A Marketing and Communications Guide for New Developers

The Hootsuite App Directory
The Hootsuite App Directory provides millions of Hootsuite customers with custom solutions and integrations to help them drive success for their social strategies.

As a new app developer, here are some guidelines to help with development of your marketing and communication materials for your app launch. These guidelines include:

- How to use the Hootsuite brand
- Communication positioning and PR template
- Best practices for capturing screenshots and creating videos

Should you have any questions, please contact the Hootsuite team at partner.marketing@hootsuite.com
How to use the Hootsuite Brand

These guidelines will help you use our brand and assets, including our logo, without having to worry about using them incorrectly. If you are ever in doubt, just refer back to these guidelines. It’s pretty flexible, so feel free to be creative—while loving and respecting our brand.

Using the Hootsuite Logo

Do’s and Don’ts

Allow correct clear space around the logo

Minimum logo size is 110 pixels wide

Don’t change the logo color

Don’t change the logo to outlines

Click here for our complete visual brand guidelines.
Communication: How to Position Hootsuite

Please always spell our name as Hootsuite Media, Inc. or Hootsuite. Hootsuite™ is a trademark of Hootsuite Media, Inc. **Not:** HootSuite, Hoot Suite, Hoote Suite, Hootsweet, Hoote Suite, etc.

Company Description

Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. With Hootsuite, brands harness the power of social. Our platform brings together your social networks and integrates with hundreds of business applications. It's the one place to build customer relationships, listen to the needs of the market and grow your revenue. To learn more, visit [www.hootsuite.com](http://www.hootsuite.com).

To find our media kit and more information on brand guidelines, [click here](http://www.hootsuite.com).

Guidelines for Press Releases

We want to ensure that the public relations and social marketing efforts surrounding your app integration are successful. When launching your app, here are some examples of how to frame the relationship with Hootsuite:

- “We've launched an app on the Hootsuite App Directory.”
- “We have a new App Integration with Hootsuite.”

Here are some examples of how **not** to frame the relationship with Hootsuite:

- “We've partnered with Hootsuite.”
- “We are Hootsuite integration partners.”

Approval Process

External communication materials are to be approved by Hootsuite before announcing the press release. Please submit materials to [media@hootsuite.com](mailto:media@hootsuite.com) and allow a minimum of 5 business days for review.

Communication Guidelines

- For a template for your press release, please contact [media@hootsuite.com](mailto:media@hootsuite.com).
- Please include the Hootsuite company name with a link to the Hootsuite website in all press releases ([http://www.hootsuite.com](http://www.hootsuite.com)) where appropriate.
- When the Hootsuite logo is added to a site, link it to the Hootsuite website.
- Use the Trademark symbol (™) or Registered Trademark symbol (®) where appropriate.
- Customize the sample quotes for your audience. Quotes need to be approved by the spokesperson quoted, not just Marketing.

External Linking Guidelines

Links to the Hootsuite home page should point to [http://www.hootsuite.com](http://www.hootsuite.com) and use the company name as the text. For example, Hootsuite.

To extend the reach of your press release, we recommend posting it to your website and—of course—your social media networks. When doing so, please also link to Hootsuite's social media accounts:

- Twitter: [@hootsuite](https://twitter.com/hootsuite)
- Facebook: [hootsuite](https://www.facebook.com/hootsuite)
- Instagram: [@hootsuite](https://www.instagram.com/hootsuite)
- LinkedIn: Hootsuite Media, Inc
App Directory Screenshot & Video Guidelines

Screenshots of your app integration and a short video demonstrating how it works are key to getting users to install your app. We recommend creating 1 to 3 screenshots for your app, and a video that is 60 to 90 seconds in length.

To help you create these pieces, here are some guidelines and requirements for getting your screenshots and videos produced and approved for the Hootsuite App Directory.

**Screenshots**

Screenshots are a great way to provide visual context to demonstrate what your app does. Here are a few guidelines for taking screenshots:

**Setup:**
Use Chrome as your browser and begin by decluttering your browser bar:

- Hide the Bookmark bar in your browser.
- Disable or Hide extra extensions that are not relevant to the app (If you have a proprietary extension, or use the Hootsuite Hootlet extension, both are suitable for the screenshot).
- Resize your browser 1280x800 (we find the Windows Resizer Chrome extension to be a big help here).

**What to show:**
- Only have one browser tab in your browser, pointing to the Hootsuite dashboard.
- Try to limit the number of Hootsuite tabs you have, and give them appropriate labels (avoid “DEV” or “TEST” labels).
- Name your first tab the same name as your app.
- Within this tab, add 3 streams; either all three of your app, or your app and some Hootsuite Twitter or Facebook streams.
- In the upper right of the dashboard there is a “Stream View” slider. Set the three streams to occupy the full screen.

