Hootsuite | Customer Service Management

What is Hootsuite?

Hootsuite is a social media management platform that provides a dashboard view of social channels while allowing you to monitor your posts and messages.

You can interact with users from different networks within one platform. Collaborate with team members by assigning messages or posts to the team that is best equipped to respond.

Login

To login to Hootsuite, visit hootsuite.com/login and enter your account credentials. If you have difficulty logging in, please contact DigitalMarketing@landolakes.com for help.

Adding a Board and Streams

To customize your dashboard you can create Boards and Streams using the social networks that are relevant to your work.

1. Navigate to the Streams section
2. Select 'New Board' at the top
3. On the right under Browse All Streams click 'Get Started'
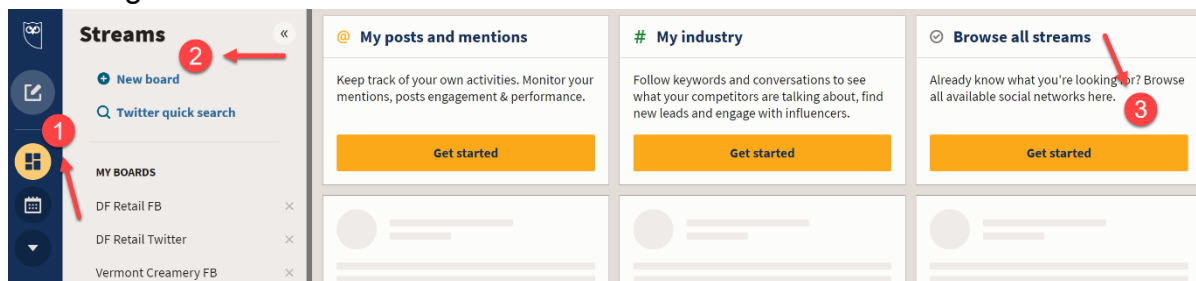
4. Find your social network from the drop-down. Don't see the account you're trying to add? Contact DigitalMarketing@landolakes.com for assistance getting your account added.

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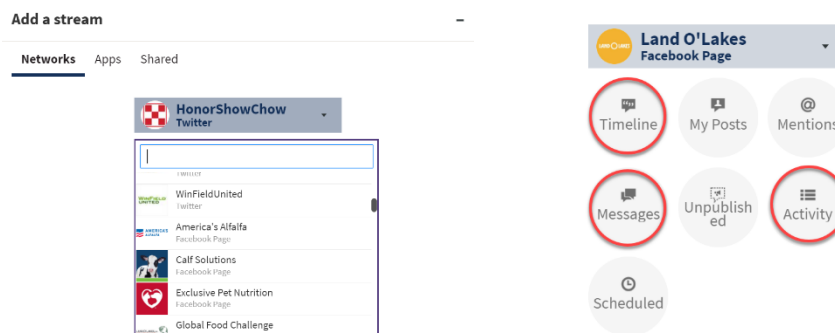
5. Select a Stream to add
   - **Facebook Pages**: (Monitor **Timeline, Activity and Messages**)
   - **Twitter:** (Monitor **My Tweets and Mentions**)
   - **Instagram:** (Monitor **My posts**)
   - **YouTube:** (Monitor **My Videos and Published Comments**)
   - **LinkedIn:** (Monitor **Updates**)

Customer Service Guidelines

Customer Service will manage product questions, dealer inquiries, and all complaints directly on our owned social pages on Facebook, Twitter, Instagram, LinkedIn and YouTube. They will be doing this through a social management tool, **Hootsuite**. They will be monitoring pages regularly and will manage all comments either on the page, direct message on the platform or request they call (last resort).

The in-house team will now also monitor using Hootsuite and are responsible for customer posts that are more "storytelling" such as sharing their experience with our product and will respond by liking and/or commenting.

Roles & Responsibilities:

Customer questions and concerns are our main priority. The following outlines whose team is responsible for what and how we will work together to manage the social pages.

Customer Service	Community Manager
• Check in 2x per day between the hours of 7am – 5pm (Monday – Friday) • Respond to anything related to products, complaints	• Check 2x per day (Facebook, Twitter, Instagram, LinkedIn) • Respond to anything positive ie: showcasing love for WinField United, etc.

