Hootsuite is an easy to use "Social Media Management System" or tool and can be a really valuable resource if you are responsible for handling a number of social media accounts. It allows you and your colleagues to manage and keep track of all of your social media activity in one place.

Through the Hootsuite dashboard, you can view streams from multiple networks including Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest and Google+. You can monitor all of your social media posts, mentions, activities and messages, post updates and more importantly respond instantly.

Hootsuite includes a wide range of features but particularly useful is the scheduling facility which allows you to keep your social media presence active, 24 hours a day, 7 days a week! This feature enables you to automatically post at specific times during the day rather than having to send out all of your posts manually.

The targeted messaging option is also another feature worth exploring. This allows you to send private messages out to targeted user groups on selected social profiles via Hootsuite's dashboard.

Finally and very importantly, Hootsuite provides a separate section where you can create and share real-time social metrics reports with your colleagues. You can also export your reports into a number of different formats making it easy to work with your data.

For further information on the benefits of using Hootsuite:

www.hootsuite.com