# How to share content on UVic's channels using Hootsuite

1. Prepare your materials:
   - A photo. (Do not use digital signage, graphics or collages.)
   - A short, easy to understand blurb describing what you want people to do
   - A link to a webpage (optional)

2. Sign into Hootsuite: https://hootsuite.com/

3. In the top right corner, click on the green **New Post** button.

4. In the top left corner, select your **campaign** from the drop down list.
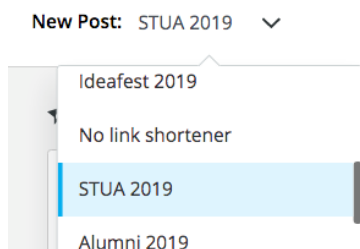
   A campaign lets you easily find and get stats for your posts even though they are on UVic's channels. Ask Jes for more info or to set one up for you.

5. Under **Post to**, select the social networks that you would like to post to.
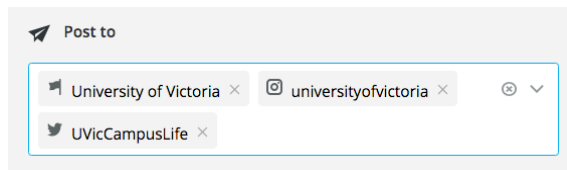

   Each one of UVic's main social media channels has a different audience. Read more about the ones you should use: https://www.uvic.ca/websites/socialmedia/regular/audience/index.php

   You can choose multiple social networks at one time. If you're just getting started, it's best to keep things simple.

   As you gain more experienced, you can start making a post for each social network separately. This lets you optimize each post for that social network. For example, you may want to add some hashtags to a tweet. Or tag another page on your Facebook post.
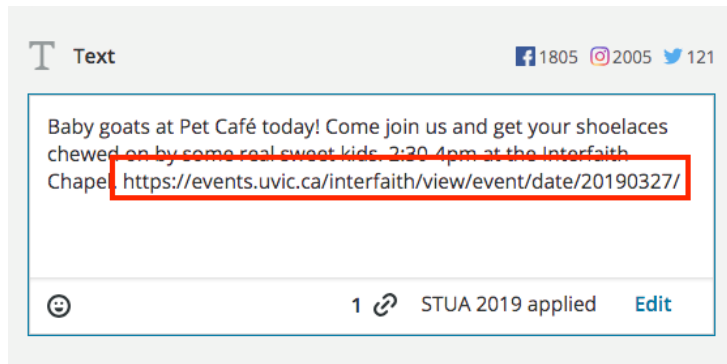
6. Under **Text**, type your message.
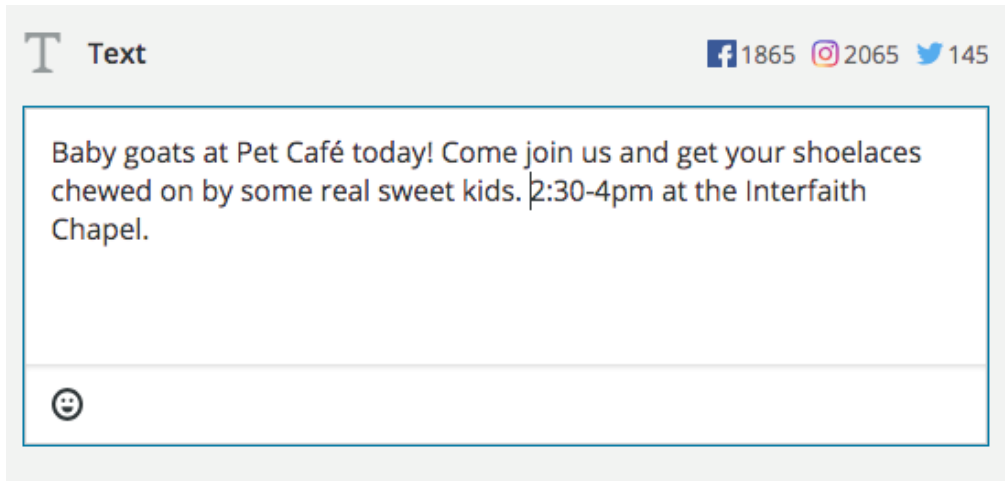
7. Under **Media**, upload your photo.
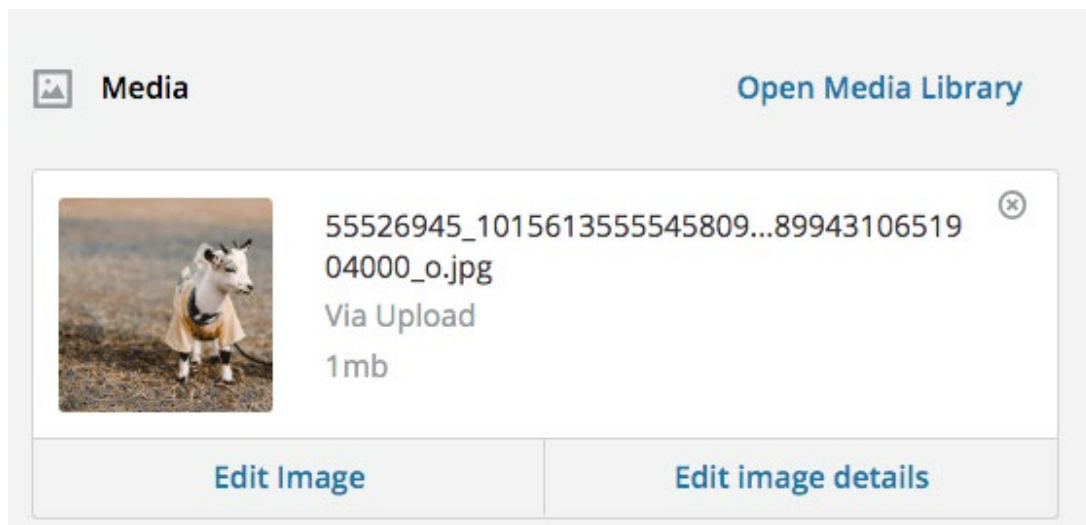
If you're not sure where to get a photo, check out this page for tips:
https://www.uvic.ca/websites/socialmedia/submit/content/index.php

