HootSuite is

- a social network that connects people and businesses around the world
- useful microblogging Web 2.0 tool that aids users in managing multiple social networking accounts

Unique Uses

With HootSuite organization is easy. You can have up to six columns in each tab. With this multi-column view, you will easily be able to keep track of several aspects of information at once. By choosing the layout, users will find it much easier to monitor what's important to them.

HootSuite Hootlet can be added to internet tool bars in internet explorer, safari, and firefox. By adding this feature the user can easily post about the websites that they are exploring.

HootSuite has an application for the iphone and ipods.

http://hootsuite.com/
https://wiki.itap.purdue.edu/display/INSITE/HootSuite