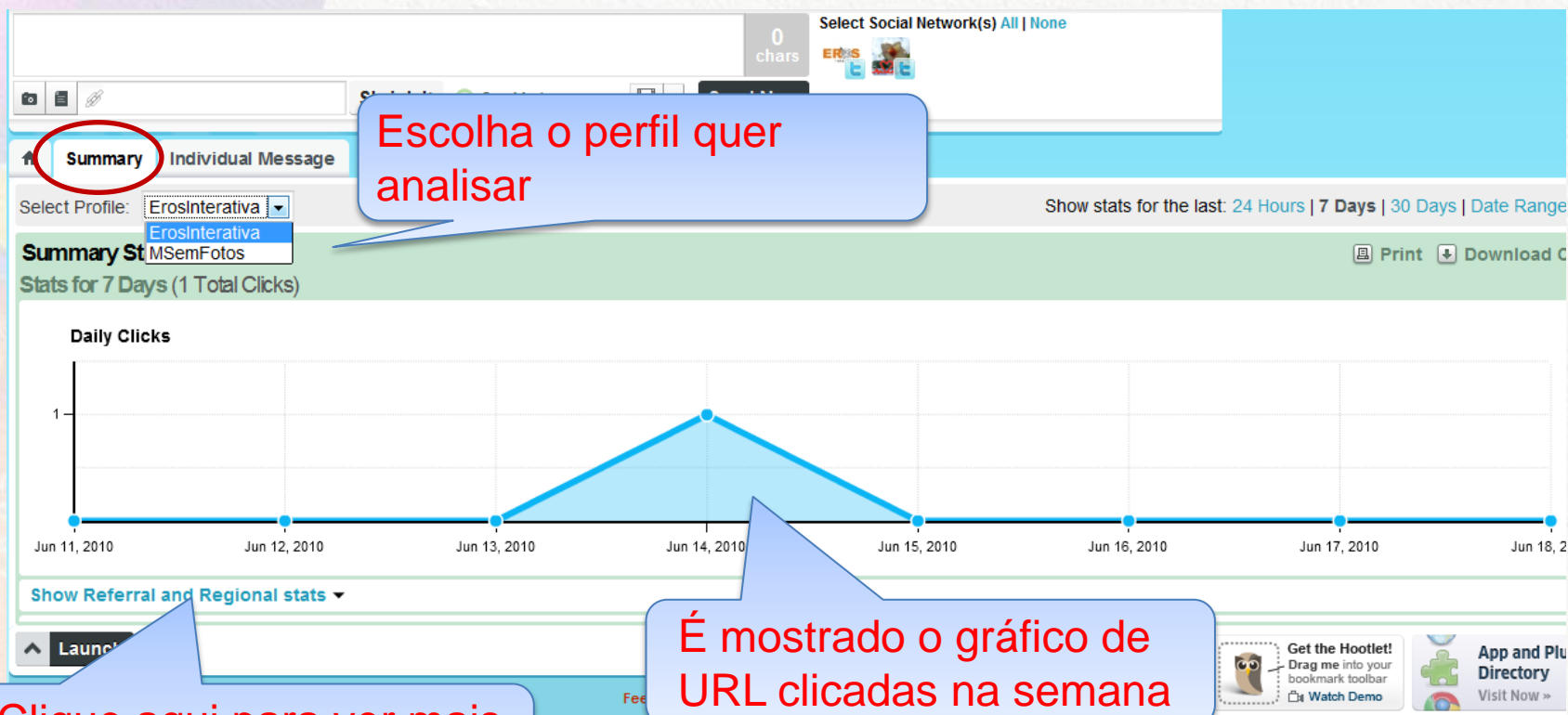


The screenshot shows the HootSuite dashboard with a sidebar menu on the left and a main content area with four panels: Home Feed, Mentions, Direct Message (Inbox), and Pending Tweets. The sidebar menu includes options like Streams, People, Stats, Assignments, and Settings. The main content area displays tweets and mentions. Two blue callout boxes with red text are overlaid on the image:

- A callout box labeled "Estatísticas gerais" (General Statistics) points to the "Stats" option in the sidebar menu.
- A callout box labeled "Estatísticas individuais" (Individual Statistics) points to the "Individual Message" option in the sidebar menu.

