

aws marketplace

HootSuite

Reviews, tips, and advice from real users



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Product Recap



HootSuite

HootSuite Recap

HootSuite enhances social media scheduling and management by centralizing content sharing across platforms, increasing engagement, and saving operational time. Its AI-driven tools support team collaboration effectively.

HootSuite is designed for managing social media posts on platforms like Facebook, Twitter, and LinkedIn, allowing users to automate and synchronize content distribution efficiently. Featuring advanced analytics and collaboration tools, it streamlines social media management. It supports real-time insights for managing interactions and tracking performance, reducing the need for multiple employees or platform logins. HootSuite also offers mobile access, helping users maintain consistent messaging and manage content on the go. Users have suggested improvements for expanded features, better Twitter thread scheduling, and more detailed reporting.

What are HootSuite's most important features?

- **AI-driven topic suggestions:** Provide personalized content recommendations for increased engagement.
- **Customizable posts:** Allow for tailored content across different platforms.
- **Advanced analytics tools:** Offer in-depth data analysis and centralized reporting.
- **Mobile app:** Ensures seamless access and management of social media content.

What benefits or ROI should users look for in reviews?

- **Increased social media engagement:** Helps boost platform interactions and visibility.
- **Traffic growth:** Drives more visitors to users' online platforms.
- **Operational time savings:** Reduces the time spent managing social media by centralizing tasks.
- **Effective team collaboration:** Supports coordinated content operations.

In industries such as marketing and customer service, HootSuite is typically used for scheduling and synchronizing posts, analyzing engagement metrics, and improving customer interaction strategies. Marketers benefit from its comprehensive analytics for campaign adjustments and performance tracking, while customer service teams utilize its real-time insights to enhance user engagement and support.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “HootSuite has positively impacted my organization by making it easy for us to post our socials without having to add staff.”



Tom Wondra
CEO at Leonard and Sons

- ✓ “HootSuite has been truly useful and helpful in my organization because impressions have increased, there has been an increase in traffic, scheduling has become simpler, and approvals have been excellent.”



Babra Mishra
Project Lead at Roche

- ✓ “We have definitely seen a return on investment in terms of time-saving capabilities, and with five to six different social media channels being handled from a centralized repository or centralized place, we have saved approximately 30% of our overall time.”



SusangRamesh
Product Marketing Manager at OJCommerce, LLC

- ✔ “With the centralized place for us to manage all our customer conversations and all of our social media engagement, HootSuite has helped us save a lot of time.”



Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

- ✔ “HootSuite is an easy way to get social media posts out, as you're able to upload and schedule posts in the future, which saves time and allows for the continuity of having the same post across various platforms.”



Trent Conley

Head of Marketing at a tech company with 51-200 employees

- ✔ “One of the best things about HootSuite is their clear UX design that is easy to navigate around the platform, and also to see the social media calendar of the clients, so we can see on which channel which post is going when and how the posts look.”



Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

- ✔ “I love the usability of HootSuite, and it is easy to learn; that is one of the great things.”



Verified user

Social media specialist at a university with 1,001-5,000 employees

What users had to say about valuable features:

“I love the usability of HootSuite, and it is easy to learn; that is one of the great things. I love how I can use everything at once, all of my social media platforms all in one.

“I find that it was generally intuitive during the onboarding process..”

Verified user

[Read full review](#) 

Social media specialist at a university with 1,001-5,000 employees

“The best features HootSuite offers are that it connects to the social platforms that I'm interested in and it's easy to use and to understand.

“HootSuite is easy to use for me because it's intuitive in the way that you need to set up posting campaigns and to load the particular posts so that they show up the way you'd like them to and in the timing that you'd like them to.

“HootSuite has positively impacted my organization by making it easy for us to post our socials without having to add staff..”

Tom Wondra

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CEO at Leonard and Sons

“One of the best features apart from the scheduling part is the shared calendar space that HootSuite provides. We have different teams collaborating on the content that needs to go out. With the shared calendar space, there is a scope for approval workflows so that hierarchical approvals can be done in terms of content before it goes out. This is very valuable to us. Another important feature is the OwlyWriter AI, which is great in terms of helping us write content and create different campaigns.

