



10-MINUTE TUTORIAL

(Okay, maybe this one's a little longer)

HOW TO BUILD LONG-TERM SOCIAL MEDIA SUCCESS



Planning and Scheduling

Making time to plan and schedule social messages, monitor social activity and respond to your friends and followers can be difficult. Here are some tips for planning, scheduling and executing a social media strategy.

Dedicate time every week to Social Media

Every week, book time in your calendar to focus entirely on social media. With this time, do any the following:

- Plan and schedule the messages that you will send with the Social Publishing tool for the week
- Monitor your Social Streams and respond to activities accordingly
- Review your social media messages from the previous week to see which ones performed well



Brittany, HubSpot Social Media Manager

“When planning out your social media calendar, be sure to mark any upcoming events, such as product releases or webinars, that could benefit from social promotion. Also, using hashtags (#hubspotting!) is a great way to add branding to your Twitter messages.”

Schedule your social messages in bulk

In the time that you’ve dedicated to social media, plan out the messages that you will send throughout the week. What content do you want to promote? Are there events that should be promoted? Will you be making any big announcements? There are always messages, such as replies, that can’t be planned ahead, but by scheduling as many messages as you can ahead of time, you will relieve yourself from having to do so when you are busy later on.



Responding and Interacting

Social interactions should always be thought of as two-way conversations. The conversation begins with your social messages and promotions, but it should never end there. A crucial component in any successful social strategy is **engagement**. Engagement means interacting with and responding to your audience on a regular basis. Here are some best practices for doing so:

Create a document with common questions and answers

Often times, people will respond to your social messages with specific questions or concerns. Keeping a document as a collection of common questions, as well as the answers to those questions, is a great way to make sure that you are able to answer future questions quickly and effectively. This will also ensure that you are consistent in the answers that you provide for certain types of questions. But in the event that a question is asked that you do not have the answer to...

...Forward questions to the people with answers!

While this may seem like a no-brainer, it's important to note that responding quickly to Tweets and other social replies is a very important element of effectively engaging with your social audience. That being said, if you don't have the answer to a particular question, then be sure to pass the message along to someone who does have the answer. With the Social Monitoring tool, we make it easy to forward social messages via email - let's take a look:



In the lower right-hand corner of the activities in your social streams, you will see an Email icon - use this to quickly forward Tweets to someone's email.

Forwarding social messages also becomes important when you feel that someone could be a qualified lead based on their question/comment. In this event, you would want to forward the message along to the lead owner or associated sales rep.

Set Up Alerts to Help You Review Your Streams and Respond

Staying on top of social interactions can be difficult. You don't always have the time to monitor Twitter to see if people have replied to your Tweets or mentioned your company. Luckily, with the Social Monitoring tool, you can set up email alerts so that you are notified whenever an activity shows up in one of your social streams. This can be especially helpful if the activity in one of your streams requires immediate attention (for instance, a stream of customers who mention your company, along with the word "help").

Here's How to Do It:

1. [Click to login to Social Media](#)
2. Click into Social Monitoring at the top of your screen
3. Click 'Edit' on one of your streams
4. Select an email under 'Notify these recipients'
5. You're done!



Ben, HubSpot Customer Marketing Associate

"Engagement is key for social presence. Always be sure to thank your social evangelists, promote your content when it answers a question, and reach out to potential leads who mention your company or a competitor."

Measuring and Evaluating

Once you have started using social media regularly, you will want to know how your individual messages and campaigns have performed, as well as the impact that your social channels have had as a whole. Doing so will help you to measure the results of your efforts and improve your social media strategy moving forward. Here are some great ways to measure social media success:



Review the Click-Through Rates of Your Social Messages

Measuring click-through rates is a great way to evaluate the success of your social media on a message-by-message basis. Understanding which of your social messages performed the best and why is the key to improving your social strategy.

Here's How to Do It:

In your [Social Publishing dashboard](#), you will see a list of the social messages that you have published, as well as the number of clicks that each has received and the day and time that each was sent out. To sort this list by the messages that received the most clicks, select the “Clicks” header (circled in orange below).



You can also narrow down the social messages that will show up in this list by filtering based on:

- Time frame (published last 7 days vs. last 30 days)
- Social Media channel (Twitter, Facebook, LinkedIn)
- Associated campaign

The screenshot shows a dashboard with three filter buttons at the top: "Published last 30 ..." (circled in orange), "All channels", and "All campaigns". Below is a table of messages with columns: Status, Account, Message, Clicks (circled in orange), and Published. A sample message is shown with 920 clicks, published on Jul 15 at 10:06 am.