At the bottom of the dashboard, there are links for the iPhone App, the Hootlet bookmarklet, and the App and Plugin Directory.

www.hootsuite.com – Estatísticas Gerais



Escolha o perfil quer analisar

É mostrado o gráfico de URL clicadas na semana

Clique aqui para ver mais gráficos

www.hootsuite.com – Estatísticas Gerais



www.hootsuite.com – Estatísticas Gerais

0 chars Select Social Network(s) All | None


Shrink It Send Later Send Now

Summary Individual Message

Select Profile: ErosInterativa Show stats for the last: 24 Hours | 7 Days | 30 Days | Date Range

Summary Statistics

Print Download CSV



Most Popular Messages

1. <http://ow.ly/1Wlg1> Criatividade em alta! Tênis vira aquário em projeto de agência de publicidade. <http://ow.ly/1Wlg1> 1 Clicks

Tips:

1. In order to collect clicks, your URLs have to be shortened with our ow.ly URL shortener.
2. Stats are near real time and may be delayed by up to 15 minutes.
3. In the Daily Clicks graph, click and drag to zoom in on a specific date range.
4. Direct Clicks are from sources with no referral data. Examples include: typing the ow.ly url directly into the browser, desktop email software, chat applications, mobile applications, SMS messages, and more....

Launch

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iPhone App Now available in the App Store!

Get the Hootlet! Drag me into your bookmark toolbar Watch Demo

App and Plugin Directory Visit Now »

Mostra por ordem
de cliques os links
Mais acessados

www.hootsuite.com – Estatísticas individuais

The screenshot shows the Hootsuite interface for an individual message. A red circle highlights the 'Individual Message' tab. A blue callout points to the 'Select Profile' dropdown menu, which is set to 'Erosinterativa'. Another blue callout points to a message in the list, which contains a link. A third blue callout points to a line graph titled 'URI Statistics' showing clicks over time. A fourth blue callout points to the 'Recently Viewed Stats' table, which lists links and their click counts. A fifth blue callout points to the 'iPhone App' download button.

0 chars

Select Social Network(s) All | None

Shrink It Send Later Send Now

Summary **Individual Message**

Select Profile: Erosinterativa

1 2 Next Last

Search

Erosinterativa View Stats
9:01am, Jun 10
RT @berrocalcosta: PROMOÇÃO: Eu quero uma camiseta do Brasil q o @midiamaxnews sorteará dia 14/6. <http://ow.ly/1WFvx>. Sigam,RT e concorram!

Erosinterativa View Stats
5:14pm, Jun 08
RT @valreiss: Seminário debate os negócios da internet no dia 26 de junho em Campo Grande MS. <http://ow.ly/1VSs5>

Erosinterativa View Stats
4:00pm, Jun 08

URI Statistics

<http://ow.ly/1VSs5>
<http://midiams.blogspot.com/2010/06/s...>
Created: 5:13PM Jun 08, 2010
Total Clicks: 6
User Rating: +1
Message Text: RT @valreiss: Seminário debate os negócios da internet no dia 26 de junho em Campo Grande MS. <http://ow.ly/1VSs5>

2010-06-08 2010-06-

Recently Viewed Stats

http://ow.ly/1WFvx RT @berrocalcosta: PROMOÇÃO: Eu quero uma camiseta do...	4 Clicks
http://ow.ly/1WFvx RT @berrocalcosta: PROMOÇÃO: Eu quero uma camiseta do...	4 Clicks

iPhone App Now available in the App Store!

