

Creating Campaigns in Hootsuite

Select a Campaign

- Academics
- Research
- Service
- News/Announcements
- Campus Life
- College Life
- Alumni/Friends
- Philanthropy

After selecting a campaign, apply additional tags to the post. Go to the tag box in the post composer in Hootsuite, then click on the '+' and type in 1, 2, or 3. You can then scroll through the list of tags for that group, selecting those that are appropriate. Note that the mobile app does not allow tag selection. However, you can still select a campaign.

1 - Required Tags

All posts must have one or more primary tags. By selecting a campaign, one primary tag will be selected—please do not remove this tag, only add additional primary tags.

- Biobehavioral Health (BBH)
- Communication Sciences and Disorders (CSD)
- Health Policy and Administration (HPA)
- ...

Full List of Tags Available
in Hootsuite

2 - Recommended Tags

Each post should have at least one secondary tag and many will have multiple secondary tags.

- Undergraduate
- Graduate
- Faculty
- Achievement
- Events
- Staff
- ...

Full List of Tags Available
in Hootsuite

3 - Optional Tags

The tertiary tags apply to post topics that are infrequent or apply to a specific department or business unit. Many posts will not contain these tags.

- Athletic Training
- Master of Health Administration
- Fitness Studies
- Movement Science
- Exercise Science
- ...

Full List of Tags Available
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