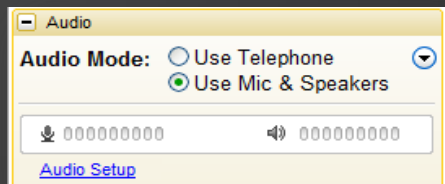


# SOCIAL MEDIA PUBLISHING TRAINING CLASS

INTRODUCTORY



We will be starting at 1:03pm ET.

Use the Chat Pane in GoToTraining  
to Ask Questions!

Here to learn about **Social Inbox?** Register for our  
**Social Monitoring training class:**

<http://academy.hubspot.com/social-monitoring-class-registration/>

The HubSpot logo is displayed on a white rectangular sign mounted on a brick wall. The word "HubSpot" is written in a dark grey, sans-serif font. The letter "o" is replaced by a stylized orange icon consisting of a central circle with three lines extending outwards to smaller circles, resembling a network or a person's head with connections.

HubSpot

**Johnny Garces**

@johnnyginbound

#HubSpotting

# SOCIAL MEDIA TRAINING CLASS RESOURCE PAGE



## HubSpot Social Media Publishing Class

[Go Back to HubSpot](#)

### Watch the Class

Length: 64:00 | Airdate: 1/21/14

**AGENDA**

- 1 Social media & inbound marketing [2 min]
- 2 Why social media is critical [5 min]
- 3 How to engage in social media [20 min]
- 4 HubSpot Social Media Tool walkthrough [30 min]
- 5 Social media next steps and resources [3 min]

65:00

Want to attend this class again? [See upcoming times.](#)

### Class Presentation Deck

- [Download the presentation](#)

### Next Steps:

1. Connect your social media accounts to HubSpot & customize your account settings.
2. Install the bookmarklet to easily share content from all over the web.
3. Schedule an upcoming week's worth of social media messages.
4. Identify 5 leaders and others in your industry and connect with them.

### Class Resources:

- [Schedule tweets and promote blog posts](#)
- [HubSpot Social Media Tools User Guide](#)
- [How to Track the Success of Your Social Media Channels](#)

### Need software help?



Find answers to your technical questions

### Post to the forums.



Ask questions to the HubSpot community

### Have a question?



[Ask Professor Garces](#)

[@johnnyginbound](#) | [LinkedIn](#)

# RESOURCE PAGES FOUND IN HUBSPOT PORTAL

The image shows a screenshot of the HubSpot portal interface. At the top, the navigation bar includes the HubSpot logo, a 'Dashboard' link, and several dropdown menus: 'Content', 'Social', 'Contacts', 'Reports', and 'Resources'. The 'Resources' dropdown is open, showing a list of options: 'Academy Home', 'Training', 'Certifications', 'Marketing Library', and 'Forums'. The 'Training' option is highlighted with an orange box. An orange arrow points from this box down to the 'Begin Course' button on the 'Social Media Tools' card in the training page below.

Below the navigation bar, there's a section for 'Marketing Performance' in January, with a comparison between 'This Month' and 'Previous Month'. To the right, a user profile for 'Johnny Garces' is visible, with a 'Hub ID: 53, hubspot.com' badge.


The main content area is titled 'HubSpot Academy Training'. It features several cards for different training modules:

- Learn how to use HubSpot to reach your goals**: A card with a description of inbound marketing and a 'Begin Course' button.
- Attracting Visitors**: A card with a description of attracting traffic and a 'Begin Course' button.
- Converting Visitors into Leads**: A card with a description of converting visitors and a 'Begin Course' button.
- Closing Leads into Customers**: A card with a description of transforming leads and a 'Begin Course' button.
- Learn how to use a specific HubSpot tool**: A card with a description of HubSpot's software and a 'Begin Course' button.
- Content Tools**: A card with a description of the Content Optimization System and a 'Begin Course' button.
- Social Media Tools**: A card with a description of social media monitoring and a 'Begin Course' button.

# RESOURCE PAGES FOUND IN HUBSPOT PORTAL

Social Media Tools Admin ▾

[← Back to all classes](#)

**Social Media Publishing** [Mark class as completed](#) 

Introductory Instructor: Johnny Garces Length: an hour Level: Introductory

[Social Media Publishing](#) ▶

[Social Monitoring](#)

[Attend this class](#)

Social media isn't just a fad. It's a proven way to drive traffic, generate leads, and engage in the conversations that matter to your visitors, leads, and customers. And recent HubSpot data indicates that companies that auto-publish their blog posts to social media generate 50% more leads. Getting active on social media is also good for SEO, because Google and other search engines use social shares as indicators of high quality content.

HubSpot Academy [Certifications](#) [Webinars](#) [Customer Examples](#) [User Groups](#) [Academy Blog](#)

## HubSpot's Social Media Publishing Training Class

**Class Description**

Social media isn't just a fad.

It's a proven way to drive traffic, generate leads, and engage in the conversations that matter to your visitors, leads, and customers. And recent HubSpot data indicates that companies that auto-publish their blog posts to social media generate 50% more leads.

Getting active on social media is also good for SEO, because Google and other search engines use social shares as indicators of high quality content.

In this class, you will learn how to create your very own social media accounts as well as the benefits of integrating them with HubSpot. We'll also dive into the best practices for publishing your content effectively while managing your presence across different social media channels right from your HubSpot portal.

**Education Level:** ● **INTRODUCTORY**

HubSpot's Training Classes are designed for marketers who are new to inbound marketing and the HubSpot software. After attending each class you will have the knowledge necessary to use HubSpot to execute basic marketing tactics related to the Training Class topic.


**Registration**

This class consists of a one-hour class accompanied by a 30-minute workshop. Please register for one of the sessions below:

[Wednesday, January 29th - 12:00pm to 1:30pm ET](#)


[Wednesday, February 5th - 10:00am to 11:30am ET](#)

(Can't make this class? [Watch it on demand](#))



Professor Johnny Garces

# SOCIAL MEDIA TRAINING CLASS RESOURCE PAGE

Certifications Webinars Customer Examples User Groups Academy Blog

---

## HubSpot Social Media Publishing Class

[Go Back to HubSpot](#)

**Watch the Class** Length: 64:00 | Airdate: 1/21/14

### AGENDA

- 1 Social media & inbound marketing [2 min]
- 2 Why social media is critical [5 min]
- 3 How to engage in social media [20 min]
- 4 HubSpot Social Media Tool walkthrough [30 min]
- 5 Social media next steps and resources [3 min]

▶ 65:00 🔊 📺

Want to attend this class again? [See upcoming times.](#)

### Class Presentation Deck

- [Download the presentation](#)


### Next Steps:

1. Connect your social media accounts to HubSpot & customize your account settings.
2. Install the bookmarklet to easily share content from all over the web.
3. Schedule an upcoming week's worth of social media messages.
4. Identify 5 leaders and others in your industry and connect with them.


### Class Resources:

- [Schedule tweets and promote blog posts](#)
- [HubSpot Social Media User Guide](#)
- [How to Track the Success of Your Social Media Channels](#)


### Need software help?

 [Find answers to your technical questions](#)

### Post to the forums.

 [Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Garces](#)

[@johnnyginbound](#) | [LinkedIn](#)



# SOCIAL MEDIA PUBLISHING WORKSHOP

After class today  
1:00pm – 1:30pm EST

## TODAY'S GOAL:

Learn how to successfully engage in social media using HubSpot's Social Publishing Tool.



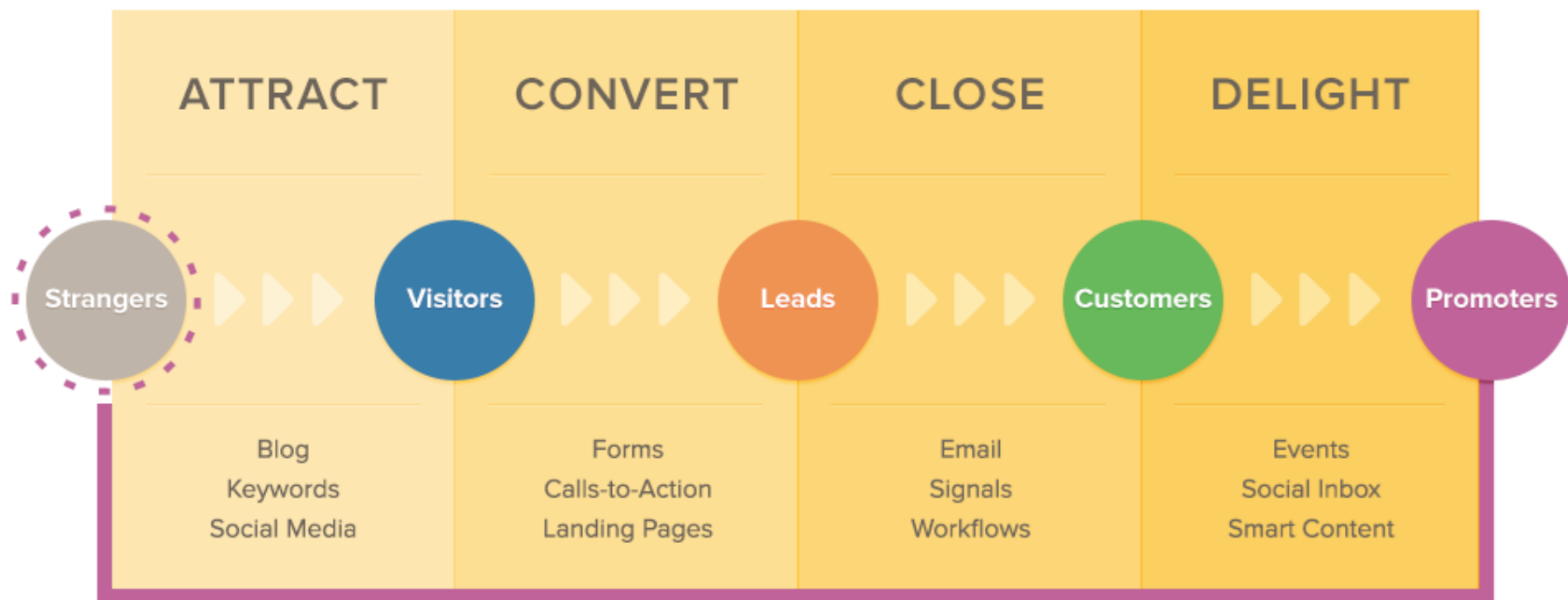


# AGENDA

- 1 Social media & inbound marketing [2 min]
- 2 Why social media is important [5 min]
- 3 How to engage in social media [20 min]
- 4 HubSpot Social Media Tool walkthrough [30 min]
- 5 Social media next steps and resources [3 min]

# 1 SOCIAL MEDIA AND INBOUND MARKETING.

# Inbound Methodology



2

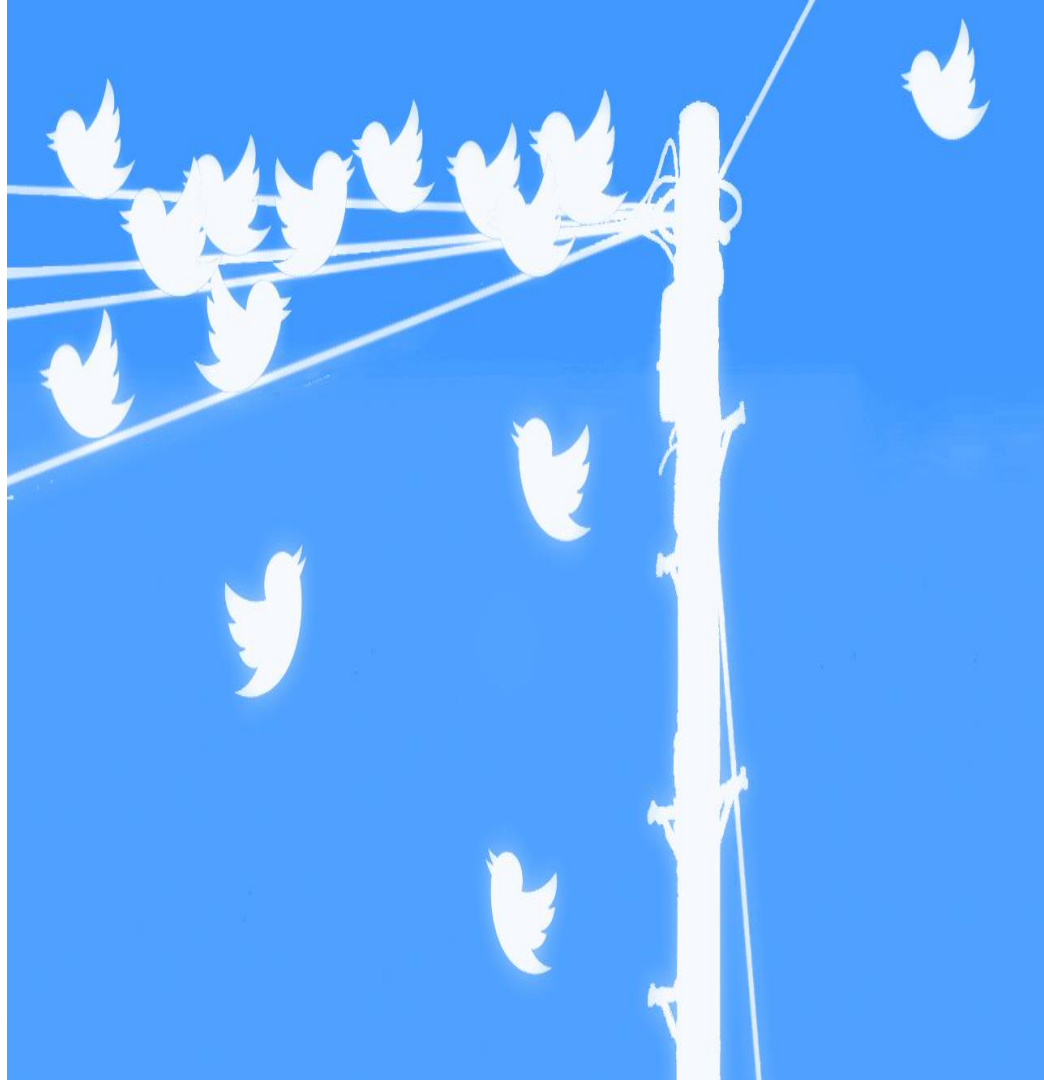
WHY IS SOCIAL MEDIA  
IMPORTANT?

Social media gets  
more **visits, leads,**  
**and customers.**



**36% of  
marketers**

found a **customer from  
Twitter**





**52%** of marketers  
generated a lead  
from Facebook.

**SOCIAL PROOF.**



# Social media shares act as social proof & votes in the eyes of search engines.

## Facebook Radically Changes 'Reach' Metric: How You Were Affected

150

Like

532

Tweet

26

+1

48

Share

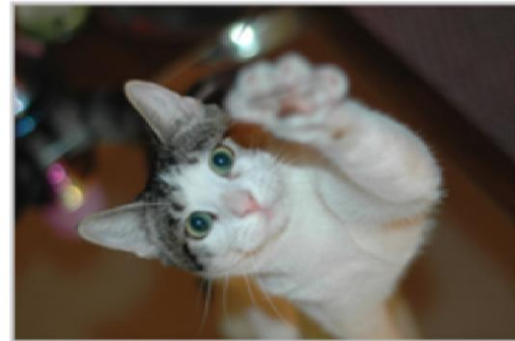
Have you checked out your Facebook Insights lately? Did you notice that your 'Reach' number was a little out of whack? Did you freak out?