Get the Hootlet! Drag me into your bookmark toolbar

App and Plug Directory

out | FAQ | Blog | Te

Escolha o perfil

Aqui aparece o gráfico de cliques

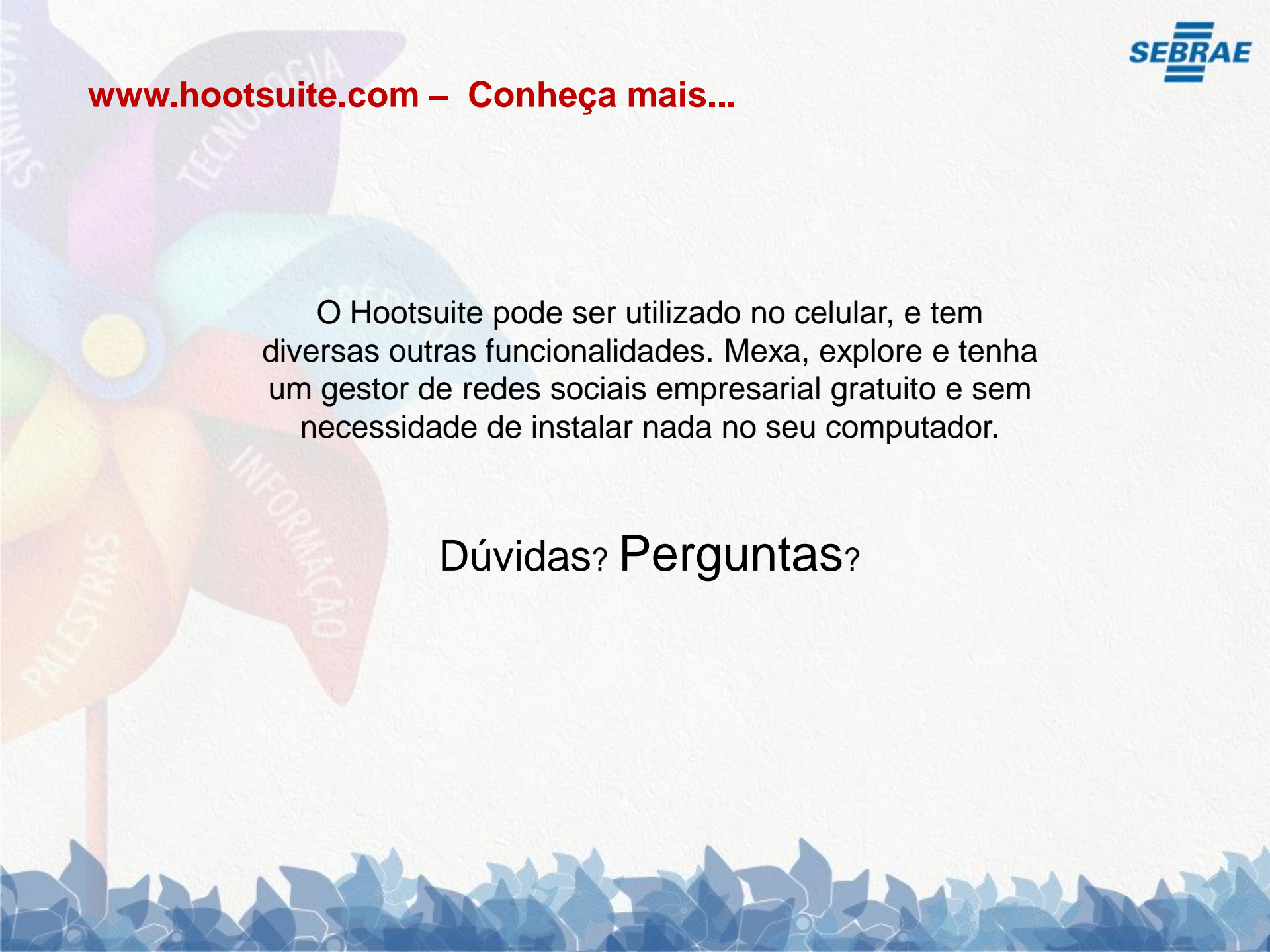
Escolha a mensagem com o link

De que perfil partiu o clique e quantidade de cliques por link

www.hootsuite.com – Conheça mais...

O Hootsuite pode ser utilizado no celular, e tem diversas outras funcionalidades. Mexa, explore e tenha um gestor de redes sociais empresarial gratuito e sem necessidade de instalar nada no seu computador.

Dúvidas? Perguntas?



www.hootsuite.com – Conheça mais...



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