8. If you have a link, go back to the **Text** box. Add your link after the last sentence. This is optional.

Do **NOT** include link to download a poster or PDF. Read more: https://www.uvic.ca/websites/socialmedia/submit/content/index.php

9. Look at the right hand side of your screen to see a preview of your posts. Scroll down to see a preview for each social network you've selected. Make any corrections that you need to by returning to the previous steps.
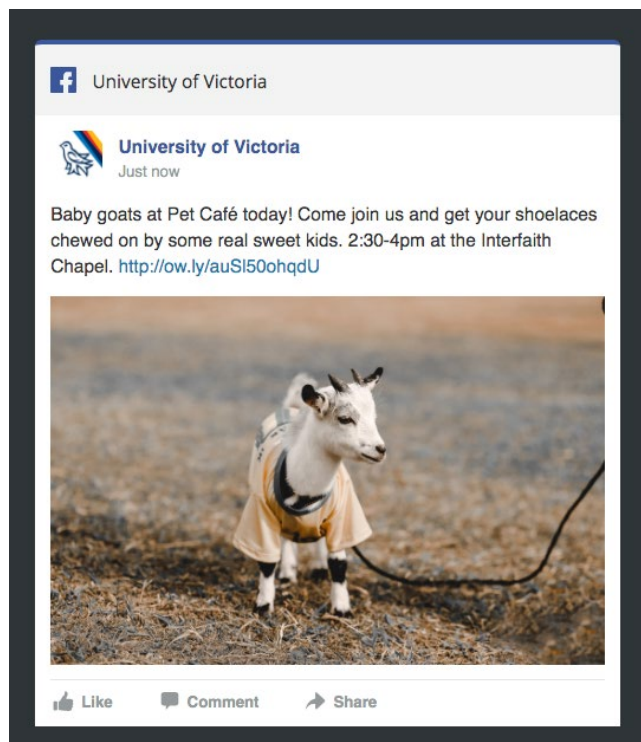
10. If you want your post to go out <mark>tomorrow or later</mark>, click the **Schedule for Later** button and pick a date and time for your post. Then hit the green **Schedule** button.
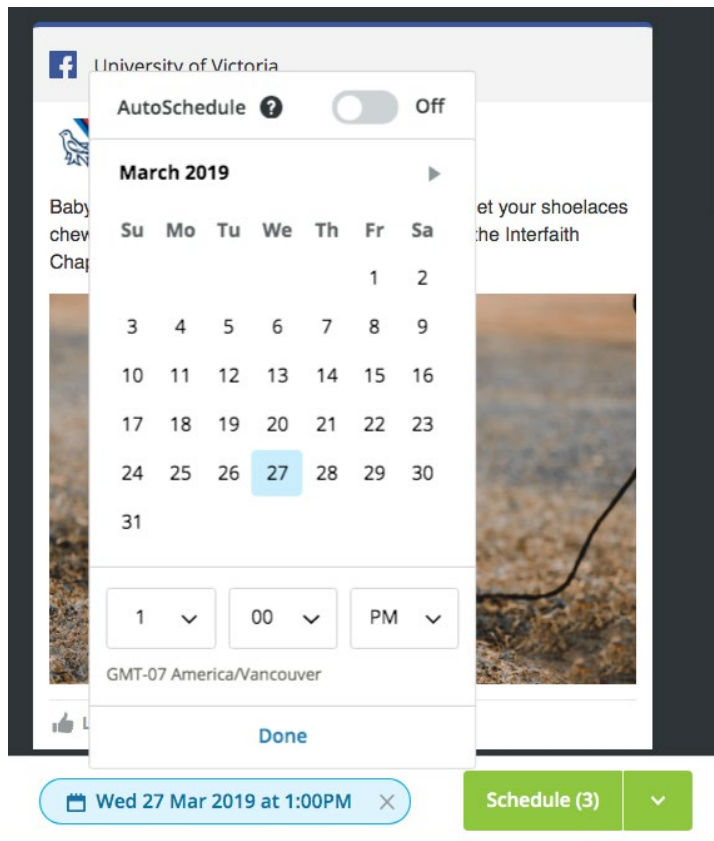
If you want your post to go out <mark>TODAY</mark>, click the green **Post Now**. Then email Jes at jes@uvic.ca to let them know.

11. You're done! Thank you so much for submitting content!

What's next? Your post will likely be approved as is or with minor changes. The date and time may be shifted so it fits better with the other content that has been scheduled.

If your post needs significant revisions or is not a good fit for a channel, Jes will follow-up by email with suggestions.