If you didn't get Facebook's notice that they changed the way they calculate your reach, then your freak-out is justified. That's right, Facebook has changed **its definition of Reach** (thanks, **Marketing Pilgrim**, for breaking the news to us). This means you should be looking at your Facebook Insights analytics a little bit differently now. Let's break down what the changes are, and how it affects your **Facebook marketing strategy**.

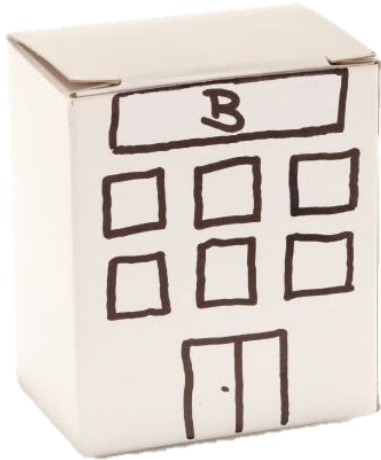
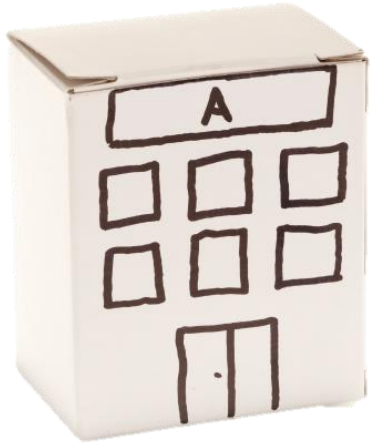
[Read More](#)

Posted by **Corey Eridon**

[Comments](#)



Tags: **Facebook, introductory**



**SOCIAL PROOF**  
Which one would  
you choose?

# BENEFITS OF SOCIAL MEDIA ENGAGEMENT:

- 1 Drives people to your website
- 2 Generates leads
- 3 Great for search engine optimization (SEO)
- 4 Grows your social presence online
- 5 Allows you to communicate and monitor your brand and industry in real-time.

3

HOW TO ENGAGE IN  
SOCIAL MEDIA.

# HOW TO ENGAGE IN SOCIAL MEDIA:

- 1 Setting up your accounts
- 2 Ongoing social media best practices



# SETTING UP YOUR ACCOUNTS

# SETTING UP YOUR ACCOUNTS:

- 1 Claim your company's brand.** Whether you plan to dive in right away or months down the line—you must claim accounts in your company's brand name right away.
- 2 Optimize your company's profile.** Always optimize your social profiles by filling them out correctly and connecting them to HubSpot

# SETTING UP YOUR ACCOUNTS:

- 1 Claim your company's brand.** Whether you plan to dive in right away or months down the line—you must claim accounts in your company's brand name right away.
- 2 Optimize your company's profile.** Always optimize your social profiles by filling them out correctly and connecting them to HubSpot



**THERE IS ONLY  
ONE YOU!**



# MAJOR NETWORKS TO CLAIM YOUR BRAND

- 1 Twitter
- 2 Facebook
- 3 LinkedIn
- 4 Any other network your buyer persona frequents

# SETTING UP YOUR ACCOUNTS:

- 1 Claim your company's brand.** Whether you plan to dive in right away or months down the line—you must claim accounts in your company's brand name right away.
- 2 Optimize your company's profile.** Always optimize your social profiles by filling them out correctly and connecting them to HubSpot

# INCLUDE THESE ON YOUR PROFILES:

- 1 An image or logo
- 2 Description of what your company does
- 3 A link pointing back to your website

# OPTIMIZING YOUR ACCOUNT PROFILES:

Twitter:



The image shows a Twitter profile card for OverGo Studio. It features a dark blue background. At the top center is a logo with the word "Go" in a stylized font, where the "G" is blue and the "O" is yellow, all enclosed in a white rounded square with an orange border. Below the logo, the text "OverGo Studio" is written in white, followed by "@OverGoStudio" in a smaller font. A white-bordered box with an orange border contains the text: "Inbound Marketing Agency. Helping business owners increase their sales and reduce their marketing costs. @Hubspot Silver Partner". Below this box, the text "New York and North Carolina" is followed by a white-bordered box with an orange border containing the website "overgovideo.com".

Facebook:




The image shows a Facebook profile card for Cedar Creek Cabin Rentals. The profile picture is a large, scenic photo of a two-story log cabin with a stone base and a green metal roof, surrounded by trees. The cover photo is a collage of four smaller images: a horse and rider, people on a horse, people on a pink inflatable ring, and a person climbing a rock wall. The profile name "Cedar Creek Cabin Rentals" is displayed in bold, with "10,991 likes · 58 talking about this · 330 were here" below it. To the right are buttons for "Like", "Message", and a dropdown menu. Below the profile picture is a bio box with an orange border containing the text: "Travel Agency - Resort - Vacation Home Rental. Come Visit [www.cccabins.com](http://www.cccabins.com) Our Luxury Cabin Rentals in Helen GA allow you to relax with your loved ones while enjoying the beautiful mountains." Below the bio box are buttons for "About - Suggest an Edit", "Photos", "Likes" (with a thumbs-up icon and "10,991"), "Videos", and "Free Guide" (with a "Click Here!" button and a dropdown menu).


# OPTIMIZING YOUR ACCOUNT PROFILES:

LinkedIn:

[We Speak Biz Dev - Data drives growth opportunities. See them in a single BizDev dashboard.](#)

**Yale Appliance and Lighting** 231 followers  Following

Home Services




Yale Appliance + Lighting is a family owned business in operation since 1923. Our 20,000 sq. ft. appliance and lighting showroom features the best products and has an unmatched product selection. Yale strives to offer a superior customer experience from beginning to end. [see less](#)

**Specialties**  
Home Appliances, Kitchen Appliances, Interior Lighting, Exterior Lighting, Appliance Service, Appliance Repair


<b>Website</b> <a href="http://www.yaleappliance.com">http://www.yaleappliance.com</a>	<b>Industry</b> Retail	<b>Type</b> Privately Held
<b>Headquarters</b> 296 Freeport St. Dorchester, MA 02122 United States	<b>Company Size</b> 51-200 employees	<b>Founded</b> 1923

### How You're Connected




1 second-degree connection  
75 Employees on LinkedIn [See all](#)

### Careers



**Interested in Yale Appliance and Lighting?**  
1 job posted [See job](#)

### Ads You May Be Interested In



**Exec BizDev Dashboard**  
All Your Data. One Powerful Dashboard. See The Big Picture With Data.

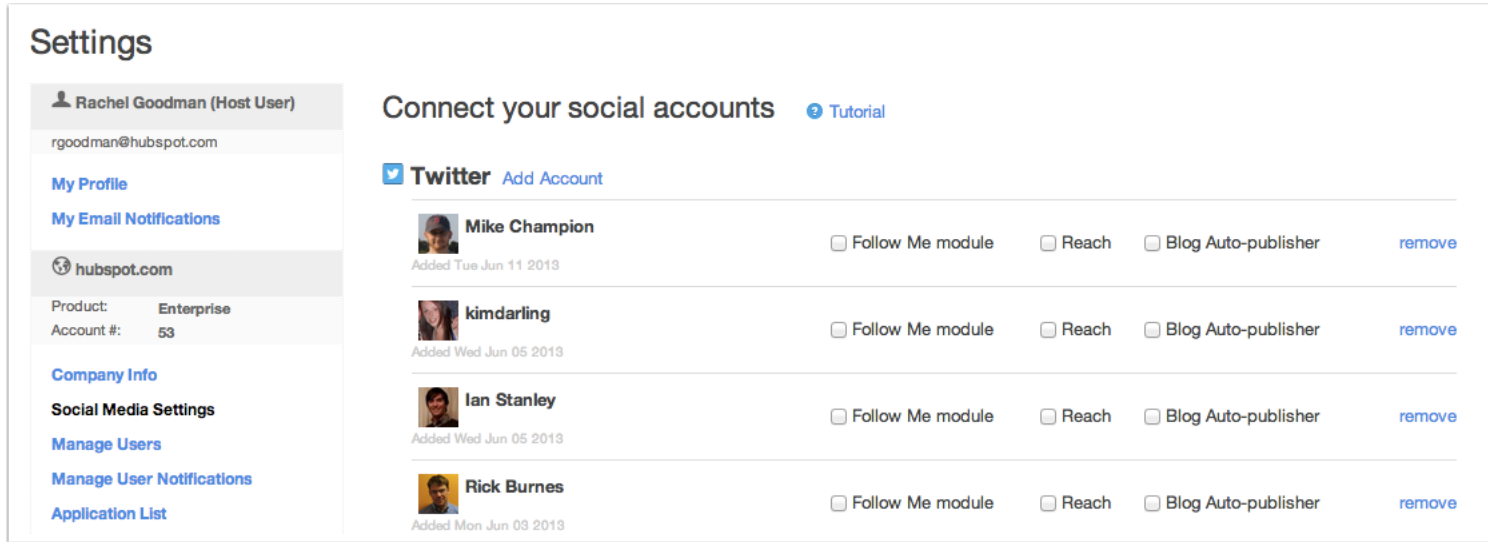
# Connect accounts to HubSpot

The screenshot shows the HubSpot Settings interface. On the left is a sidebar with navigation options: 'Rachel Goodman (Host User)', 'My Profile', 'My Email Notifications', 'hubspot.com', 'Company Info', 'Social Media Settings', 'Manage Users', 'Manage User Notifications', and 'Application List'. The main content area is titled 'Connect your social accounts' with a 'Tutorial' link. Under the 'Twitter' section, four accounts are listed: Mike Champion, kimdarling, Ian Stanley, and Rick Burnes. Each account entry includes a profile picture, name, 'Added' date, and three checkboxes for 'Follow Me module', 'Reach', and 'Blog Auto-publisher', along with a 'remove' link.

Account Name	Added	Follow Me module	Reach	Blog Auto-publisher	remove
Mike Champion	Tue Jun 11 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>
kimdarling	Wed Jun 05 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>
Ian Stanley	Wed Jun 05 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>
Rick Burnes	Mon Jun 03 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>

Publish, schedule and track all social messages  
Monitor streams of interest  
Auto publish, include in Follow Me module and reach

# Connect accounts to HubSpot



The screenshot shows the HubSpot Settings interface. On the left is a sidebar with navigation options: Rachel Goodman (Host User), My Profile, My Email Notifications, hubspot.com, Company Info, Social Media Settings, Manage Users, Manage User Notifications, and Application List. The main content area is titled 'Connect your social accounts' with a 'Tutorial' link. Under the 'Twitter' section, four accounts are listed: Mike Champion, kimdarling, Ian Stanley, and Rick Burnes. Each account entry includes a profile picture, name, 'Added' date, and three checkboxes for 'Follow Me module', 'Reach', and 'Blog Auto-publisher', along with a 'remove' link.

Account Name	Added	Follow Me module	Reach	Blog Auto-publisher	remove
Mike Champion	Tue Jun 11 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>
kimdarling	Wed Jun 05 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>
Ian Stanley	Wed Jun 05 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>
Rick Burnes	Mon Jun 03 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">remove</a>

Publish, schedule and track all social messages  
Monitor streams of interest  
Auto publish, include in Follow Me widget and **reach**



# Connect accounts to HubSpot

Track your social reach over time.

## Social Reach

**778,708**

reach as of March 29

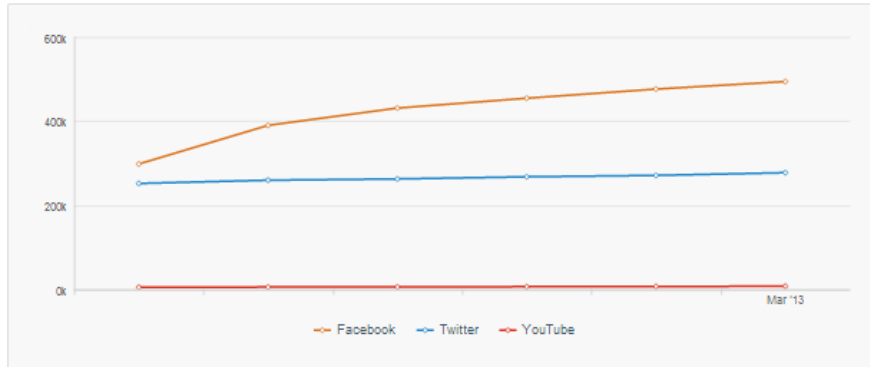
**24,815** 3.3%

growth this month

**14,722** 2.0%

average monthly growth

000  
100  
Last 6 months



Name	Reach ▲	Growth This Month	%	Avg. Monthly Growth	%
Facebook	493,933	17,869	3.75	11,071	620.35
Twitter	277,323	6,429	2.37	6,299	37.93
YouTube	7,452	517	7.45	161	42.85

You can also [download a CSV](#) of this data.

- [Social Media Dashboard](#)
- [Social Prospects](#)
- [Social Engagement](#)
- [Add an Account](#)
- [Social Publishing Bookmarket](#)

### Social Media Settings

- [Social Media Accounts](#)
- [Publishing Schedule](#)
- [Time Zone Settings](#)
- [Weekly Email Summary](#)
- [Custom Shortlink](#)

# SETTING UP YOUR ACCOUNTS

- 1 Claim your company's brand online
- 2 Optimize your profile & link it to HubSpot

2

# BEST PRACTICES: DAILY SOCIAL MEDIA ENGAGEMENT

# SOCIAL MEDIA PUBLISHING BEST PRACTICES

- 1 Follow the 50/50 rule.** Approach Social media like a normal conversation by engaging others and not just talking about yourself.
- 2 Unique but uniform voice.** Whether one or multiple are responsible for social media engagement—a uniform voice is key.
- 3 Consistency.** Publish content on a regular, consistent basis.
- 4 Always include links.** Make sure each message provides a link back to the original relevant piece of content.
- 5 Review the ROI.** Monitor the performance of each account to improve your efficiency and track your goals.

# SOCIAL MEDIA PUBLISHING BEST PRACTICES

- 1 Follow the 50/50 rule.** Approach Social media like a normal conversation by engaging others and not just talking about yourself.
- 2 Unique but uniform voice.** Whether one or multiple are responsible for social media engagement—a uniform voice is key.
- 3 Consistency.** Publish content on a regular, consistent basis.
- 4 Always include links.** Make sure each message provides a link back to the original relevant piece of content.
- 5 Review the ROI.** Monitor the performance of each account to improve your efficiency and track your goals.

A group of people are socializing at a cocktail party. In the foreground, a woman with dark hair in a black top and purple patterned skirt is talking to a woman in a black dress with white floral patterns. A man in a green and white striped shirt is also part of the conversation. To the right, a woman with blonde hair in a black dress with red and white floral patterns is smiling. They are sitting around a table with drinks, including wine and orange juice. A silver tray with a bottle is in the foreground. The background shows other people and a large window.