“In terms of analytics, HootSuite gives us great data on all customer interactions. Whenever a customer interacts on any platform like Twitter, Facebook, or LinkedIn, everything is centralized in HootSuite so that we can respond to all these interactions through HootSuite. This saves a lot of time for us. We also get insights on customer behavior and user patterns, which is very helpful for us..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“One of the best things about HootSuite is their clear UX design that is easy to navigate around the platform, and also to see the social media calendar of the clients, so we can see on which channel which post is going when and how the posts look.

“My team clearly understood how to navigate and also myself, so we didn't have any additional questions or any difficulties understanding how the platform works. This was a plus because with another platform, we had this issue where it was not clear to understand, it was not following current trends or the newest features of how a UX should be.

“HootSuite helped us navigate and manage the social media calendar of our clients, so we could clearly see which post is going out when. This helped us to see everything in one dashboard without us having to duplicate another dashboard..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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“HootSuite is incredibly useful, as scheduling and connection to social accounts makes it much simpler to post and schedule content across social media platforms. There are a few issues with it being somewhat glitchy and the timeline not showing up consistently as of recently, but overall, it is a great product.

“The best features HootSuite offers include scheduling, posting, connection to social media channels, analytics, and a timeline feature, which has already disappeared, but I hope that it could return. HootSuite also offers a content library to load things as needed. The customer service works great, as if you are having a problem, they address it immediately.

“HootSuite has been truly useful and helpful in my organization because impressions have increased, there has been an increase in traffic, scheduling has become simpler, and approvals have been excellent..”

Babra Mishra

Project Lead at Roche

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One best thing with HootSuite is that it offers a Kanban-style dashboard or a shared calendar space, where different teams can collaborate and work together. It also has approval workflows for different stages of content posting, which is very useful for us.

The shared calendar space that HootSuite provides allows different team members to look at the calendar and have clear visibility on what is happening with the current post and what is happening with the current approval process. There is no time-wasting. Hierarchical-based approval is much easier with HootSuite. When a junior-level designer proposes the content, the senior-level manager approves it easily and posts it as content on different channels. The entire process is streamlined and very smooth and efficient for us.

“HootSuite has different inbuilt templates for different channels to post on different channels, which is very useful for us. Instead of us creating our own templates, HootSuite provides many inbuilt templates, which is very refreshing and new.

“With the centralized place for us to manage all our customer conversations and all of our social media engagement, HootSuite has helped us save a lot of time. I would say about fifty percent of our time is easily being saved using HootSuite.

“Earlier, we used to do everything manually, going inside each channel and tracking our engagement or replying back to customer conversations. With HootSuite, five to six different channels are integrated already, where we are able to respond back to comments within a single click to all the different five or six channels. That has helped us save a lot of time. A lot of manual work has reduced with the click of a single button using HootSuite. .”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Other Solutions Considered

“We did not use any previous solutions. We were doing everything manually only. That is why we needed a solution, and HootSuite helped us get to where we wanted to go..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“Before choosing HootSuite, I evaluated the sales team, which is acceptable, but I need the legal team, the finance team, and integration about the pipeline, which is not very good..”

Verified user

Product & Governance - BPMO at a financial services firm with 201-500 employees

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“This was a plus because with another platform, we had this issue where it was not clear to understand, it was not following current trends or the newest features of how a UX should be..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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ROI

Real user quotes about their ROI:

“I have seen a return on investment because we have fewer employees needed. We probably would have needed to hire someone to do the work had we not had HootSuite, so it saved a headcount..”

Tom Wondra

CEO at Leonard and Sons

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“We have seen a return on investment as during a week-long campaign, we were able to grow our followers by 17 percent. Our team has cut their time from planning to post down by 30 percent..”

