**Assignment: Hootsuite certification**

Complete the HootSuite certification course and email a screenshot of completion to [dsm.course@ubc.ca](mailto:dsm.course@ubc.ca)

* [Hootsuite Certification](http://learn.hootsuite.com/social-media-consultants) instructions: To access this content, access Hootsuite University from your dashboard (*Tools>Hootsuite University*) and complete the three links under ‘*Hootsuite Certification Courseware*’ – 1) Getting started with Hootsuite; 2) Advanced tactics with Hootsuite Pro; 3) Hootsuite Certified Professional Exam

For students who have HS certification, please submit a short paper (800 words) with practical guidance of how HS can be used in your client project in monitoring, publishing and analytics.

**Due Jan 26, 9.30 a.m.**

**More information about Hootsuite**

As part of Hootsuite’s Higher Education Program, you now have free access to [Hootsuite Pro](http://hootsuite.com/pro) and [Hootsuite University](http://learn.hootsuite.com/) for **3 months**.

**How to access your new account**

To activate your new account, please follow these steps:

1. Follow the instructions in the email\* you receive from Hootsuite with the subject **“Access Your New Hootsuite Account”**, and be sure to click on the activation link within 24 hours. If your activation link from Step #1 expires, or you don’t receive an email from Hootsuite, [click this link](http://hootsuite.com/retrieve-password) and create a new password in order to access your account.
2. Once logged in, access **Hootsuite University** from your dashboard by clicking on *Tools>Hootsuite University* from the left task bar.
3. Create a Hootsuite University Profile. Once you click on ‘Save Changes’ you will then be directed to the courseware of Hootsuite University.

*\* You may not receive an email if there is an account already set up under the email address registered by your instructor. If this is the case, you can login to your Hootsuite account with this same email and your pre-existing password.*

To access Hootsuite University from learn.hootsuite.com, make sure to click “**Login Here**” under “I'm already enrolled in Hootsuite University“.

**Important note about what email address to use**

Please remember to use the **email address that was registered** as part of the program to login. **Do not login using another email address or use Facebook or Twitter.** Ensure you are clear which email address your instructor has provided to Hootsuite.

*To avoid requests for billing information, on or before the end of your 3 month free access, please downgrade from Hootsuite Pro to Hootsuite Free and ensure Hootsuite University is removed as an add-on. (*[*See instructions*](https://help.hootsuite.com/entries/21682388-Manage-Your-Hootsuite-Pro-Plan/#plan)*).*

*Please note that after your class you will have to enter in billing information to continue using Hootsuite Pro & Hootsuite University, but you can downgrade to Hootsuite Free at any time.*