Approach social  
media like a  
**cocktail party.**

# Twitter:

The screenshot shows the Twitter profile of Johnny Garces. At the top, it displays the profile picture, name, and a link to the profile page. Below this, statistics are shown: 696 tweets, 190 following, and 137 followers. A 'Compose new Tweet...' box is visible. The main content area shows a list of tweets. The first tweet is by Alfred Spellman (@AlfredSpellman) about the Sundance Festival, retweeted by rakontur Miami. The second is by Billy Corben (@BillyCorben) about tracking on Facebook, also retweeted by rakontur Miami. The third is from Social Media Today (@socialmedia2day) about a preview of the Social Customer Engagement Index. The fourth is by David Meyer (@superglaze) about Snowden's accusations, retweeted by Mehdi Hasan. The fifth is by Robin Wright (@wright) about Nobel laureates visiting Iran, also retweeted by Mehdi Hasan. On the left side, a 'Who to follow' section lists John Legere (@JohnLegere), Google Analytics (@googleanalytics), and Mashable SocialMedia (@mashable). The 'Follow' button for John Legere is highlighted with an orange box.

- Follow other users
- Reply
- Retweet
- Favorite

# Facebook:



The screenshot shows a Facebook post from the page "Cedar Creek Cabin Rentals" dated August 7, 2013. The post features a photograph of a sunlit forest. Below the image, the interaction bar shows "Like", "Comment", and "Share" buttons, with the "Share" button highlighted by an orange box. To the right of these buttons are icons for 25 likes and 5 comments. Below the interaction bar, the post text reads: "Erick Hicks, Luria Dantzier, Hirecy Felipe and 22 others like this." Below the text is a "Write a comment..." input field. The post also includes several comments from users: Dinah Thomas, Cedar Creek Cabin Rentals, Anna Ewoldt, Dawn Withrow, and Erick Hicks. Each comment includes a profile picture, the user's name, the text of the comment, and interaction options like "Like" and "Reply".

- Like
- Comment
- Share



# LinkedIn:

**YALE**  
APPLIANCE LIGHTING

**Yale Appliance and Lighting** 232 followers **Follow**

Home Services

**Check out this month's Inbound Learning series**  
**Rachel Goodman Moore**  
Certification Program Leader

November's Inbound Learning is all about how to rid yourself of SEO ghosts--and plan for a brighter future. Check out the recording of last week's webinar and register for the upcoming sessions.

[Search Engine Optimization \(SEO\) Webinar Series | HubSpot Training...](#)  
academy.hubspot.com  
Learn how to incorporate Search Engine Optimization (SEO) into your inbound marketing strategy using HubSpot.

**Like (12) • Comment (3) • Follow** • 2 months ago

Interested in Yale Appliance and Lighting?  
1 job posted  
[See job](#)

**Recent Updates**

**Yale Appliance and Lighting** Juicing Recipes - How to Make Tropical Carrot Apple Juice  
<http://hub.am/1hOHQcH>

**Juicing Recipes - How to Make Tropical Carrot Apple Juice**  
hub.am • Get the top-rated recipe for Tropical Carrot Apple at <http://allrecipes.com/Recipe/Tropical-Carrot-Apple-Juice/Detail.aspx>. Watch how to make a healthy and r...

**Like • Comment • Share** 1 day ago

**Ads You May Be Interested In**

**the good mba .com** **A grad program for RPCVs**  
Life is still calling... up for another challenge? Scholarships for RPCVs. >

**Change the World**  
A career in international relations helps communities globally. Learn more. >

## On a LinkedIn Business page:

1. Follow
2. Like
3. Comment
4. Share

## On a LinkedIn Group:

1. Like
2. Comment
3. Follow

# SOCIAL MEDIA PUBLISHING BEST PRACTICES

- 1 Follow the 50/50 rule.** Approach Social media like a normal conversation by engaging others and not just talking about yourself.
- 2 Unique but uniform voice.** Whether one or multiple are responsible for social media engagement—a uniform voice is key.
- 3 Consistency.** Publish content on a regular, consistent basis.
- 4 Always include links.** Make sure each message provides a link back to the original relevant piece of content.
- 5 Review the ROI.** Monitor the performance of each account to improve your efficiency and track your goals.

# Create a Style Guide for your team.



HubSpot

@HubSpot FOLLOWS YOU

HubSpot is all-in-one marketing software that brings your whole marketing world together in one powerful, integrated system. Presenters of Inbound Conference.  
Cambridge, MA <http://www.HubSpot.com/>

Following



17,069 TWEETS

38,952 FOLLOWING

226,705 FOLLOWERS

REGISTER  
NOW

[www.InboundConference.com/twitter](http://www.InboundConference.com/twitter)

Tweet to HubSpot

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to HubSpot



Mike Champion @graysky  
[Follow](#)



Danny Brown @DannyBrown  
[Follow](#)



Amber Naslund @AmberCadabra  
[Follow](#)

Tweets All / No replies



HubSpot @HubSpot

1m

Why I Fired My Marketing Agency [hub.am/LLJSIM](http://hub.am/LLJSIM)  
Expand



HubSpot @HubSpot

6m

Don't have time for marketing when you're trying to save the world? We understand. All you need is 4 hours a week - [ow.ly/cpSVw](http://ow.ly/cpSVw)  
Expand



HubSpot @HubSpot

6m

RT @mediajunction It's official, media junction is heading to Boston in August for #Inbound12 with @HubSpot! RT if you are attending too!  
Expand



HubSpot @HubSpot

36m

How did @sepconet cut their marketing costs by 2/3? #HubSpotting - [ow.ly/cpSVu](http://ow.ly/cpSVu)  
Expand



HubSpot @HubSpot

51m

RT @dmsscott: STUDENTS: All-Access Passes for #INBOUND2012 from @HubSpot now \$99... (\$599 value). I will be speaking. [ow.ly/ct355](http://ow.ly/ct355)  
Expand

# SOCIAL MEDIA PUBLISHING BEST PRACTICES

- 1 Follow the 50/50 rule.** Approach Social media like a normal conversation by engaging others and not just talking about yourself.
- 2 Unique but uniform voice.** Whether one or multiple are responsible for social media engagement—a uniform voice is key.
- 3 Consistency.** Publish content on a regular, consistent basis.
- 4 Always include links.** Make sure each message provides a link back to the original relevant piece of content.
- 5 Review the ROI.** Monitor the performance of each account to improve your efficiency and track your goals.

# You **used to** use spreadsheets like this to space out messages & plan...

1	DAY	DATE	TIME	DATE & TIME	TWEET COPY	CHARACTER COUNT	LINK	TRACKING TOKEN
2	MONDAY							
3		1/30/2012	8:00:00	30/01/2012 08:00	Having trouble figuring out whether social media drives leads? HubSpot software will tell you!	94	<a href="http://www.hubspot.com/products/demo">http://www.hubspot.com/products/demo</a>	?utm_medium=social&utm_source=twitter
4		1/30/2012	9:00:00	30/01/2012 09:00		0		
5		1/30/2012	10:30:00	30/01/2012 10:30		0		
6		1/30/2012	12:00:00	30/01/2012 12:00		0		
7		1/30/2012	13:30:00	30/01/2012 13:30		0		
8		1/30/2012	15:00:00	30/01/2012 15:00		0		
9		1/30/2012	16:30:00	30/01/2012 16:30		0		
10		1/30/2012	18:00:00	30/01/2012 18:00		0		
11		1/30/2012	20:00:00	30/01/2012 20:00		0		
12	TUESDAY							
13		1/30/2012	8:00:00	30/01/2012 08:00		0		
14		1/30/2012	9:00:00	30/01/2012 09:00		0		
15		1/30/2012	10:30:00	30/01/2012 10:30		0		
16		1/30/2012	12:00:00	30/01/2012 12:00		0		
17		1/30/2012	13:30:00	30/01/2012 13:30		0		
18		1/30/2012	15:00:00	30/01/2012 15:00		0		
19		1/30/2012	16:30:00	30/01/2012 16:30		0		
20		1/30/2012	18:00:00	30/01/2012 18:00		0		
21		1/30/2012	20:00:00	30/01/2012 20:00		0		
22	WEDNESDAY							
23		1/30/2012	8:00:00	30/01/2012 08:00		0		
24		1/30/2012	9:00:00	30/01/2012 09:00		0		
25		1/30/2012	10:30:00	30/01/2012 10:30		0		
26		1/30/2012	12:00:00	30/01/2012 12:00		0		
27		1/30/2012	13:30:00	30/01/2012 13:30		0		
28		1/30/2012	15:00:00	30/01/2012 15:00		0		
29		1/30/2012	16:30:00	30/01/2012 16:30		0		
30		1/30/2012	18:00:00	30/01/2012 18:00		0		
31		1/30/2012	20:00:00	30/01/2012 20:00		0		
32	THURSDAY							
33		1/30/2012	8:00:00	30/01/2012 08:00		0		
34		1/30/2012	9:00:00	30/01/2012 09:00		0		
35		1/30/2012	10:30:00	30/01/2012 10:30		0		
36		1/30/2012	12:00:00	30/01/2012 12:00		0		
37		1/30/2012	13:30:00	30/01/2012 13:30		0		
38		1/30/2012	15:00:00	30/01/2012 15:00		0		
39		1/30/2012	16:30:00	30/01/2012 16:30		0		

# Now, use HubSpot and **schedule** like this!

The screenshot displays the HubSpot social media scheduling interface. At the top, there are social media icons for Twitter, Facebook, LinkedIn, and a close button. Below the icons, the text reads "Welcome to the new Compose, switch back to original".

Three tweets are visible, each with a scheduled time highlighted in an orange box:

- The first tweet, "I love this article from @SalesTipsB2B! http://www.b2b-sales-tips.com/blog", is scheduled for "Tomorrow at 11:09 AM".
- The second tweet, "Why we need to focus on our buyer personas! @NickSalinbound http://blog.hubspot.com/blog/tabid/6307/bid/33491/Everything-Marketers-Need-to-Research-Create-Detailed-Buyer-Personas-Template.aspx", is scheduled for "Thursday at 2:05 PM". Below this, a calendar for January 2014 is shown, with the 30th of January highlighted in orange. The time selection interface shows "2:05 PM" selected.
- The third tweet, "Agree with this premise on why millennials are the next social media target demography: http://www.forbes.com/fdc/welcome\_mjx.shtml", is scheduled for "02/02/2014 at 4:55 PM".

Each tweet also includes an "Edit" link, an "Attach" button, a trash icon, and a retweet count (77, 55, and 29 respectively).

# SOCIAL MEDIA PUBLISHING BEST PRACTICES

- 1 Follow the 50/50 rule.** Approach Social media like a normal conversation by engaging others and not just talking about yourself.
- 2 Unique but uniform voice.** Whether one or multiple are responsible for social media engagement—a uniform voice is key.
- 3 Consistency.** Publish content on a regular, consistent basis.
- 4 Always include links.** Make sure each message provides a link back to the original relevant piece of content.
- 5 Review the ROI.** Monitor the performance of each account to improve your efficiency and track your goals.

# Always include a **link** in your posts



<http://ow.ly/t5Jnf>

**VS**

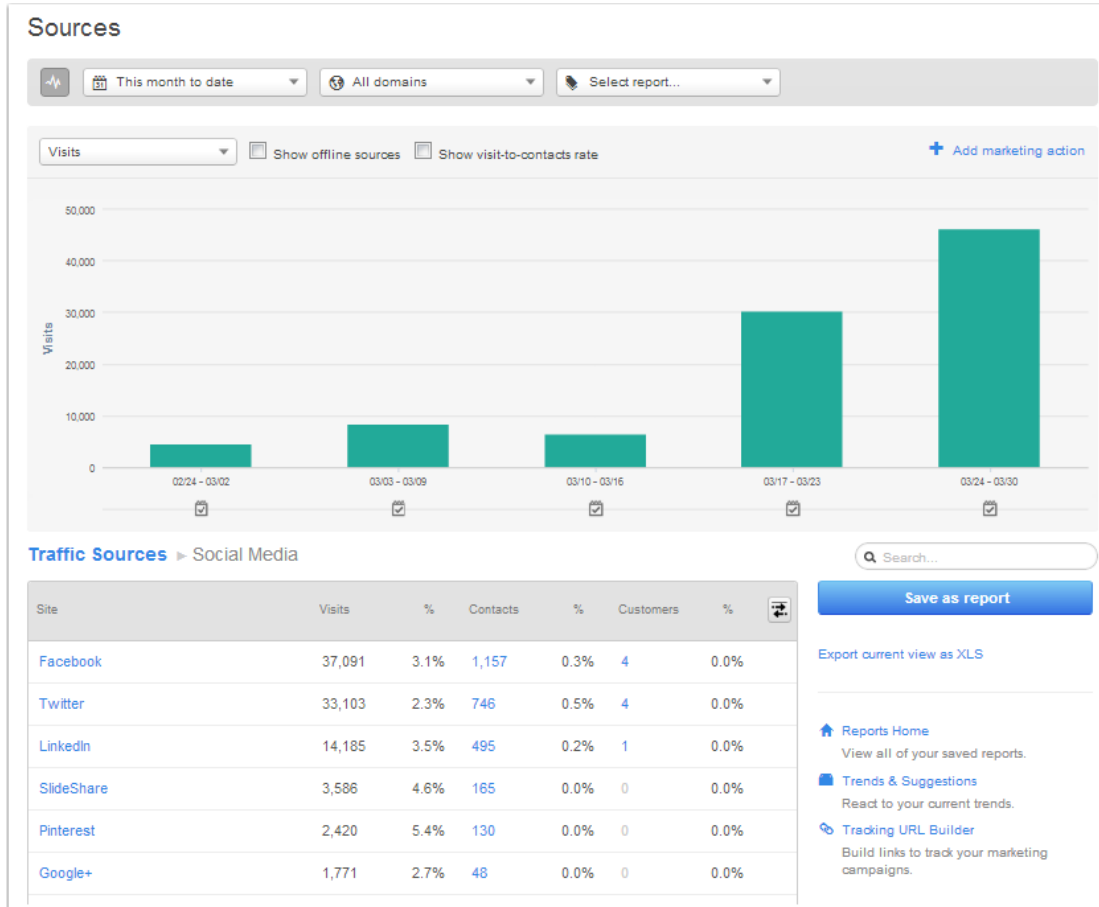
[http://techcrunch.com/2014/01/29/zuck-vs-evan-go/?utm\\_campaign=fb&ncid=fb](http://techcrunch.com/2014/01/29/zuck-vs-evan-go/?utm_campaign=fb&ncid=fb)



# SOCIAL MEDIA PUBLISHING BEST PRACTICES




- 1 Follow the 50/50 rule.** Approach Social media like a normal conversation by engaging others and not just talking about yourself.
- 2 Unique but uniform voice.** Whether one or multiple are responsible for social media engagement—a uniform voice is key.
- 3 Consistency.** Publish content on a regular, consistent basis.
- 4 Always include links.** Make sure each message provides a link back to the original relevant piece of content.
- 5 Review the ROI.** Monitor the performance of each account to improve your efficiency and track your goals.