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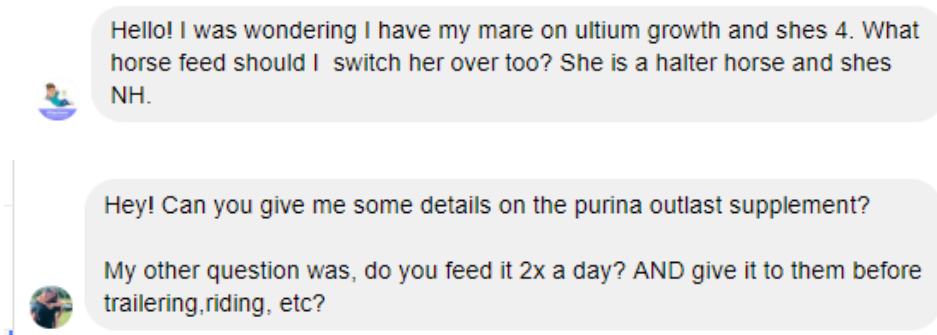## Contact Information:

Hootsuite Administrator/Support:
- DigitalMarketing@landolakes.com

Land O'Lakes In-House Social:
- Kealy O'Neill: KAOneill@Landolakes.com
  - **Responsible for:** WinField United, Purina Masterbrand Instagram, Purina Pigs
- Alyssa Abilo: AAbilo@landolakes.com
  - **Responsible for:** Land O'Lakes, Exclusive Pet, Hen Up

Customer Service Responds:

Examples of when customer service would engage with **product questions and complaints**.

> Hello! I was wondering I have my mare on ultium growth and shes 4. What horse feed should I switch her over too? She is a halter horse and shes NH.

> Hey! Can you give me some details on the purina outlast supplement?
>
> My other question was, do you feed it 2x a day? AND give it to them before trailering, riding, etc?

> Hi! i was wondering if the purina active senior can be fed to younger horses that are hard to keep weight on. i have a 4yr old who will be 5 soon and he came off the track and its hard to keep weight on him especially in work. it worked so good for my senior horses and but i just dont want to feed it to my younger hard keepers and them get sick or die from it

> he is an ottb. im currently feeding Triple crown Complete, Cocosoya and dumor alfalfa cubes. he gets 5ounces of cocosoya a day, 6qts triple crown complete and 12qts alfalfa cubes. he stays on grass all the time and also has a round grass hay bale in his field. he is being worked daily and he does speed events and hunter jumping

Community Manager will Engage:

Examples of when Social Media Manager would respond to **positive** engagements

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Top Fan

Sue Marden Bendson The folks in central Minnesota are the best!! I appreciate all you do Heather Lancaster and crew! 😊 ❤️

Like · Reply · Message · 3d   2

> **Purina Horse Feed** Thanks for your kind words, Sue! Stay healthy.
> Like · Reply · 21h   1

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skylarmariie Love this girl and love Purina!! My boys do great with Purina!!!! 😆

3w 1 like Reply

—— Hide replies

chetakhorses @skylarmariie ❤️❤️❤️

3w Reply

purinafeedgreatness ✔️ @skylarmariie YAY! We are so happy to hear! Thanks so much for letting us know. We'd love to see your boys 🤩

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rockingvcattle Awesome photo and great post! 👍

10w 7 likes Reply

Hide replies

honorshowchow ✔️
Thanks for the love, @rockingvcattle! ❤️

Top Fan

Aryeh Wiesel All the Leghorns I've had have been so friendly it can be annoying. 😄 Camille is no exception. She was raised by a broody hen not hand raised. I still love her and all my chickens.

Like · Reply · 6d   62

Most Relevant is selected, so some replies may have been filtered out

> **Author**
> **Purina Poultry** Beautiful chickens! We love the video! 👍 6

**Jeanette Dixon** This our sweet Brahma Blanche ❤️ she loves dressing up, she knows she looks fabulous 🤭

Like · Reply · 23h   5

> **Author**
> **Purina Poultry** She is fabulous! Thanks for sharing a photo of her!

