

## THEME TOPIC

### HootSuite

**What is It?** Social Media Marketing (SMM) is a form of internet marketing that comprises of several techniques that consider social networks as the platform to reach the targeted set of customers. Great **marketing on social media** can bring remarkable success to your business, creating devoted brand advocates and even **driving leads and sales**.

**HootSuite is such a SMM tool** for businesses. HootSuite Free plan is perfect for individuals who want to start with SMM.

### JULY 2018: THEME

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Utilities

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**What it Does?** With HootSuite Free, you'll be able to manage multiple social networks, **schedule posts**, and interact with your followers. You'll also be able to **track** how many **followers** you have on each of your social networks and **monitor** which posts are generating the most clicks. If your business grows, you can move up to one of three premium plans, which give you access to additional profiles, analytics, and multiple users.

### HootSuit Free Plan Features:

- **Social Profiles:** Manage up to 3 social media profiles in one place, all with one password.
- **RSS Feed Integration:** Automatically find and share compelling content from trusted sources.
- **Schedule Posts:** Save time by scheduling up to 30 messages in advance to your social profiles.

At the core of analytics functionality lies, a tool's reporting strength. Hootsuite offers several **useful reports in different graphical forms** . Hootsuite creates a Competitive Analysis spreadsheet in Excel, which can also be downloaded as a PDF file. The great part is that The company has made all its application programming interfaces (**APIs**) available as **open source**.

## NEWS OF THE WEEK

[e Surveillance by 10 Indian govt agencies](#)

In a decision that could have wide ramifications in the country, the government has allowed 10 intelligence and investigating agencies and the Delhi Police to **intercept, monitor and decrypt "any information" generated, transmitted, received or stored in "any computer"**. The Ministry of Home Affairs (MHA) gives 10 government agencies this power. These orders have been notified by the government using the powers given to it by the IT Act 2000. But it doesn't turn India into a surveillance state. These agencies are: 1- Intelligence Bureau,2- Narcotics Control Bureau,3- Enforcement Directorate,4- Central Board of Direct Taxes,5- Directorate of Revenue Intelligence,6- Central Bureau of Investigation,7- National Investigation Agency,8- Cabinet Secretariat (RAW),9- Directorate of Signal Intelligence (For service areas of Jammu & Kashmir, North-East and Assam only),10- Commissioner of Police, Delhi.

MHA order also doesn't specify there is going to be any real-time monitoring of inordinate amount of computer users, or networks. The new MHA rules don't enable any mass surveillance, at least not yet. They don't make provision for the government to put an entire class of people, town, cities or parts of country under surveillance. They will only help the government do targeted investigations and surveillance.

## E TOON

[Why Laugh Alone?](#)