# Track your social visits, leads & customers

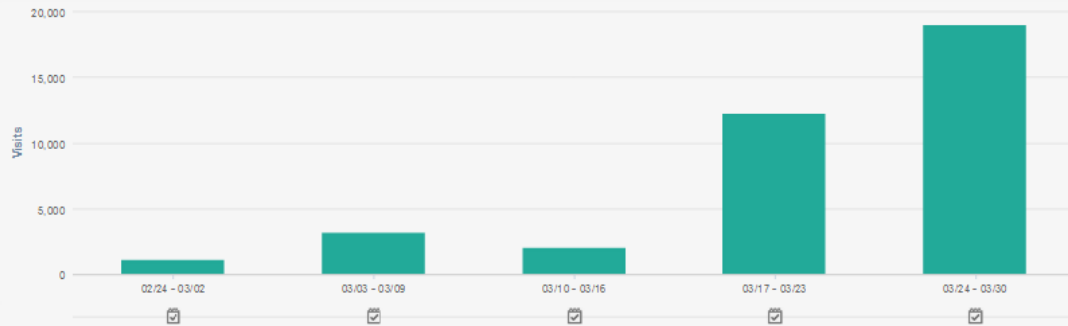


# View by Campaign

## Sources

 This month to date  All domains  Select report...

Visits  Show offline sources  Show visit-to-contacts rate [+ Add marketing action](#)



Traffic Sources [Social Media](#) [Facebook](#)

[Save as report](#)

Campaign	Visits	%	Contacts	%	Customers	%
blogpost	6,525	0.8%	50	0.0%	0	0.0%
DIY	3,043	6.7%	204	0.5%	1	0.0%
fbalbum	2,216	2.5%	56	0.0%	0	0.0%
coverphoto	1,749	5.3%	92	1.1%	1	0.1%
101companies	1,078	7.2%	78	1.3%	1	0.1%
ebookcover	791	5.9%	47	0.0%	0	0.0%

[Export current view as XLS](#)

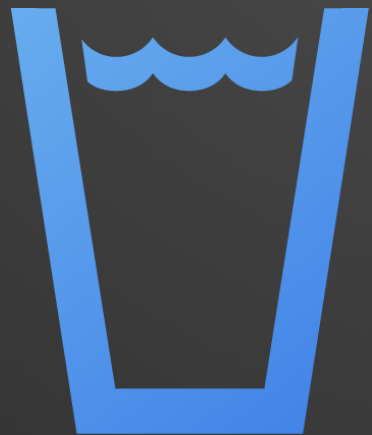
[Reports Home](#)  
View all of your saved reports.

[Trends & Suggestions](#)  
React to your current trends.

[Tracking URL Builder](#)  
Build links to track your marketing campaigns.

# SOCIAL MEDIA PUBLISHING BEST PRACTICES

- 1 Follow the 50/50 rule
- 2 Use a unique yet uniform voice
- 3 Consistency when publishing
- 4 Always include links
- 5 Review your ROI



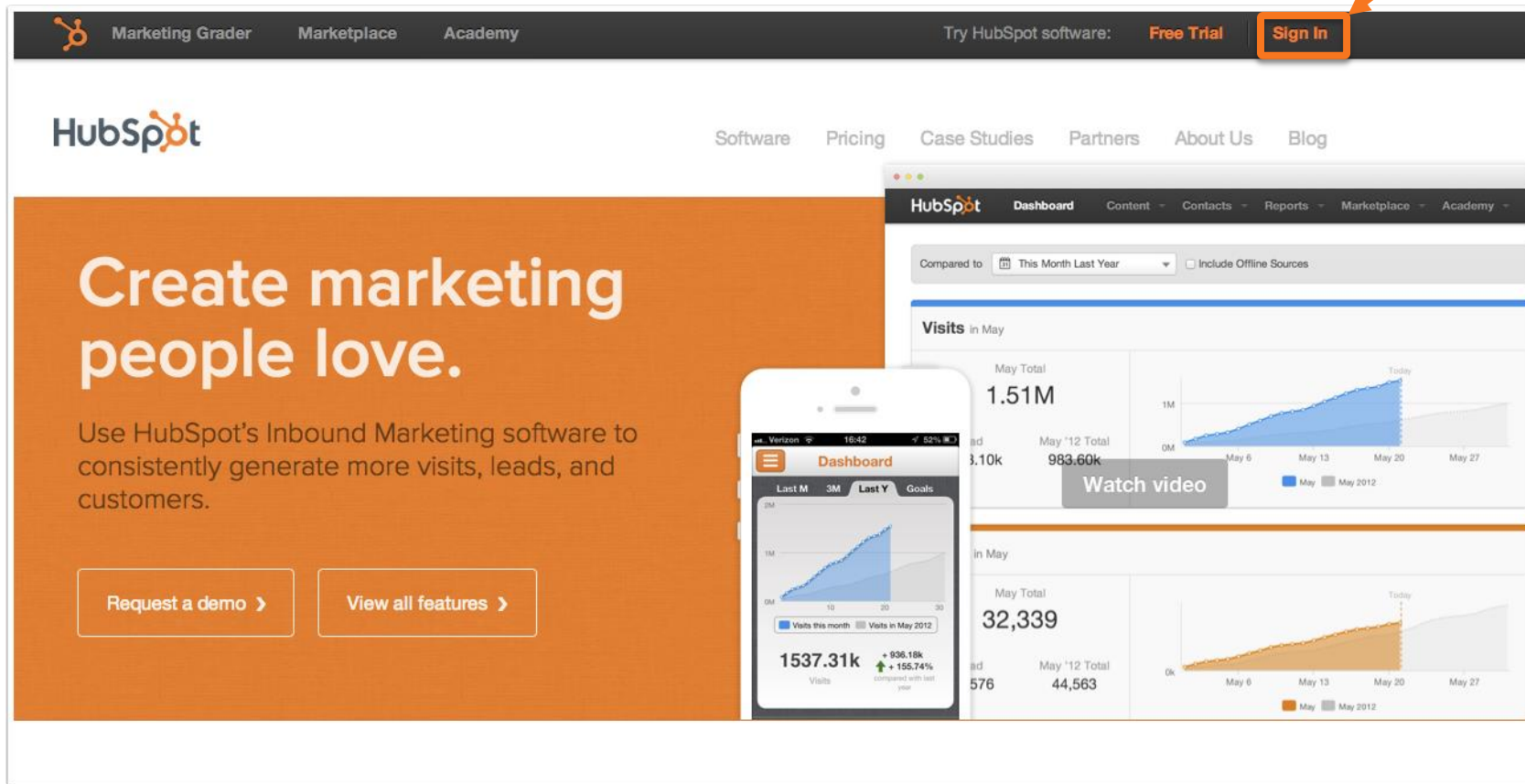
**WATER  
BREAK.**

# KNOWLEDGE CHECK

- 1** Why should every business be on social media?
- 2** What are the three major social media sites your business must be on?
- 3** What is a good guideline for how often you can promote your business?

# 4 SOCIAL PUBLISHING TOOL WALKTHROUGH.

# Sign in to HubSpot



The image shows a screenshot of the HubSpot website. At the top, a dark navigation bar contains the HubSpot logo, links for 'Marketing Grader', 'Marketplace', and 'Academy', and a section for 'Try HubSpot software:' with 'Free Trial' and 'Sign In' buttons. An orange arrow points to the 'Sign In' button. Below the navigation bar, the main content area features the HubSpot logo on the left and a navigation menu with 'Software', 'Pricing', 'Case Studies', 'Partners', 'About Us', and 'Blog'. The central focus is a large orange banner with the text 'Create marketing people love.' and a sub-headline 'Use HubSpot's Inbound Marketing software to consistently generate more visits, leads, and customers.' Below this are two buttons: 'Request a demo >' and 'View all features >'. To the right of the banner is a preview of the HubSpot dashboard on a smartphone and a desktop monitor. The smartphone screen shows a 'Dashboard' with a line chart for 'Visits in May' and a 'Watch video' button. The desktop monitor shows a 'Dashboard' with a 'Visits in May' section containing a line chart and a 'Watch video' button. The desktop dashboard also displays 'May Total' visits as 1.51M and compares it to 'May '12 Total' of 983.60k. A second chart below shows 'Visits in May' with a total of 32,339, compared to 'May '12 Total' of 44,563. The desktop dashboard also includes a 'Compared to' dropdown set to 'This Month Last Year' and an 'Include Offline Sources' checkbox.





This Month

compared to

Previous Month

 Include Offline Sources[Back to old dashboard](#)

Here's what you've been working on:

[Drafted 3 Ways to Find the Best Local Organic Produce](#)[Drafted 3 Ways to Find the Best Local Organic Produce](#)[Drafted 3 Ways to Find the Best Local Organic Produce](#)[Drafted 3 Ways to Find the Best Local Organic Produce](#)[Drafted 3 Ways to Find the Best Local Organic Produce](#)

Academy

[Academy Home](#)[HubSpot Training](#)[Certification](#)[Forums](#)[Ideas](#)[Marketing Library](#)

Content

[Content Home](#)[Page Manager](#)[Landing Pages](#)[Blog](#)[Keywords](#)[Email](#)[Calls-to-Action](#)[Social Media](#)[Content Settings](#)

Social

[Monitoring](#)[Publishing](#)[Reach](#)[Social Settings](#)

Contacts

### Blogging in July

Published	Home Page Views	Email Subscribers	RSS Subscribers
0	128	6	2

Name	Published	Views	Comments	Inbound Links
<a href="#">3 Ways to Find the Best Local Organic Produce</a>	02/15/2013	0	0	0
<a href="#">Vegan-Friendly Dinner for Non-Vegans: Roas...</a>	11/08/2012	7	1	0
<a href="#">The 5 Best Vegetarian-Friendly Recipe Blogs ...</a>	10/12/2012	331	3	0
<a href="#">Help! I need a quick, wheat-free vegetarian re...</a>	10/09/2012	4	0	0
<a href="#">Ready, Set, Go!</a>	09/10/2012	2	0	0

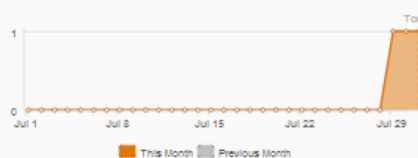
### Landing Pages in July

Views	Submissions	Conversion Rate	New Contacts
4	1	25%	1

Name	Views	Submissions	Conversion Rate
<a href="#">Contact Us</a>	4	1	25%

### Leads in July

This Month	Previous Month
1	0
Ahead 1	



# On the right-hand navigation

# In the “Social Media” dropdown, click “Publishing”

The screenshot shows the HubSpot dashboard interface. At the top, the navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. A user profile for 'Rachel Goodman' is visible on the right. A dropdown menu is open under the 'Social' tab, with 'Publishing' highlighted by an orange rectangle. Other options in the menu include 'Monitoring', 'Reach', and 'Social Settings'. The main content area displays 'Marketing Performance in August' with three metrics: Visits (25, behind 10.71%), Leads (2, ahead 100.00%), and Customers (0). Each metric is accompanied by a line chart comparing 'This Month' and 'Previous Month' data. A 'Back to old dashboard' button is located in the top right corner. A sidebar on the right lists navigation options for 'Academy' and 'Content'.

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy Rachel Goodman

This Month compared to

Monitoring  
Publishing  
Reach  
Social Settings

Back to old dashboard

Academy  
Academy Home  
HubSpot Training  
Certification  
Forums  
Ideas  
Marketing Library

Content  
Content Home  
Design Center  
Site Pages  
Landing Pages  
Blog  
Keywords  
Email  
Calls-to-Action  
Social Media  
Content Settings

### Marketing Performance in August

Metric	This Month	Previous Month	Change
Visits	25	28	Behind 10.71% (3)
Leads	2	1	Ahead 100.00% (1)
Customers	0	0	0.00%



# HIGH LEVEL OVERVIEW








LIVE  
DEMO.

HubSpot  
Academy 

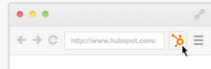
# Social Publishing Dashboard

Social Media [User Guide](#)

Compose a message 

-  Monitoring
-  Published
-  Scheduled (19)
-  Reach
-  Settings

Add the Chrome plugin! ✕



✓ Instantly share great content right from the web






✓ Share from within Facebook, Twitter, and LinkedIn

Add to Chrome

Export

All networks

All campaigns

Published	Message	Clicks	Interactions	
Jan 28 2:26 pm	 Give your inbox a break and take a peek at ours! See HubSpot customer letters in 2013's Year in Review #hubspotting hub.am/1d5rAyQ <small>★ 3 favorites □ 2 retweets</small>	--	5	<a href="#">Details</a>
Jan 28 2:05 pm	 Calling all #InboundLearning attendees "Webinars on Webinars Part 3: Solving for your Audience" slides are ready! http://hub.am/1e4NB78 <a href="http://academy.hubspot.com/Portals/137828/docs/solving%20for%20your%20audience.pdf">http://academy.hubspot.com/Portals/137828/docs/solving%20for%20your%20audience.pdf</a> <small>★ 5 favorites □ 7 retweets</small>	8	12	<a href="#">Details</a>
Jan 28 1:52 pm	 #InboundLearning question of the day. Do you have 1 or 2 webinar presentation tips. For example silence is golden, breath, ask questions. <small>● 6 replies ★ 4 favorites □ 9 retweets</small>	--	19	<a href="#">Details</a>
Jan 28 12:05 pm	 Today's blogging tip is brought to you by Michael Hartzell, Founder of MichaelHartzell.com and HubSpot User Group Seattle Leader: http://hub.am/Lki0IG #blogfor30 <a href="http://blog.hubspot.com/marketing/30-day-blog-challenge-tip-27-sr">http://blog.hubspot.com/marketing/30-day-blog-challenge-tip-27-sr</a> <small>● 1 comment ★ 13 likes</small>	4	14	<a href="#">Details</a>
Jan 28 12:05 pm	 30-Day Blog Challenge Tip #27: Repurpose Content http://hub.am/Lki1Gm #blogfor30 <a href="http://blog.hubspot.com/marketing/30-day-blog-challenge-tip-27-sr">http://blog.hubspot.com/marketing/30-day-blog-challenge-tip-27-sr</a> <small>● 2 replies ★ 15 favorites □ 22 retweets</small>	29	39	<a href="#">Details</a>

# Sort through messages

The screenshot shows the 'Social Media' dashboard with a 'User Guide' link and a 'Compose a message' button. On the left, there are navigation tabs for 'Monitoring', 'Published', 'Scheduled (14)', 'Reach', and 'Settings'. A 'Published' message list is displayed with columns for date, message content, clicks, interactions, and details. A dropdown menu is open over the 'All networks' filter, showing options for 'All networks', 'LinkedIn', 'Twitter', and 'Facebook'. Another dropdown menu is open over the 'All campaigns' filter, showing the option 'All campaigns'. A 'Chrome plugin' notification is visible in the bottom left corner.