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Assigning and Tagging Content in Hootsuite

How to assign incoming comments and messages to specific team members and use tags to individual posts in streams to indicate an action.
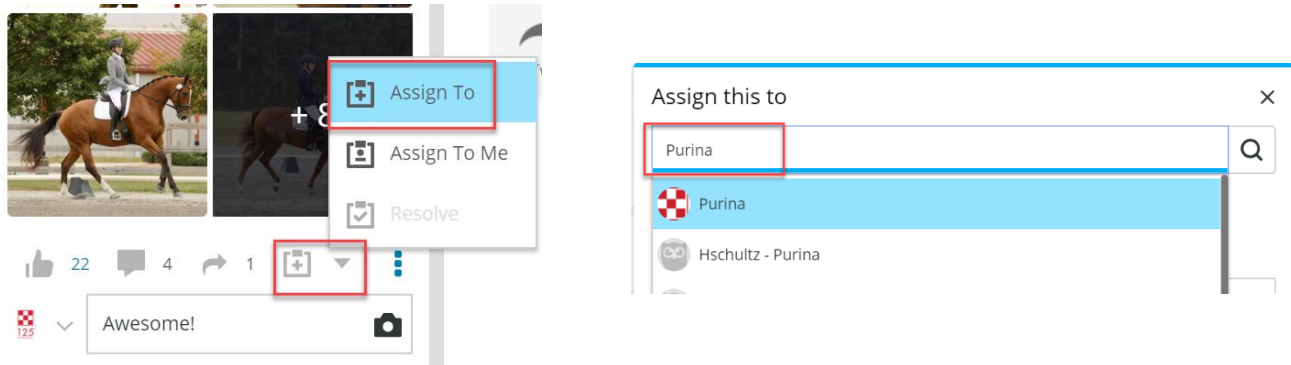

How to Create Assignments:

- Locate a specific comment, message, response needed to be assigned
- From the clipboard icon, select 'Assign to'
- Find Hootsuite user by searching for specific name
- Select name and insert your message
- Select Assign button to send the assignment
- The assignee will then receive an email notification along with the note.

How to access your assignments:

- Click on the link in your email notification
  OR
- Log in to Hootsuite and hover over the left-hand side to reveal the navigation and select 'Assignments'

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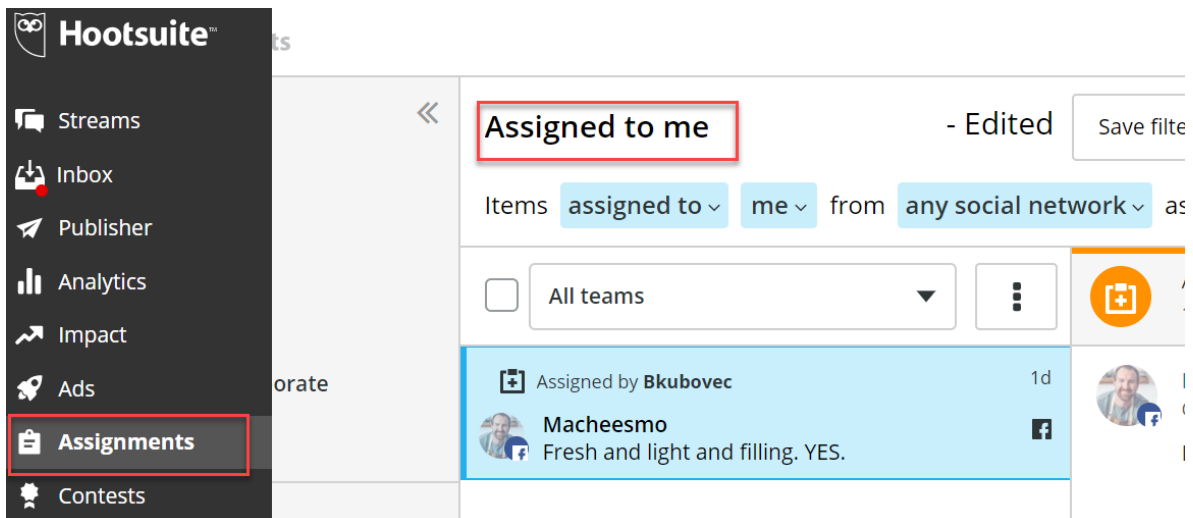
How to create Tags:

Apply a series of tags to individual posts in streams.

- Locate the inbound post in your stream
- Click the ellipsis for 'More Actions' next to the post
- Click Add Tag
- Search for and select from available tags
- Click Save
- Tag will be applied to the specific post