Aim to show as much functionality as possible within each screenshot, for example:

- Any available search filters.
- Actions within a post, ie: Share, Retweet, or Save.
- If your app has a “Plugin”, show a Twitter or Facebook stream and your app’s “Plugin”.
- Create or display appropriate content for the streams (avoid any content that may be considered offensive or obscene).
- Make sure the URL icon in the browser navigation bar is green for security validation.

**Getting the shot**
If using a Mac, you can use “command + shift + 4” and then “space” for a full screen screenshot. We recommend creating 1 to 3 screenshots per app, enough to show the major pieces of functionality. When completed, please share the screenshots with your App Directory Integration Manager.

**Example Screenshots:**

**Syndicator Pro**

**Reputology**
Videos
A short video of your app will help users clearly understand how it works, what the benefits are, and how they can begin using it in their daily workflow.

Things to consider when creating your video:
- Aim for your videos to be between 60-90 seconds in length.
- Use a script and voiceover to provide context to what is being shown.
- Non-obtrusive music track to pad background silence (optional).


Hootsuite dashboard setup:
- When showing the dashboard, try to limit each tab to three, full width streams.
- Shoot the dashboard full screen. If possible, set the aspect ratio to 16:9 at either 1920x1080 or 1280x720.

Writing the script
Your script should address these six points:

1. State the problem or challenge
2. Introduce the solution (The App and a one sentence introduction)
3. State the value proposition (how the app helps solve the problem)
4. Describe the functionality (step by step functionality)
5. Provide a use-case scenario or example
6. Reiterate the value proposition (conclusion)

Tip: Read your script out loud to adjust the language for flow and clarity. Time yourself to make sure you are hitting the 60-90 second length.

Storyboarding
For each sentence, outline what you will be shooting. If there is any text required to be typed on the screen, for example, write that out before you record your video.

Plan your transitions between shots and have an idea of what you will need to edit out after screencasting.
**Recording your video**

It's important to have your computer, desktop and microphone set up properly before the actual recording.

1. Find a quiet, small space. A meeting room or closet are great spaces away from HVACs, room noises and co-workers.

2. Find a quality microphone. A built-in laptop or desktop microphone is not built for great quality. Source a standalone microphone like a AT2020, Plantronics headset, or Apple headset; all of which are much better for recording clean and clear audio.

   *Note: If you are using an Apple headset or similar, avoid rattling the cord as that will create unwanted noises.*

3. Choose your screencasting software. We suggest either Camtasia for PC or Screenflow for Mac. They will offer the best performance and tools for each platform.

4. Setup your computer and desktop for recording by turning off all notifications and anything that will cause a popup or make a noise.

5. Use the largest or highest resolution screen available. We recommend a retina screen if available.

6. Clear your browser of any bookmarks, personal information, add-on buttons that do not have either Hootsuite or your branding. The last thing you want is for your confidential and/or personal information to be displayed in your video.

7. If available, turn on fullscreen or presentation mode in your browser. This will eliminate most visual distractions.

8. Before recording, create a short recording to test your setup. Make sure your sound is audible and your screen is being properly recorded.

9. Begin recording. If you have paper notes next to you, don't ruffle them while reading, as it will be recorded. If you stumble, pause and collect yourself then start off from the last point. You don't have to be a one-take wonder, so do multiple takes to ensure the best delivery and quality.

**Editing the Footage**

Ensure your video adheres to the following specs:

- **Frame size**: 16:9 at either 1920x1080 (1080p) or 1280x720 (720p)
- **Audio Quality**: Audio Codec: AAC Bitrate: 320 kbps

When you’re done recording, edit your video and export a final version. Make sure that you comply with these requirements or your video will be rejected during our approval process.

**Submitting Your Video**

**Final Export**

- **Video Export Codec**: H.264 or x264
- **File Type**: .MP4 or .MOV

Please share a link with Hootsuite to your unpublished video, hosted on a file drive (Google Drive, Dropbox, Box, etc) where we can access the video file. We will verify the video and add standard video bumpers (with the Hootsuite logo) and we may also add a background track where appropriate.

**Approval Process**

Once submitted, we will review your video to make sure it represents your app accurately and the guidelines have been followed. Please allow us 1 week to review, update, and publish your video before your app release date.
Spreading the Word

We often share the stories of successful app integrations on our blog, which can help expose it to more potential users. If you would like your app to be considered for a blog post, please send your answers to these questions to your App Directory Integration Manager via email. They may contact you with more questions or for more information.

- Why did you initially decide to build an app in the Hootsuite dashboard?
- What was the experience like building the app? Was Hootsuite helpful during the process?
- Have you built integrations into other platforms? If so, how did the experience compare?
- What was your app launch experience like? Did you see much initial success?
- How has having an integration with Hootsuite helped your business?
- Any relevant stats or metrics that you would like to share?

Have any questions? Email partner.marketing@hootsuite.com or your App Directory Integration Manager.