Date	Message	Clicks	Interactions	Details
Jan 29 2:28 am	How to Create a Robust Editorial Calendar Google Calendar <a href="http://hub.am/MsL7Ef">http://hub.am/MsL7Ef</a> #blogtor3u <a href="http://blog.hubspot.com/marketing/create-robust-editorial-calendar-ht">http://blog.hubspot.com/marketing/create-robust-editorial-calendar-ht</a> 1 reply 25 favorites 24 retweets	75	50	<a href="#">Details</a>
Jan 29 12:28 am	Clicks on Pinterest Generate 4X More Revenue Than Twitter [Infographic] <a href="http://hub.am/1d72NdT">http://hub.am/1d72NdT</a> <a href="http://blog.hubspot.com/marketing/pinterest-revenue-infographic">http://blog.hubspot.com/marketing/pinterest-revenue-infographic</a> 6 replies 22 favorites 36 retweets	81	64	<a href="#">Details</a>
Jan 28 7:26 pm	Retweeting in Real Life #DailyCartoon 8 replies 18 favorites 45 retweets	--	71	<a href="#">Details</a>
Jan 28 5:26 pm	Forgot to buy Vogue? Fear not, HubSpotters in our 2013 Year in Review fashion spread got you covered #hubspotting <a href="http://hub.am/1d5rAyQ">hub.am/1d5rAyQ</a> 3 favorites 3 retweets	--	6	<a href="#">Details</a>

All networks:

- 1) LinkedIn
- 2) Twitter
- 3) Facebook
- 4) Xing

All Campaigns:

- 1) Attract
- 2) Convert
- 3) Close
- 4) Delight

# Sort through messages

The image displays two overlapping screenshots of a social media management dashboard. The top screenshot shows a list of published messages with a 'Published' filter selected. The bottom screenshot shows the same dashboard with a 'Published' filter selected and a table of message details. An orange box highlights the 'Published' filter in both screenshots, and an orange arrow points from the filter in the top screenshot to the filter in the bottom screenshot.

**Screenshot 1 (Top):** Shows a list of published messages. The 'Published' filter is selected. The messages are:

- Jan 28 2:26 pm: Give your inbox a break and take a peek at HubSpot customer letters in 2013's Year #hubspotting hub.am/1d5rAyQ (3 favorites, 2 retweets)
- Jan 28 2:05 pm: Calling all #InboundLearning attendees! Webinars Part 3: Solving for your Audience http://hub.am/1e4NB78 (5 favorites, 7 retweets)
- Jan 28 1:52 pm: #InboundLearning question of the day. Do webinar presentation tips. For example sit breath, ask questions. (6 replies, 4 favorites, 9 retweets)
- Jan 28 12:05 pm: Today's blogging tip is brought to you by Founder of MichaelHartzell.com and HubSpot Seattle Leader. http://hub.am/Lki0IG #blog (1 comment, 13 likes)
- Jan 28 12:05 pm: 30-Day Blog Challenge Tip #27: Repurpose http://hub.am/Lki1Gm #blogfor30 (2 replies, 15 favorites, 22 retweets)

**Screenshot 2 (Bottom):** Shows a table of published messages with columns for Message, Clicks, and Interactions. The 'Published' filter is selected. The messages are:

Message	Clicks	Interactions
Nov 7 11:40 pm: #KillBills: could never be what it is without your student debt stories. Share them at http://hub.am/194677r http://bit.ly/17HWMB	4	0
Nov 8 11:04 am: @alolive and I have wrapped our film "Kill Bills"- here's why we did it- Why Another Film on Student Debt? http://hub.am/1946HCn http://www.hotspotsproductions.com/blog/why-a-film-on-student-debt- (1 favorite)	2	1
Nov 8 1:04 pm: "College costs need to be brought under control." @instapundit on what's wrong with student loans http://hub.am/18dBKMM http://on.wsj.com/1epyT7T (1 reply, 1 favorite, 1 retweet)	16	3
Nov 9 1:07 pm: @MixMox thanks for following! (1 reply)	--	1
Nov 8 1:28 pm: @instapundit- thx for the retweet!	--	0
Nov 8 2:00 pm: Our purpose for creating #KillBills film on student debt is to ask this question: is college a privilege or a right? what are your takes?	--	0

# The social media account & channel

Social Media [User Guide](#) [Compose a message](#)






**Monitoring**  
**Published**  
**Scheduled (15)**  
**Reach**  
**Settings**

**Add the Chrome plugin!**

- ✓ Instantly share great content right from the web
- ✓ Share from within Facebook, Twitter, and LinkedIn

[Add to Chrome](#)

Export All networks All campaigns

Published	Message	Clicks	Interactions	
Jan 28 5:26 pm	 Forgot to buy Vogue? Fear not, HubSpotters in our 2013 Year in Review fashion spread got you covered #hubspotting <a href="http://hub.am/1d5rAyQ">hub.am/1d5rAyQ</a> ★ 2 favorites □ 3 retweets	--	5	<a href="#">Details</a>
Jan 28 4:26 pm	 TOMORROW! [Live Only Webinar]: How to Grow Reach, Generate Leads & Drive Real Revenue with Twitter <a href="http://hub.am/LKv9Xi">http://hub.am/LKv9Xi</a> #TwitterQA <a href="http://offers.hubspot.com/ask-twitter-webinar">http://offers.hubspot.com/ask-twitter-webinar</a> ★ 5 favorites □ 9 retweets	38	14	<a href="#">Details</a>
Jan 28 3:38 pm	 Why Content Marketers Need Better Statistics <a href="http://hub.am/1f9vg5q">http://hub.am/1f9vg5q</a> <a href="http://www.convinceandconvert.com/social-media-research-2/why-content-marketers-need-better-statistics/">http://www.convinceandconvert.com/social-media-research-2/why-content-marketers-need-better-statistics/</a> ★ 1 favorite □ 3 retweets	4	4	<a href="#">Details</a>
Jan 28 3:26 pm	 This Week's Leadership Skills: "3 Sales Management Secrets for Success" from @StevenARosen via @topsalesworld <a href="http://hub.am/19WyyxqW">http://hub.am/19WyyxqW</a> <a href="http://bit.ly/1c9SUAj">http://bit.ly/1c9SUAj</a> ★ 1 like	11	1	<a href="#">Details</a>
Jan 28 3:26 pm	 This Week's Leadership Skills: "3 Sales Management Secrets for Success" from @StevenARosen via @topsalesworld <a href="http://hub.am/19WyyA6f">http://hub.am/19WyyA6f</a> <a href="http://bit.ly/1c9SUAj">http://bit.ly/1c9SUAj</a>	5	0	<a href="#">Details</a>



# The message being shared







Social Media User Guide Compose a message

Monitoring  
Published  
Scheduled NONE  
Reach  
Settings

Add the Chrome plugin!

Instantly share great content right from the web  
Share from within Facebook, Twitter, and LinkedIn  
Add to Chrome

Export All networks All campaigns

Published	Message	Clicks	Interactions	
Jan 27 5:16 pm	 business is now b2h via @socialmedia2day <a href="http://hub.am/1etckg8">http://hub.am/1etckg8</a> <a href="http://socialmediatoday.com/bryan-kramer/2115561/there-no-more-b2b-or-b2c-it-s-human-human-h2h">http://socialmediatoday.com/bryan-kramer/2115561/there-no-more-b2b-or-b2c-it-s-human-human-h2h</a>	3	0	<a href="#">Details</a>
Jan 27 4:54 pm	 What your thoughts here? 4 ways to further your education for free 4 ways to further your education for free <a href="http://hub.am/1jBXOdh">http://hub.am/1jBXOdh</a> <a href="http://www.hotplotsproductions.com/blog/4-ways-to-further-your-education-for-free">http://www.hotplotsproductions.com/blog/4-ways-to-further-your-education-for-free</a>	9	0	<a href="#">Details</a>
Jan 27 1:15 pm	 the consumer knows more, the consumer can make or break you. spammers, you've been warned <a href="http://hub.am/1hF9f0f">http://hub.am/1hF9f0f</a> <a href="http://hub.am/1dENXLv">http://hub.am/1dENXLv</a>	0	0	<a href="#">Details</a>
Jan 25 5:55 pm	 the consumer knows more, the consumer can make or break you. spammers, you've been warned <a href="http://hub.am/1mlaZXp">http://hub.am/1mlaZXp</a> <a href="http://www.youtube.com/watch?v=49Fo3k8fql">http://www.youtube.com/watch?v=49Fo3k8fql</a>	0	0	<a href="#">Details</a>
Jan 25 5:55 pm	 the consumer knows more, the consumer can make or break you. spammers, you've been warned <a href="http://hub.am/1dENXLv">http://hub.am/1dENXLv</a> <a href="http://www.youtube.com/watch?v=49Fo3k8fql">http://www.youtube.com/watch?v=49Fo3k8fql</a>	3	0	<a href="#">Details</a>
Jan 24 3:49 pm	 this is a test (Clone) <a href="http://hub.am/1eMyz3l">http://hub.am/1eMyz3l</a> <a href="http://www.hotplotsproductions.com/blog/this-is-a-test-0">http://www.hotplotsproductions.com/blog/this-is-a-test-0</a>	0	0	<a href="#">Details</a>

- Shortened link (hub.am)
- Original link

# Published Messages

Social Media [User Guide](#)

Compose a message



Monitoring

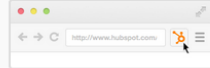
Published

Scheduled (14)

Reach

Settings

Add the Chrome plugin!



Instantly share great content right from the web






Share from within Facebook, Twitter, and LinkedIn

Add to Chrome

Export

All networks

All campaigns


Published	Message	Clicks	Interactions	
Jan 28 7:26 pm	 Retweeting in Real Life #DailyCartoon <a href="#">2 replies</a> <a href="#">7 favorites</a> <a href="#">22 retweets</a>	--	31	<a href="#">Details</a>
Jan 28 5:26 pm	 Forgot to buy Vogue? Fear not, HubSpotters in our 2013 Year in Review fashion spread got you covered #hubspotting <a href="#">hub.am/1d5rAyQ</a> <a href="#">2 favorites</a> <a href="#">3 retweets</a>	--	5	<a href="#">Details</a>
Jan 28 4:26 pm	 TOMORROW! [Live Only Webinar]: How to Grow Reach, Generate Leads & Drive Real Revenue with Twitter <a href="#">http://hub.am/LkV9Xi</a> #TwitterQA <a href="#">http://offers.hubspot.com/ask-twitter-webinar</a> <a href="#">5 favorites</a> <a href="#">9 retweets</a>	39	14	<a href="#">Details</a>
Jan 28 3:38 pm	 Why Content Marketers Need Better Statistics <a href="#">http://hub.am/1f9vg5q</a> <a href="#">http://www.convinceandconvert.com/social-media-research-2/why-content-marketers-need-better-statistics/</a> <a href="#">1 favorite</a> <a href="#">3 retweets</a>	5	4	<a href="#">Details</a>
Jan 28 3:26 pm	 This Week's Leadership Skills: "3 Sales Management Secrets for Success" from @StevenARosen via @topsalesworld <a href="#">http://hub.am/19WyxqVW</a> <a href="#">http://bit.ly/1c9SUAj</a> <a href="#">2 likes</a>	11	2	<a href="#">Details</a>


# Engagement Data

Social Media [User Guide](#)

Compose a message 

 Monitoring

 Published

 Scheduled (14)

 Reach

 Settings

Add the Chrome plugin! ×



✓ Instantly share great content right from the web

✓ Share from within Facebook, Twitter, and LinkedIn

Add to Chrome






Export

All networks

All campaigns


Published ▲ Message

Clicks Interactions

Jan 28 7:26 pm		Retweeting in Real Life #DailyCartoon <small>2 replies 7 favorites 22 retweets</small>	--	31	<a href="#">Details</a>
Jan 28 5:26 pm		Forgot to buy Vogue? Fear not, HubSpotters in our 2013 Year in Review fashion spread got you covered #hubspotting <a href="http://hub.am/1d5rAyQ">hub.am/1d5rAyQ</a> <small>2 favorites 3 retweets</small>	--	5	<a href="#">Details</a>
Jan 28 4:26 pm		TOMORROW! [Live Only Webinar]: How to Grow Reach, Generate Leads & Drive Real Revenue with Twitter <a href="http://hub.am/LkV9Xi">http://hub.am/LkV9Xi</a> #TwitterQA <a href="http://offers.hubspot.com/ask-twitter-webinar">http://offers.hubspot.com/ask-twitter-webinar</a> <small>5 favorites 9 retweets</small>	39	14	<a href="#">Details</a>
Jan 28 3:38 pm		Why Content Marketers Need Better Statistics <a href="http://hub.am/1f9vg5q">http://hub.am/1f9vg5q</a> <a href="http://www.convinceandconvert.com/social-media-research-2/why-content-marketers-need-better-statistics/">http://www.convinceandconvert.com/social-media-research-2/why-content-marketers-need-better-statistics/</a> <small>1 favorite 3 retweets</small>	5	4	<a href="#">Details</a>
Jan 28 3:26 pm		This Week's Leadership Skills: "3 Sales Management Secrets for Success" from @StevenARosen via @topsalesworld <a href="http://hub.am/19WyxqW">http://hub.am/19WyxqW</a> <a href="http://bit.ly/1c9SUAJ">http://bit.ly/1c9SUAJ</a> <small>2 likes</small>	11	2	<a href="#">Details</a>

# Engagement Data

## Message Details

 **@HubSpot**  
Twitter

Message:  
Not Just for Data Geeks? Why Marketers Need to Know Excel  
<http://hub.am/1aQvmPU>

Sent:  
Jan. 24, 2014 10:35 p.m.

Links:  
<http://blog.hubspot.com/marketing/excel-skills-for-marketers>

[Return to Social Media](#)

Message details

Overview

[Engaged Contacts](#) 2

Actions

[View message on Twitter](#)

[Clone this message](#)

**113**

total clicks



**2**

engaged contacts

**52**





Twitter interactions

### Most Recent Engaged Contacts [see all](#)

Contact	Email	First seen	Type
 <a href="#">Lourdes Colina</a>	<a href="mailto:lourdesgutierrez@gmail.com">lourdesgutierrez@gmail.com</a>	Jan 25 10:38 am	Lead
 <a href="#">Sitah Parnell</a>	<a href="mailto:sitahparnell@gmail.com">sitahparnell@gmail.com</a>	Jan 25 4:00 am	Lead

### Twitter Interactions sorted by follower count






Twitter Retweets

-  **Approach The Coach** @Approach\_Coach [25 Jan](#)  
retweeted to 10,232 followers [Expand details](#)
-  **Lori O'Day** @LoriODay [25 Jan](#)  
retweeted to 4,562 followers [Expand details](#)
-  **Latest-IT-News** @HITECNews [24 Jan](#)  
retweeted to 2,598 followers [Expand details](#)
-  **Roosivett Medeiros** @roosivett [24 Jan](#)  
retweeted to 2,308 followers

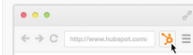
# Scheduled Messages

Social Media [User Guide](#)

[Compose a message](#) 

-  Monitoring
-  Published
-  Scheduled (14)**
-  Reach
-  Settings













Add the Chrome plugin!



