Hootsuite®
powered by TalkwalkerAI

Drive real business impact with social media

Streamline your social listening, publishing, collaboration, and performance tracking with the #1 social media marketing and intelligence tool.

Our centralized platform — combined with expert guidance and support — puts you on the fast track to becoming a social media leader. You'll see real results from social, with the data to prove it.

Hootsuite makes it easy to:

- Manage all your social media channels from one secure dashboard
- Protect your brand and grow faster with the world's deepest social listening
- Deliver fast, friendly, on-brand customer service with an AI chatbot
- Manage all your conversations in a universal, automated inbox
- Collaborate efficiently, confidently, and securely with approval workflows
- Combine organic social and paid advertising in one integrated platform
- Discover what's working (and what's not) with intuitive analytics
- Safeguard your reputation with secure approvals and access management



SOCIAL MEDIA MANAGEMENT

One simple dashboard for all your social channels

Use Hootsuite's dashboard to publish posts everywhere, protect your brand, and focus your content on the business results that matter most.

- Create, schedule, publish, and engage across all your channels
- Instantly generate images, captions, and post ideas with AI
- Ensure compliance and prevent costly errors with custom access levels
- Maintain consistency with a central library of approved content
- Boost engagement and reach by posting when your audience is active



SOCIAL LISTENING AND INTELLIGENCE

Monitor the entire web with the industry's broadest data coverage

Powered by TalkwalkerAI, Hootsuite Listening gives you the clearest picture of what the entire digital world is saying about your brand, competitors, industry, and more.

- Listen in 187 languages across 239 countries and regions
- Monitor 150M+ websites, 30+ social networks, plus news, podcasts, and more
- See the full picture with 2+ years of historical data
- Benchmark, track, and set up alerts for shifting sentiment and trends
- Never miss a mention with AI image, audio, and video detection



INBOX

Centralize and simplify customer service

Respond to messages, comments, and customer service questions in one place with a smarter social media inbox you can automate and customize.

- Triage and respond to comments and DMs across social channels from a single inbox
- Use saved replies, auto-responders, and automation to keep your inbox clean
- Route queries to the right teams and internal experts with custom rules
- Measure and improve customer satisfaction with CSAT surveys and tracking
- Automatically protect sensitive information, stay compliant, and reduce risk

Deliver faster, more accountable service with Advanced Inbox

- Prioritize conversations by channel, topic, or audience
- Measure brand health with instant message sentiment analysis
- Track service levels, team performance, and message volume
- Create Zendesk tickets from social conversations



GENERATIVE AI CHATBOT

Deliver fast, friendly customer service at scale

Automate repetitive queries and deliver responsive 24/7 service with a customizable AI chatbot for customer service.

- Quick and easy to set up and update
- Generates fast, accurate, contextual replies
- Safety compliant — does not train on or store customer data
- Tested for 1,000+ hours to ensure consistency and brand compliance



HOOTSUITE AMPLIFY

Boost reach and performance with employee advocacy

Increase brand awareness and boost your social presence with an employee advocacy tool that makes it easy for your employees to share pre-approved content and drive business results.

- Expand brand reach, sales performance, and recruitment through employee advocacy
- Reach the same number of people as you would with paid ads at no extra cost
- Instantly craft high-quality, shareable captions and content with an AI content writer
- Make sharing easy through tools like Slack and Microsoft Teams
- Measure participation, reach, and content performance



SOCIAL ADVERTISING

Bring paid and organic together

Manage, publish, and report on paid and organic campaigns across Facebook, Instagram, X, and LinkedIn from one place.

- Save time and grow revenue by managing paid and organic social together
- Automatically boost top-performing organic posts
- Reach more people and optimize ad performance with AI-optimized ad copy
- Make data-driven decisions with in-depth analytics and customizable reports
- Seamlessly integrate with tools like HubSpot and Salesforce to track and optimize performance



ANALYTICS AND REPORTING

Track your wins — and share them

Measure what matters and keep stakeholders informed with clear, customizable reports.

- See all your performance metrics, for every network, in one user-friendly dashboard
- Track and compare top posts across major social networks
- Identify the best publishing times for your audience and goals
- Measure team performance with response and resolution metrics
- Share insights with unlimited custom reports from hundreds of metrics

Prove and improve the ROI of social with Advanced Analytics

- Tag and filter data with automated rules
- Measure organic, paid, and web performance in one dashboard
- Build custom dashboards and reports
- Generate automated ROI scorecards



SECURITY AND COMPLIANCE

Protect your brand from online risks

Reduce mistakes and respond to threats with enterprise-grade security.

- Secure social accounts with controlled employee access
- Prevent slip-ups using content filtering and permission levels
- Meet regulatory requirements with FedRAMP certification

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INTEGRATIONS

Social tools that play well with others

Seamlessly manage social media and integrate social data into your tech stack.

- Integrate with 100+ tools for analytics, CRM, content, collaboration, and support
- Connect your social channels and data to the tools your teams already use
- Scale confidently with tools that grow alongside your teams

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TRAINING AND SERVICES

Guidance and support every step of the way

Hootsuite Enterprise includes an industry partner dedicated to your success, plus additional available support and services to help your team get the most out of social.

- Get value faster with on-demand and live group training
- Support long-term learning with exclusive webinars
- Access 24/5 online support with 24-hour response times

Go further, faster with Advanced Services

- Leverage dedicated expert time to act as an extension of your team
- Optimize your setup with training hours and expert services
- Get help with permissions, analytics, and query building
- Access expert-led training and onboarding

Move smoothly and confidently with Strategic Engagement Services

- Streamline your platform transition through project coordination, stakeholder alignment, and change management
- Maintain a continuous strategic partnership that keeps teams aligned and adoption on track

To learn more about Hootsuite Enterprise, contact:

gcloud@hootsuite.com