Babra Mishra

Project Lead at Roche

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“We have definitely seen a return on investment. We have seen a return on investment in terms of time-saving capabilities. With five to six different social media channels being handled from a centralized repository or centralized place, we have saved a lot of time. We are able to respond to our customer interactions via a single click using HootSuite, which has saved a lot of time for us. We have saved approximately 30% of our overall time..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“I have seen a return on investment, as I would say fewer employees are needed because one person can schedule out as far in advance as desired. I'm not sure about monetary return, but as I mentioned a couple of times, definitely the time savings. By cutting social media management in half, it allows us to do other things. The time saver is really the biggest return..”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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Use Case

“My main use case for HootSuite is content planning, organization, and analytics. I use HootSuite for the content calendar to plan out my content. I am a team of one, so I do not have anybody to collaborate on ideas with, and I plan content across multiple channels..”

Verified user

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Social media specialist at a university with 1,001-5,000 employees

“My main use case for HootSuite is posting to social media. A specific example of how I use HootSuite for posting to social media is by queuing up campaigns to post to multiple social sites and scheduling them to post..”

Tom Wondra

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CEO at Leonard and Sons

“Having a variety of social accounts and needing to post across them is the primary use case for HootSuite, and it works really well for this purpose. The analytics feature is incredibly useful to have all in one place. My main day-to-day use of HootSuite includes its AI-generated text help and scheduling posts across multiple platforms, as well as previewing posts generally. It is helpful to see feedback and reach goals holistically, and the goal tracker is excellent..”

Babra Mishra

Project Lead at Roche

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“We have been using HootSuite to manage our clients' social media channels, ranging from Instagram to X to TikTok to LinkedIn and other social media channels.

“We have been scheduling posts for these different channels with different copy, different creatives, and viewing and managing the full social media calendar of our clients via HootSuite..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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“We have been using HootSuite for one year now.

“One main thing that we do with HootSuite is scheduling different campaigns on different social media platforms. Scheduling campaigns has been a hassle for us so far, but HootSuite has enabled us to accomplish this. Additionally, HootSuite helps us with content creation through their AI capabilities. We create content and schedule these campaigns on different social media platforms like Instagram, Facebook, and Meta.

“Our primary target audience is in the US, and we are from India, so there is a huge time difference. With the scheduling capabilities, we can schedule the campaign during our daytime so that it will reach them during their daytime. We do not have any breaks or gaps in terms of communication with our target audience. HootSuite has many built-in templates for creating different content and different campaigns. This is very helpful for us, so we do not have to think extensively, as HootSuite does the thinking for us..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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We have been using HootSuite for about two years now.


One major use case that we have with HootSuite is managing all our different social media accounts through HootSuite, and also managing all our customer conversations in a centralized place using HootSuite.

“We generally post content on about four to five different social media channels like Facebook, Instagram, and LinkedIn through HootSuite. All the customer engagements that we get on these different channels are managed through HootSuite. Whenever a customer tries to talk with us or whenever a customer responds to a particular post that we do, we manage it via HootSuite. This helps us save a lot of time and also helps us gain better clarity on what content is performing where.

“A consolidated stream of messages across different platforms is brought into a centralized place, and we use that to respond back and to post to different channels. .”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My experience with pricing, setup cost, and licensing was positive. I didn't really look at it very deeply. I didn't do a lot of comparison. It was a tool that was recommended to me, and so I looked at it, it looked as though it worked fine, and so I used it..”

Tom Wondra

CEO at Leonard and Sons

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“The licensing and pricing are very affordable in my opinion. HootSuite is value-for-money software. In terms of onboarding, it is very easy. It took us one to two days maximum to get everything onboarded and the users set up..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“For the setup, I have been guided by my professors so it has been easy for me. For an individual who is going to try it independently, they might need help. There are many resources available on the internet to assist with setup..”

Anish Bajracharya

Postgraduate at a educational organization with 1,001-5,000 employees

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Customer Service and Support

“HootSuite has one of the best customer supports that I have seen. They are very prompt in terms of their response and they are very knowledgeable as well. I would definitely rate them very highly, at 10 on 10..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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Other Advice

“Businesses that want to engage on different social media platforms definitely need a solution like HootSuite in order to make their entire social media presence much more organized, which will save a lot of time for them and also help them focus more on business revenue. I would rate this product 10 out of 10..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“For others looking into using HootSuite, I advise that it is well suited for any size of organization that is looking to schedule posts. It can handle accounts for multiple social media platforms on the same calendar and allows users to edit content up until the time it is posted or sent. HootSuite is also well suited for organizations, companies, associations, and basically anyone that has social media and can benefit from this platform greatly. I would rate my experience with HootSuite a 9 overall..”