- ✓ Instantly share great content right from the web
- ✓ Share from within Facebook, Twitter, and LinkedIn

[Add to Chrome](#)







Delete Scheduled All networks All campaigns

Scheduled for	Message	
<input type="checkbox"/> Jan 29 11:28 am	 Care about #insidesales? Check out what those in the know have been talking about. <a href="http://hub.am/1f53Duh">http://hub.am/1f53Duh</a> via @bridgegroupinc <a href="http://ow.ly/sXqqs">http://ow.ly/sXqqs</a>	 <a href="#">Edit</a>
<input type="checkbox"/> Jan 29 11:28 am	 Are You Sending Creepy Sales Emails? <a href="http://hub.am/19Wyp1b">http://hub.am/19Wyp1b</a> via @mjhoffman <a href="http://blog.hubspot.com/sales/are-you-sending-creepy-sales-emails">http://blog.hubspot.com/sales/are-you-sending-creepy-sales-emails</a>	<a href="#">Edit</a>
<input type="checkbox"/> Jan 29 3:28 pm	 RT @jillkonrath Sales is like dating.. You have to ask good questions. <a href="http://hub.am/1f53mHK">http://hub.am/1f53mHK</a> #sales <a href="http://konrath.co/1kZKqHp">http://konrath.co/1kZKqHp</a>	 <a href="#">Edit</a>
<input type="checkbox"/> Jan 29 3:28 pm	 RT @jillkonrath Sales is like dating.. You have to ask good questions. <a href="http://hub.am/19WzWhh">http://hub.am/19WzWhh</a> #sales <a href="http://konrath.co/1kZKqHp">http://konrath.co/1kZKqHp</a>	<a href="#">Edit</a>
<input type="checkbox"/> Jan 29 7:28 pm	 New Facebook Terms Allow Confiscating Furniture #DailyCartoon 	<a href="#">Edit</a>
<input type="checkbox"/> Jan 30 11:30 am	 Grow Sales - Weekly Sales Dashboard - free download - Score More Sales <a href="http://hub.am/1f567c5">http://hub.am/1f567c5</a> via @scoremoresales <a href="http://smsales1bnjBH">http://smsales1bnjBH</a>	 <a href="#">Edit</a>
<input type="checkbox"/> Jan 30 7:30 pm	 Google+ vs. Facebook #DailyCartoon 	<a href="#">Edit</a>


# Edit Scheduled Messages

☐ Delete Scheduled All networks All campaigns

Scheduled for Message

<input type="checkbox"/>	Jan 29 11:28 am	 Care about #insidesales? Check out what those in the know have been talking about. <a href="http://hub.am/1f53Duh">http://hub.am/1f53Duh</a> via @bridgegroupinc <a href="http://ow.ly/sXqqs">http://ow.ly/sXqqs</a>	Attach an image	<b>Edit</b>
<input type="checkbox"/>	Jan 29 11:28 am	 Are You Sending Creepy Sales Emails? <a href="http://hub.am/19WyP1b">http://hub.am/19WyP1b</a> via @mjhoffman <a href="http://blog.hubspot.com/sales/are-you-sending-creepy-sales-emails">http://blog.hubspot.com/sales/are-you-sending-creepy-sales-emails</a>		Edit
<input type="checkbox"/>	Jan 29 3:28 pm	 RT @jillkonrath Sales is like dating...You have to ask good questions. <a href="http://hub.am/1f53mHK">http://hub.am/1f53mHK</a> #sales <a href="http://konrath.co/1kZXqHp">http://konrath.co/1kZXqHp</a>	Attach an image	Edit
<input type="checkbox"/>	Jan 29 3:28 pm	 RT @jillkonrath Sales is like dating...You have to ask good questions. <a href="http://hub.am/19WzWhh">http://hub.am/19WzWhh</a> #sales <a href="http://konrath.co/1kZXqHp">http://konrath.co/1kZXqHp</a>		Edit
<input type="checkbox"/>	Jan 29 7:28 pm	 New Facebook Terms Allow Confiscating Furniture #DailyCartoon		Edit

Editing tweet Welcome to the new Compose, switch back to original

 Care about #insidesales? Check out what those in the know have been talking about. <http://ow.ly/sXqqs> via @bridgegroupinc

🕒 Tomorrow at 11:28 AM 📎 Attach 12

Select campaign New Delete Update


# Sort through scheduled messages

Social Media User Guide Compose a message






**Monitoring**  
**Published**  
**Scheduled (14)**  
**Reach**  
**Settings**

**Add the Chrome plugin!**  
Instantly share great content right from the web  
Share from within Facebook, Twitter, and LinkedIn  
**Add to Chrome**

**Scheduled** | All networks | All campaigns

Scheduled for	Message	Actions
Jan 29 11:28 am	Care about #insidesales? Check out what those in the know have been talking about. <a href="http://hub.am/1f53Duh">http://hub.am/1f53Duh</a> via @bridgegroupinc <a href="http://ow.ly/sXqgs">http://ow.ly/sXqgs</a>	Attach an image Edit
Jan 29 11:28 am	Are You Sending Creepy Sales Emails? <a href="http://hub.am/19WyP1b">http://hub.am/19WyP1b</a> via @mjhoffman <a href="http://blog.hubspot.com/sales/are-you-sending-creepy-sales-emails">http://blog.hubspot.com/sales/are-you-sending-creepy-sales-emails</a>	Edit
Jan 29 3:28 pm	RT @jillkonrath Sales is like dating...You have to ask good questions. <a href="http://hub.am/1f53mHK">http://hub.am/1f53mHK</a> #sales <a href="http://konrath.co/1kZxqHp">http://konrath.co/1kZxqHp</a>	Attach an image Edit
Jan 29 3:28 pm	RT @jillkonrath Sales is like dating...You have to ask good questions. <a href="http://hub.am/19WzWhh">http://hub.am/19WzWhh</a> #sales <a href="http://konrath.co/1kZxqHp">http://konrath.co/1kZxqHp</a>	Edit
Jan 29 7:28 pm	New Facebook Terms Allow Confiscating Furniture #DailyCartoon 	Edit
Jan 30 11:30 am	Grow Sales - Weekly Sales Dashboard - free download - Score More Sales <a href="http://hub.am/1f567c5">http://hub.am/1f567c5</a> via @scoremoresales <a href="http://sma.es/1bnJBH">http://sma.es/1bnJBH</a>	Attach an image Edit

# Messages that **failed** to publish

Delete		Failed	All networks	All campaigns
Scheduled for	Message			
<input type="checkbox"/> <b>FAILED</b> Mar 29 8:00 am	 Want marketing feedback? HubSpot will take a look at your current system for free! <a href="http://hub.am/GKbXTX">http://hub.am/GKbXTX</a> <a href="http://www.hubspot.com/inbound-marketing-assessment/">http://www.hubspot.com/inbound-marketing-assessment/</a>	<a href="#">Reschedule</a>		
<input type="checkbox"/> <b>FAILED</b> Mar 29 4:00 pm	 Return Path reports that 83% of the time an email address is not delivered to an inbox, and the sender score is to blame. But what makes a bad sender score? <a href="http://hub.am/GYnlmc">http://hub.am/GYnlmc</a> <a href="http://blog.hubspot.com/blog/tabid/6307/bid/31941/is-Your-Email-List-Healthy-Take-This-5-Question-Sniff-Test.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/31941/is-Your-Email-List-Healthy-Take-This-5-Question-Sniff-Test.aspx</a>	<a href="#">Reschedule</a>		
<input type="checkbox"/> <b>FAILED</b> Mar 30 10:30 am	 Are you looking for the latest social media marketing trends? Join HubSpotter Kipp Bodnar and the founder of Social Media Examiner, Michael Stelzner, for this webinar on the State of Social Media Marketing! <a href="http://hub.am/GN8hyN">http://hub.am/GN8hyN</a> <a href="http://www.hubspot.com/state-of-the-social-media-marketing-industry-with-social-media-examiner">http://www.hubspot.com/state-of-the-social-media-marketing-industry-with-social-media-examiner</a>	<a href="#">Reschedule</a>		
<input type="checkbox"/> <b>FAILED</b> Jun 7 4:30 pm	 Wearing two different shoes today (got up early, closet was dark). Should I be happy or concerned no one has noticed?	<a href="#">Reschedule</a>		
<input type="checkbox"/> <b>FAILED</b> Aug 21 11:30 am	 New Blog Post: Introducing DocuVantage OnDemand, a content management and collaboration app, now in the HubSpot Marketplace <a href="http://hub.am/O1NI5i">http://hub.am/O1NI5i</a> <a href="http://www.hubspot.com/blog/bid/33508/introducing-docuvantage-ondemand-a-content-management-and-collaboration-app-now-in-the-hubspot-marketplace">http://www.hubspot.com/blog/bid/33508/introducing-docuvantage-ondemand-a-content-management-and-collaboration-app-now-in-the-hubspot-marketplace</a>	<a href="#">Reschedule</a>		



# Export Data

Social Media ■ User Guide Compose a message


Monitoring  
Published  
Scheduled (14)  
Reach  
Settings


Add the Chrome plugin!


Instantly share great content right from the web  
Share from within Facebook, Twitter, and LinkedIn  
**Add to Chrome**


Export


Published - Message


Jan 29 2:28 am  How to Create a Robust Editorial Calendar: Google Calendar <http://hub.am/MsL7Ef> # <http://blog.hubspot.com/marketing/create-robust-editorial-calendar>  
1 reply 25 favorites 24 retweets

Jan 29 12:28 am  Clicks on Pinterest Generate 4X More Revenue [Infographic] <http://hub.am/1d72NdT>  
<http://blog.hubspot.com/marketing/pinterest-revenue-infographic>  
6 replies 22 favorites 36 retweets

Jan 28 7:26 pm  Retweeting in Real Life #DailyCartoon  
8 replies 18 favorites 45 retweets

Jan 28 5:26 pm  Forgot to buy Vogue? Fear not, HubSpotters in our 2013 Year in Review fashion spread got you covered #hubspotting [hub.am/1d5rAyQ](http://hub.am/1d5rAyQ)  
3 favorites 3 retweets

Jan 28 4:26 pm  TOMORROW! [Live Only Webinar]: How to Grow Reach, Generate Leads & Drive Real Revenue with Twitter <http://hub.am/LkV9Xj> #TwitterQA  
<http://offers.hubspot.com/ask-twitter-webinar>  
5 favorites 12 retweets

Jan 28 3:38 pm  Why Content Marketers Need Better Statistics <http://hub.am/1f9vg5q>  
<http://www.convinceandconvert.com/social-media-research-2/why-content-marketers-need-better-statistics/>  
2 favorites 3 retweets

**Export All Published Messages**

We will send you a spreadsheet of all your published messages to a designated email.

Email

**Export** **Cancel**

2

# DRILL DOWN: COMPOSING MESSAGES AND OTHER OPTIONS



LIVE  
DEMO.

HubSpot  
Academy 

# Compose a new message

Social Media

[User Guide](#)

Compose a message



[Monitoring](#)

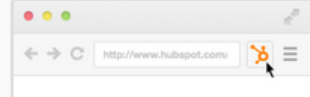
[Published](#)

[Scheduled \(14\)](#)

[Reach](#)

[Settings](#)

Add the Chrome plugin!



✓ Instantly share great content right from the web

✓ Share from within Facebook, Twitter, and LinkedIn

Add to Chrome

Export

All networks

All campaigns

Published <sup>▲</sup> Message

Clicks

Interactions

Jan 28  
7:26 pm



Retweeting in Real Life #DailyCartoon

5 replies 13 favorites 30 retweets

--

48

[Details](#)

Jan 28  
5:26 pm



Forgot to buy Vogue? Fear not, HubSpotters in our 2013 Year in Review fashion spread got you covered #hubspotting  
[hub.am/1d5rAyQ](http://hub.am/1d5rAyQ)

2 favorites 3 retweets

--

5

[Details](#)

Jan 28  
4:26 pm



TOMORROW! [Live Only Webinar]: How to Grow Reach, Generate Leads & Drive Real Revenue with Twitter  
<http://hub.am/LkV9Xi> #TwitterQA

<http://offers.hubspot.com/ask-twitter-webinar>

5 favorites 9 retweets

41

14

[Details](#)

# Compose a new message

First,  
select  
channel

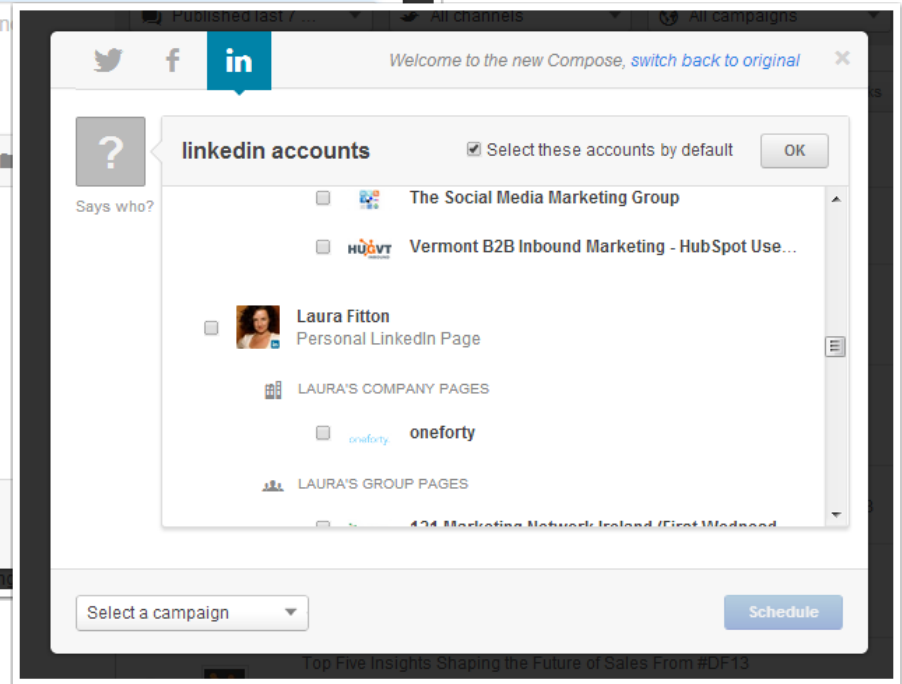
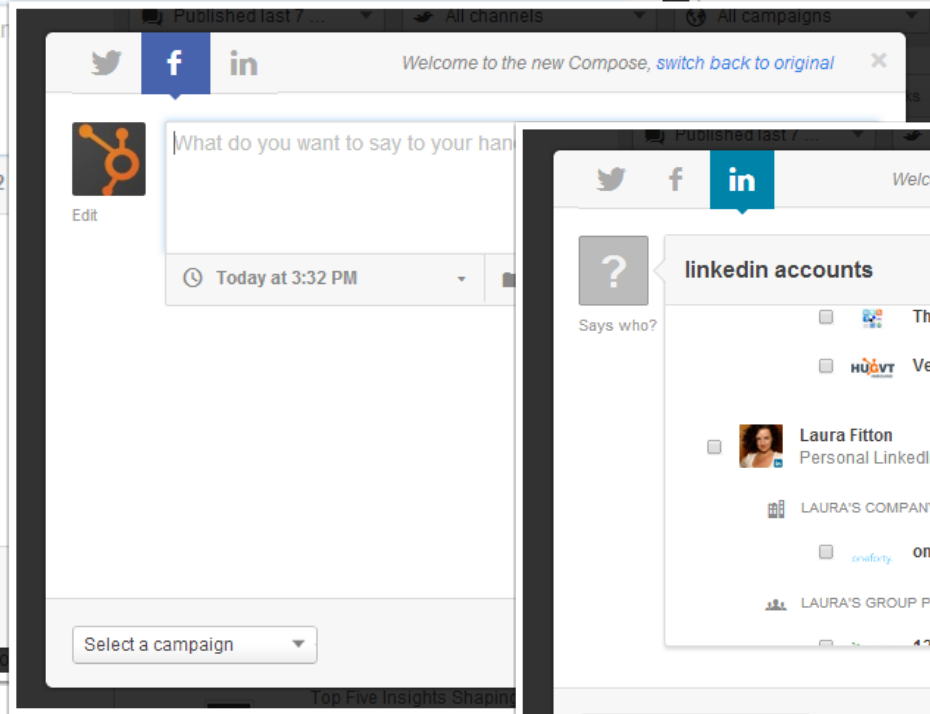
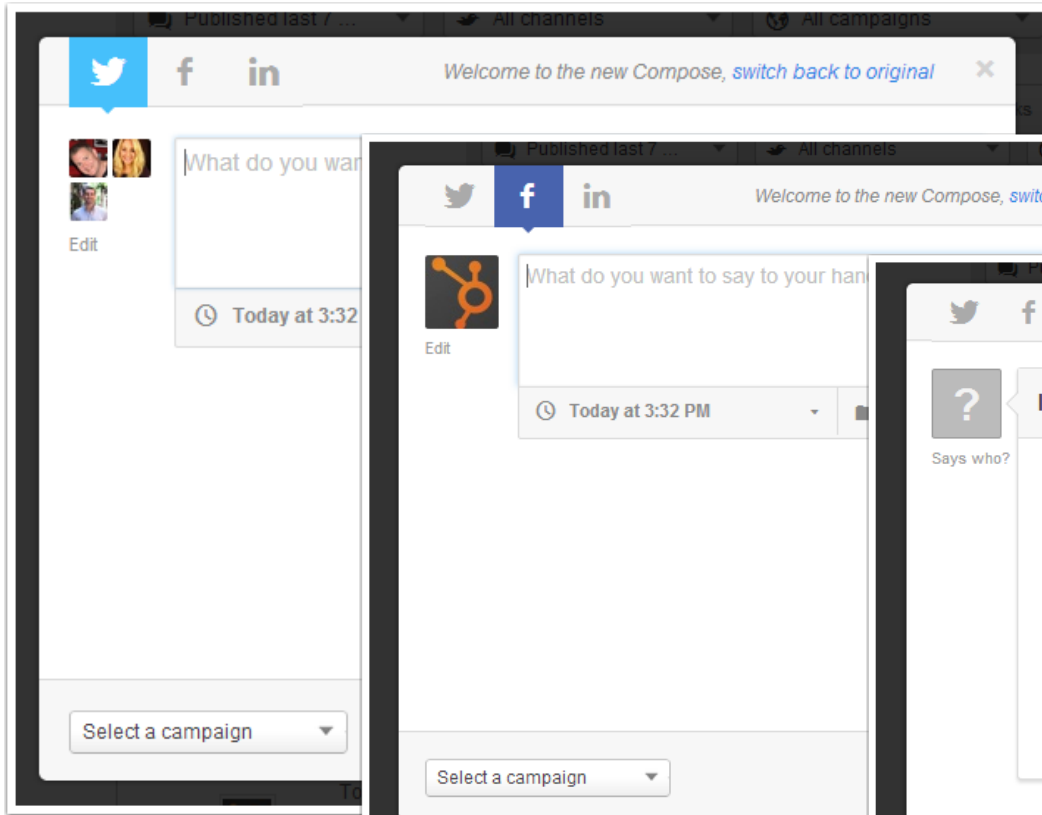