Status	Account	Message	Clicks	Published
		Need help getting organized and building your content strate... ★ 136 likes 2 comments	920	Jul 15 10:06 am

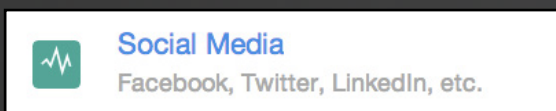
What do I do with this information? Once you know which of your messages performed the best, you can use this information in a number of ways. For instance, you could:

- Record the day and time that your top messages were sent out, then schedule your upcoming messages during those precise time slots
- Review which channels (Twitter, Facebook, LinkedIn) have achieved the highest click-through rates
- Evaluate the specific content in your best performing messages that might have led to their success. Was it the positioning? Was it the content that you linked to? Think about why these messages were more effective than the others and what that might suggest about your social audience.

Review the impact of Social Media as a whole

How do you truly measure the impact of Social Media? While click-throughs, retweets, +1s and “likes” are great indicators of individual message success, they are not always great indicators of the business that is being generated through Social Media. The best way to measure the impact of Social Media as a channel is to evaluate the number of leads and customers that it captures. [Here's how to do that:](#)

1. Go to the Sources Page (You can find this under **Reports > Sources**)
2. Scroll down to the list of sources and select “Social Media”



3. You're there!

[What do I do with this information?](#) You can use the information in your Social Media sources page to measure how many visitors your social messages are bringing to your website, how many of these visitors are being converted as leads, and how many of these leads are being closed as customers. Based on the results that you find, you can use this information to improve upon your social strategy. Let's take a look at some of the decisions you could make with this information:

- If you find that social media is not bringing in enough visitors, you might want to change the types of messages that you are sending or focus more on specific social media channels.
- If you find that you are generating lots of website visitors through social media, but not many leads, you might want to optimize your landing pages, forms, or CTAs.
- If you find that you are getting lots of leads through social media, but not a lot of customers, you might want to change your social strategy so that it appeals to a more qualified audience.



Integrating with your Other Tools

As a HubSpot customer, one of your greatest Social Media assets is the ability to integrate your social media with the rest of your marketing tools using HubSpot's all-in-one platform. Yes, this sounds like a sales pitch, but it's true, and it's something you should definitely take advantage of! Here are some ways you can integrate your Social Media tools with the rest of your HubSpot tools:

Monitor your Long-Tailed Keywords in HubSpot

The Keywords app is a great tool for tracking and analyzing the keywords and phrases that bring the most organic search engine traffic to your website. Well, wouldn't it be nice to know in what context people speak about these keywords? [Use the Long-Tailed Keywords](#) from your Keywords app to create social streams and monitor how people are using these terms. [Try it now.](#)

Integrate your Landing Pages with Social Media

Landing Pages are one of the primary tools that are used for converting visitors into leads. By integrating Landing Pages with your Social Media, you allow yourself to better nurture your social audience through the marketing funnel. Here are some of the ways that you can integrate Landing Pages with Social Media:

- Promote your Landing Pages with the Social Publishing tool
- Promote your Landing Pages to people in your Social Monitoring streams
- Collect contacts' twitter handles in your Landing Page forms
- Create a social stream to monitor the people who fill out a certain Landing Page



For more information on how to do these things, check out our 10-Minute Tutorial, [Integrating Landing Pages with Social Media](#).



Integrate your Lists with Social Inbox

One of the coolest features of the HubSpot Social Monitoring tool is the ability to create custom streams of Twitter activity based on your HubSpot contacts lists. By using your smart lists from HubSpot, you can create segmented Twitter streams that only monitor the activity that is most important to you. Download our complimentary ebook, [How to Use Lists to Optimize your Social Inbox](#), for a more detailed look at how these tools can be integrated.



Feeling brave? Dive right in. Click to [create a list](#) or [create a social stream](#) now.



That's all! From here, start planning out your social media strategy. Book some time in your calendar to create social monitoring streams and to plan out the social messages that you're going to send in the upcoming weeks. Think about the ways that you want to engage with your audience and the types of content you can offer them that will bring them to your website and convert them into leads. Think about the activities on Twitter that are most important to you, and create custom streams to monitor those specific activities. And above all, make social media a regular habit for your business - this will be the key to building long term social media success.



[**GO TO YOUR SOCIAL MEDIA TOOLS NOW**](#)