Babra Mishra

Project Lead at Roche


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“I would advise others looking into using HootSuite to consider whatever their needs are. I would listen to them and ask them about their requirements. It really depends on the needs of the person. If they want content management and social media management, depending on what they are looking for, I would recommend HootSuite to them.

“I have not tried HootSuite's AI capabilities regarding its accuracy and reliability of output. I would rate this review an 8..”

Verified user

Social media specialist at a university with 1,001-5,000 employees

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“Regarding HootSuite's AI capabilities, I think its governance and security are fine. I don't really do much with that, so I haven't really looked into it, but I'm sure it works fine.

“Regarding HootSuite's AI capabilities, I think the accuracy and reliability of its output seems fine. It seems to be accurate and reliable.

“My advice to others looking into using HootSuite is to definitely consider it, have a look at it, and make sure it meets your needs. I would rate this product a 9 out of 10..”

Tom Wondra

CEO at Leonard and Sons

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“The features that I suggested are the ones that would be better to see in terms of scheduling and the price. I gave a high rating because it was very easy to

understand the UX and navigate around.

“We haven't really utilized or saw the difference of how HootSuite adds value to us with the AI. It's not that we don't see it as a reliable AI source at the moment.

“They didn't meet our needs. This can be an area that HootSuite can improve on.

“It was flexible enough and also in terms of security, each time someone enters the account, we were receiving an email.

“My overall rating for this review is seven..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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One of the main reasons is that HootSuite provides a centralized platform for us with a lot of inbuilt different templates and also good AI capabilities that it has. It is a good value product for us, I would say. It has saved us a lot of time and made our entire process efficient. They provide built-in integrations with Canva and Adobe Express, which is really good for us.

In terms of security, I have not faced any issues. I think it is a very secure software. HootSuite's AI helps us generate content and generate ideas for posts. It does not give away any data. It is very highly secure, in my opinion.

“I would definitely urge them to start using HootSuite because HootSuite provides a lot of different analytical output as well, which gives more intuitive edge and advantage to users. We can do industry and competitor benchmarking. We can do custom reports as well, which will give us a clear idea on how our posts are performing or not. A lot of different parameters are provided in the reports, such as the CVR, the conversion percentage, the CTR percentage, etc., which are not provided in other platforms, in my opinion. That is very much useful for a lot of businesses to grow their business.

“Everything is great with HootSuite. I would rate this review a nine out of ten. .”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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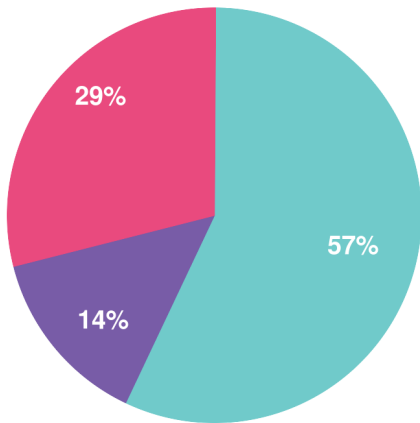
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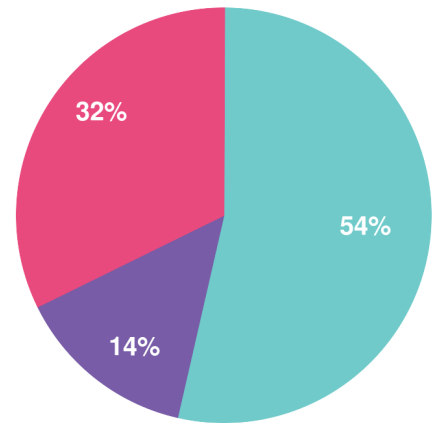


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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