Then,  
select  
account(s)



A screenshot of a 'Compose' window in a social media management tool. At the top, there are dropdown menus for 'All channels' and 'All campaigns'. Below them is a navigation bar with 'Welcome to the new Compose, switch back to original' and a close button. The main area is titled 'twitter accounts' and includes a checkbox 'Select these accounts by default' and an 'OK' button. A list of ten Twitter accounts is displayed in a grid, each with a selection checkbox, profile picture, name, and handle. At the bottom, there is a 'Select a campaign' dropdown and a 'Schedule' button. The background shows a blurred view of a social media post.

Or, select **multiple channels & accounts**



# Compose a new message

Welcome to the new Compose, [switch back to original](#) ✕

**twitter accounts**  Select these accounts by default

<input type="checkbox"/> <b>Adrienne Mayshar</b> @amayshar	<input checked="" type="checkbox"/> <b>Aidan O'Leary</b> @Aidanoleary
<input type="checkbox"/> <b>Alex Crumb</b> @Alex_Crumb	<input type="checkbox"/> <b>Alexandra Theriault</b> @ASTheriault
<input checked="" type="checkbox"/> <b>Ali Powell</b> @AliPowell21	<input type="checkbox"/> <b>Alix</b> @sayfarthy
<input checked="" type="checkbox"/> <b>Andrew Capland</b> @acapland	<input type="checkbox"/> <b>Anna Norregaard</b> @Atrain5566
<input type="checkbox"/> <b>Arielle MacDonald</b>	<input type="checkbox"/> <b>Austin Coffin</b>

Select a campaign ▼

Top Five Insights Shaping the Future of Sales From #DF13

Next time you click “compose new message,” these accounts selected by default. (To change, click edit)

# Compose a **new message**

Published last / ... All channels All campaigns

f in Welcome to the new Compose, [switch back to original](#) x

What do you want to say to your beloved followers?

Today at 3:32 PM Attach 140

Select a campaign Schedule

Top Five Insights Shaping the Future of Sales From #DF13

The screenshot shows a social media composition interface. At the top, there are navigation options for 'Published last / ...', 'All channels', and 'All campaigns'. Below this is a header with social media icons for Twitter, Facebook, and LinkedIn. A welcome message reads 'Welcome to the new Compose, switch back to original' with a close button. The main area features a large text input field with a placeholder text 'What do you want to say to your beloved followers?'. Below the input field are options for scheduling ('Today at 3:32 PM'), attaching files ('Attach'), and a character count ('140'). At the bottom, there is a 'Select a campaign' dropdown menu and a 'Schedule' button. The footer contains the text 'Top Five Insights Shaping the Future of Sales From #DF13'.



# Compose a new message

Published last 7 ... All channels All campaigns

Welcome to the new Compose, switch back to original

What do you want to say to your beloved followers?

Today at 3:32 PM 140

**Attach**

- Blog post
- Landing page
- Image

Schedule

the Future of Sales From #DF13

### Select a Blog Post to Promote

Search...

Published	Title	Select
10/25/2013	Possibly the Best - and Healthiest - Bread Recipe Ever	Select
10/25/2013	Who Said Mexican Food Can't Be Healthy?	Select
10/24/2013	Homemade Enchilada Sauce	Select
10/19/2013	Baked Pumpkin Spice Donuts	Select
10/16/2013	Homemade Apple Butter: What to do with all the apples you picked	Select
10/16/2013	Homemade Apple Butter: what to do with all the apples you picked	Select
11/06/2012	Vegan-Friendly D Roasted Pumki	Select

### Select a Landing Page

Search...

Special Collection: 30 Free Inbound Marketing Ebook	Select
Sonic Innovations IMA	Select
Software - Top 5 Lead Generation Case Studies - PP	Select
Social Team - Inbound Marketing Assessment - Free	Select
Social Media Tips Around the World Ebook   TYP   IMA	Select
Social Media Terms   HubSpot's Inbound Marketing G	Select
Social Media Template	Select
Social Media Slides eBook	Select
Social Media Publishing	Select
Social Media Monitoring in 10 Minutes eBook	Select

### Select an Image

Active files

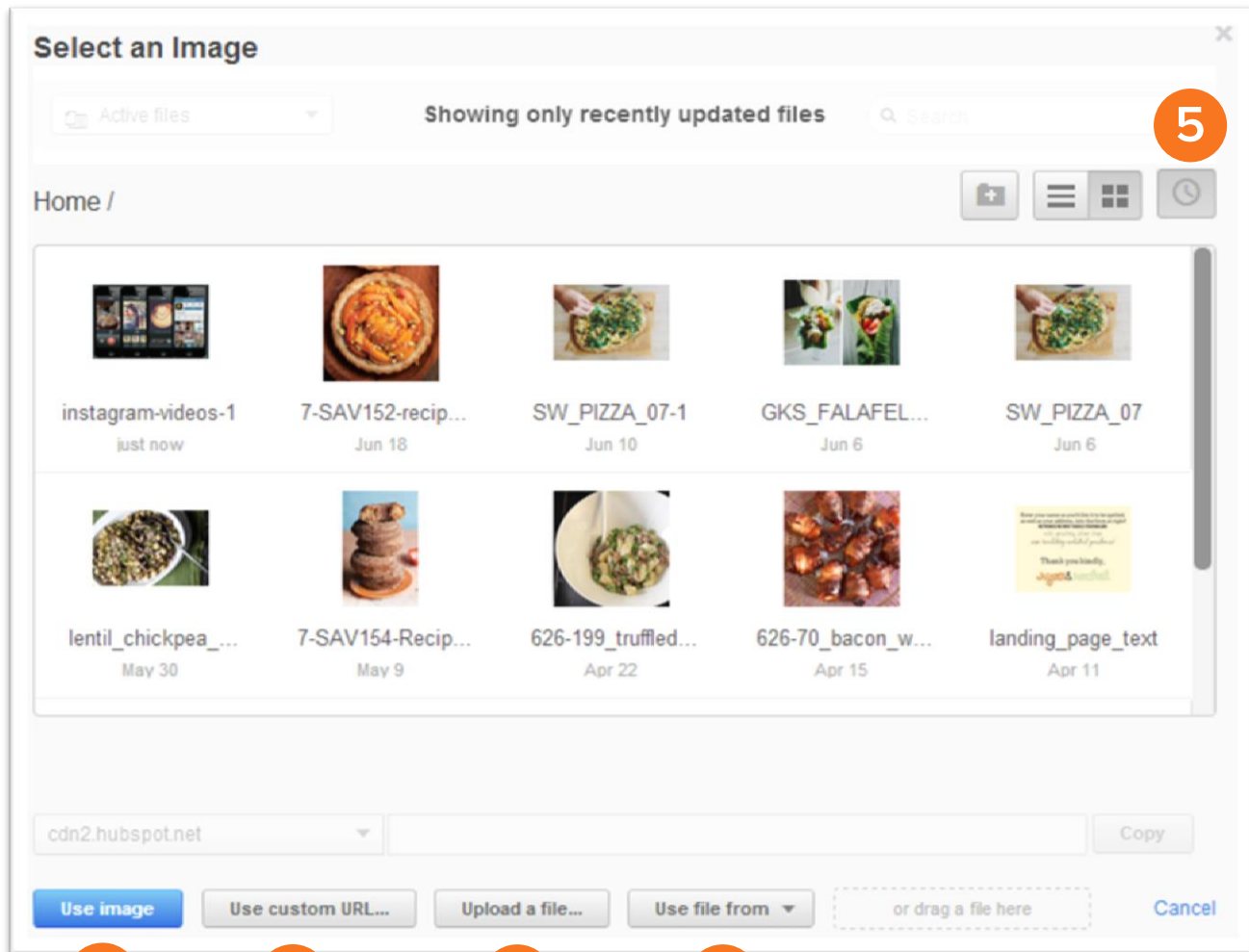
Home / Blog\_Thinkstock\_Images

16465613 Nov 12	114203196 Oct 5	122432309 Oct 29	131580539 Oct 17	136341204 Nov 18
136341204_copy Nov 18	138179107 Nov 20	138210132 Oct 25	146743356 Oct 31	149417842 Oct 29

Previous 1 2 3 4 5 Next

Use image Use custom URL Upload a file Use file from or drag a file here Cancel

# Attach an image



1. Use image selected
2. Use image from internet
3. Upload file from computer
4. Use file from Google drive, Dropbox
5. View only recently uploaded images

1

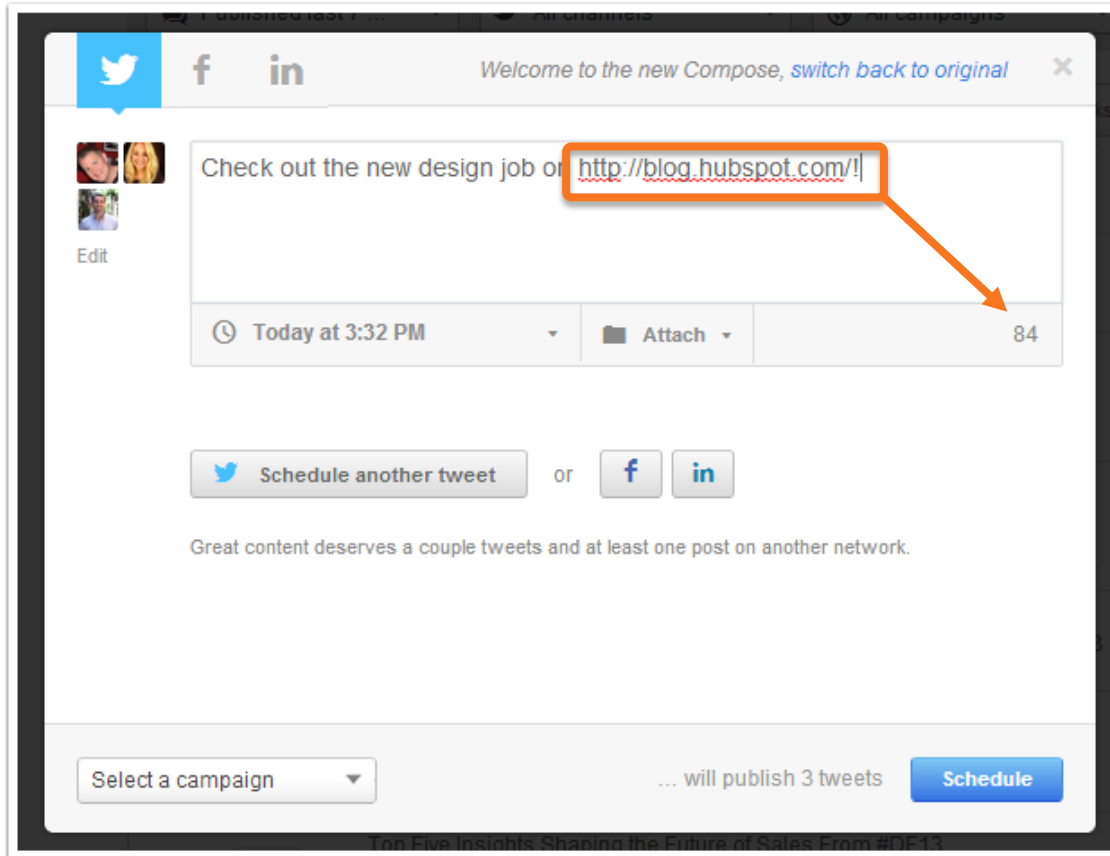
2

3

4

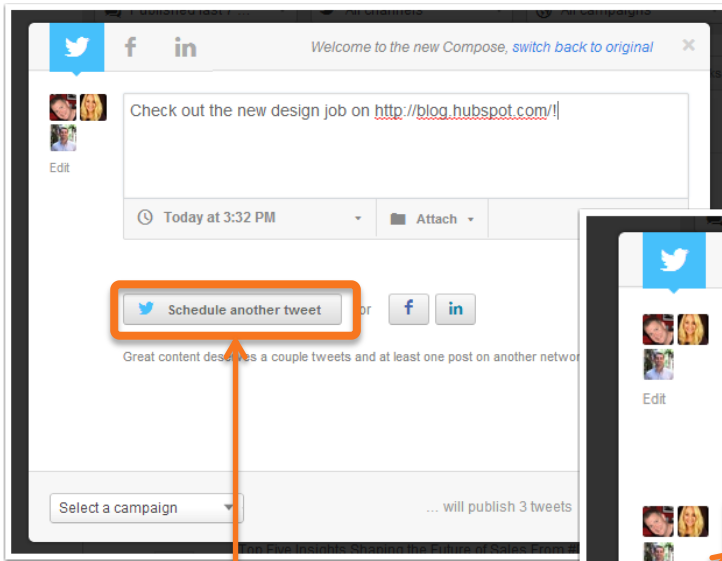
Note: images = 23 characters

# Contains built-in link shortener

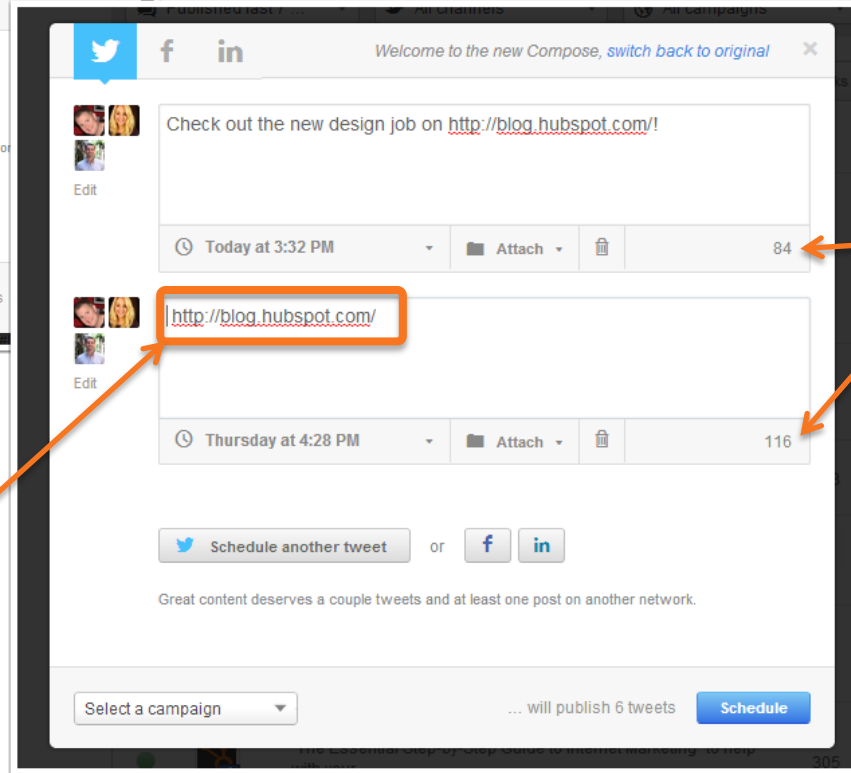


Pasting in a link to be shared automatically shortens it to 22 characters (will appear shortened when published)

# Scheduling multiple new messages



Easily schedule this message to be posted at another time  
(\*note: will only copy link/image being shared; customize accompanying message for reposting)



Change your mind? Delete either Tweet.

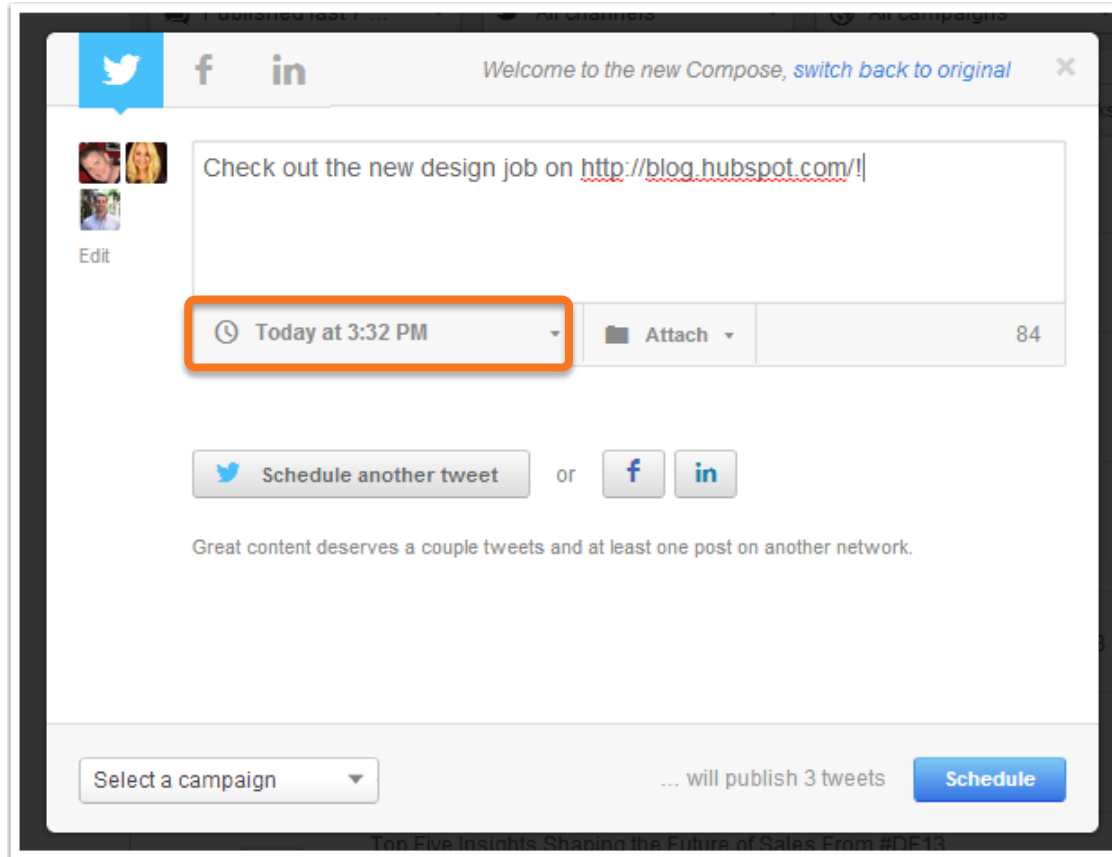
The screenshot shows a social media scheduling interface. At the top, there are icons for Twitter, Facebook, and LinkedIn. A text input field contains the URL <http://blog.hubspot.com/>. Below this, a preview card for the link is shown, featuring the HubSpot logo, the title "Inbound Hub | HubSpot Blog", the URL, and a snippet of text: "HubSpot's online publication of inbound content, attracting over 1.2 million monthly visitors." There is also an "Exclude thumbnail" checkbox. Below the preview, there is a time selector set to "Today at 3:32 PM" and an "Attach" button. At the bottom, there are buttons for "Schedule another Facebook post" and social media icons for Twitter and LinkedIn. A footer message reads "Great content deserves a couple posts and at least one post on another network." At the very bottom, there is a campaign selector and a "Schedule" button.

# Scheduling messages across different channels

The link will copy over; the text won't. Customize this post for your Facebook audience!

See a preview of your link

# Schedule post **date and time**



The screenshot displays a social media scheduling interface. At the top, there are navigation icons for Twitter, Facebook, and LinkedIn, along with a welcome message: "Welcome to the new Compose, switch back to original". The main content area shows a tweet draft: "Check out the new design job on [http://blog.hubspot.com/!](http://blog.hubspot.com/)". Below the text is an "Edit" button. A dropdown menu is open, showing the scheduled time "Today at 3:32 PM" with a clock icon and a downward arrow. To the right of the time dropdown is an "Attach" button with a folder icon and a downward arrow, and a character count "84". Below these elements are buttons for "Schedule another tweet" (with a Twitter icon), "or", and social media icons for Facebook and LinkedIn. A message reads: "Great content deserves a couple tweets and at least one post on another network." At the bottom, there is a "Select a campaign" dropdown menu, a status indicator "... will publish 3 tweets", and a blue "Schedule" button.

Twitter f in Welcome to the new Compose, switch back to original x

Check out the new design job on [http://blog.hubspot.com/!](http://blog.hubspot.com/)

Edit

🕒 Today at 3:32 PM ▾ 📁 Attach ▾ 84

🐦 Schedule another tweet or f in

Great content deserves a couple tweets and at least one post on another network.

Select a campaign ▾ ... will publish 3 tweets **Schedule**

Welcome to the new Compose, [switch back to original](#)

What do you want to say to your beloved followers?

Today at 7:52 PM

Today, Monday, November 25th

November 2013

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Post now

7:52 PM

3:37 PM

5:07 PM

Use a custom time for this day

Select a campaign

Schedule

Select when this message should be published

Indicates you already have 1 message scheduled to be published at this time

Blue dot indicates messages are scheduled to be published on this day

# Scheduling posts

Networks  
you're  
publishing to  
are in color

What you're  
publishing  
and where

The screenshot shows a social media scheduling interface. At the top, there are icons for Twitter, Facebook, and LinkedIn. The Twitter icon is highlighted with an orange box and an arrow from the text 'Networks you're publishing to are in color'. Below the icons, there is a text input field containing 'Check out the new design job on [http://blog.hubspot.com/!](http://blog.hubspot.com/)'. Below the text field, there is a dropdown menu showing 'Today at 3:32 PM', an 'Attach' button, and a character count '84'. Below this, there are buttons for 'Schedule another tweet' (with a Twitter icon), 'or', and buttons for Facebook and LinkedIn. Below these buttons, there is a message: 'Great content deserves a couple tweets and at least one post on another network.' At the bottom, there is a dropdown menu labeled 'Select a campaign' and a text field containing '... will publish 4 Twitter and Facebook messages'. This text field is highlighted with an orange box and an arrow from the text 'What you're publishing and where'. To the right of the text field is a blue 'Schedule' button.




# Using campaigns

Assign posts to a campaign

The screenshot displays a social media composition interface. At the top, there are icons for Twitter, Facebook, and LinkedIn. A text box contains the message: "Check out the new design job on [http://blog.hubspot.com/!](http://blog.hubspot.com/)". Below the text box, there is an "Edit" link, a clock icon with the text "Today at 3:32 PM", an "Attach" button, and a character count "84". Below these elements are buttons for "Schedule another tweet" and social media icons for Facebook and LinkedIn. A note reads: "Great content deserves a couple tweets and at least one post on another network." At the bottom, there is a "Select a campaign" dropdown menu, a preview of the scheduled posts ("... will publish 4 Twitter and Facebook messages"), and a blue "Schedule" button. A search bar is open below the dropdown, showing a list of campaign options: "Select a campaign", "SEO", "Product Keywords", "Marketing Automation", "Social Media", and "keyword research december". An orange arrow points from the text "Assign posts to a campaign" to the search bar.

# Schedule messages in bulk

Social Media [User Guide](#) [Compose a message](#) 




[Monitoring](#)  
[Published](#)  
[Scheduled \(14\)](#)  
[Reach](#)  
[Settings](#)

**Add the Chrome plugin!**

Instantly share great content right from the web  
Share from within Facebook, Twitter, and LinkedIn

[Add to Chrome](#)

[Delete](#) [Scheduled + Failed](#) [All networks](#) [All campaigns](#)

Scheduled for	Message	
<input type="checkbox"/> Jan 29 3:28 pm	 RT @jillkonrath Sales is like dating...You have to ask good questions. <a href="http://hub.am/1f53mHK">http://hub.am/1f53mHK</a> #sales <a href="http://konrath.co/1KZXqHp">http://konrath.co/1KZXqHp</a>	<input type="text" value="Attach an image"/> <a href="#">Edit</a>
<input type="checkbox"/> Jan 29 3:28 pm	 RT @jillkonrath Sales is like dating...You have to ask good questions. <a href="http://hub.am/19WzWhh">http://hub.am/19WzWhh</a> #sales <a href="http://konrath.co/1KZXqHp">http://konrath.co/1KZXqHp</a>	<a href="#">Edit</a>
<input type="checkbox"/> Jan 29 11:28 am	 Care about #insidesales? Check out what those in the know have been talking about. <a href="http://hub.am/1f53Duh">http://hub.am/1f53Duh</a> via @bridgegroupinc <a href="http://ow.ly/sXqqs">http://ow.ly/sXqqs</a>	<input type="text" value="Attach an image"/> <a href="#">Edit</a>

Schedule in Bulk

Which account would you like to publish these to?

Upload your CSV/Excel file [Download a customized sample file](#)  
 No file chosen

Format dates as mm/dd/yyyy and use 24-hour format for times. For a message scheduled for April 8, 2014 at 6:30PM, enter the date as 04/08/2014 18:30.  
Friendly reminder—make each tweet unique and memorable.

3

# DRILL DOWN: SETTING UP ACCOUNTS AND BOOKMARKLET



LIVE  
DEMO.

HubSpot  
Academy 

# 5 NEXT STEPS AND ADDITIONAL RESOURCES.

# NEXT STEPS

- 1 Connect your social media accounts and customize settings in HubSpot.
- 2 Install the bookmarklet to easily share interesting and relevant content you read out on the internet.
- 3 Schedule an upcoming week's worth of social media messages.
- 4 Identify 5 leaders in your industry and make sure to follow, like, and connect with them.

# CLASS RESOURCES

- 1 [Schedule tweets & promote blog posts](#)
- 2 [Engage in social media conversations](#)
- 3 [How to Build Your Social Media Following](#)
- 4 [How to Track the Success of Your Social Media Channels](#)

# SOCIAL MEDIA TRAINING CLASS RESOURCE PAGE

**HubSpot** | **Academy**      [Certifications](#)   [Webinars](#)   [Customer Examples](#)   [User Groups](#)   [Academy Blog](#)

---

## HubSpot Social Media Publishing Class

[Go Back to HubSpot](#)

**Watch the Class**      *Length: 64:00 | Airdate: 1/21/14*

### AGENDA

- 1 Social media & inbound marketing [2 min]
- 2 Why social media is critical [5 min]
- 3 How to engage in social media [20 min]
- 4 HubSpot Social Media Tool walkthrough [30 min]
- 5 Social media next steps and resources [3 min]

▶ 65:00    🔊    🖥️

Want to attend this class again? [See upcoming times.](#)

**Class Presentation Deck**

- [Download the presentation](#)


**Next Steps:**

1. Connect your social media accounts to HubSpot & customize your account settings.
2. Install the bookmarklet to easily share content from all over the web.
3. Schedule an upcoming week's worth of social media messages.
4. Identify 5 leaders and others in your industry and connect with them.


**Class Resources:**

- [Schedule tweets and promote blog posts](#)
- [HubSpot Social Media User Guide](#)
- [How to Track the Success of Your Social Media Channels](#)


**Need software help?**

 [Find answers to your technical questions](#)

**Post to the forums.**

 [Ask questions to the HubSpot community](#)

**Have a question?**



[Ask Professor Garces](#)

[@johnnyginbound | LinkedIn](#)



# QUESTIONS?



THANK YOU.



# SOCIAL MEDIA WORKSHOP

After class today  
1:00pm – 1:30pm EST

## WORKSHOP GOAL:

Get started with engaging on social media and publishing from the Hubspot Social Publishing tool.



# AGENDA

- 1 Download the bookmarklet
- 2 Schedule out a week's worth of content
- 3 Use the bookmarklet to share additional content online
- 4 Identify influential leaders in your industry & follow on Twitter

**1** **INSTALL THE  
BOOKMARKLET.**

2

SCHEDULE OUT  
UPCOMING MESSAGES.

3

USE BOOKMARKLET TO  
FIND & SHARE MORE  
CONTENT.



# 4 IDENTIFY & FOLLOW INDUSTRY LEADERS.