



10-MINUTE TUTORIAL

3 STREAMS TO SET UP WITH SOCIAL MONITORING



“The first step in building an effective social strategy is to listen. You need to listen and monitor the conversations around your brand. You need to understand how people are talking about your company, your products and competing brands before you can really start to interact.”

Jeremy Gesicki, Global Digital at Mueller Sports Medicine
[@MuellerSportMed](#) / [@Quench_Gum](#)



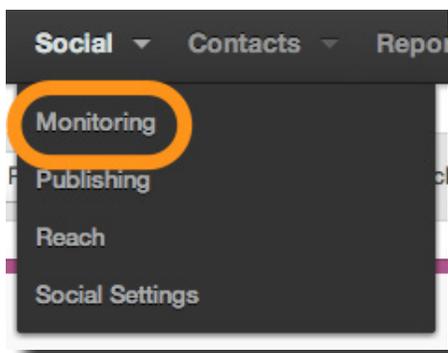
With the Social Monitoring tool, you can set up custom, segmented Twitter streams based on keywords, Twitter lists and HubSpot contacts lists. In this guide, we'll show you how to set up 3 basic streams to help you get started using the Social Monitoring tool.

1. A Social Stream to monitor mentions of your company's Twitter account

Use this stream to learn when someone Tweets at your company so you can follow up.

Here's How to Set It Up:

1. Go to the Social Media Monitoring tool (You can find this under **Social > Monitoring**).



2. Click the “Create a New Stream” button.

Create a new stream

3. Select your company's Twitter account, and add it to the keywords that you will monitor.

Select an account:

@YourAccount ▼

Select whose tweets you'll monitor:

All of Twitter A Twitter List A Contact List

Find ANY of these words: [suggestions](#)

@YourAccount x

#ProTip: Don't use 'www' when searching for URLs.

4. Click the "Create" button, and you're done!

2. A Social Stream to monitor mentions of your company **and** key industry terms

Want to know every time someone mentions one of your competitors? Products? Company or executive names? This monitoring stream will help.

Here's How to Set It Up:

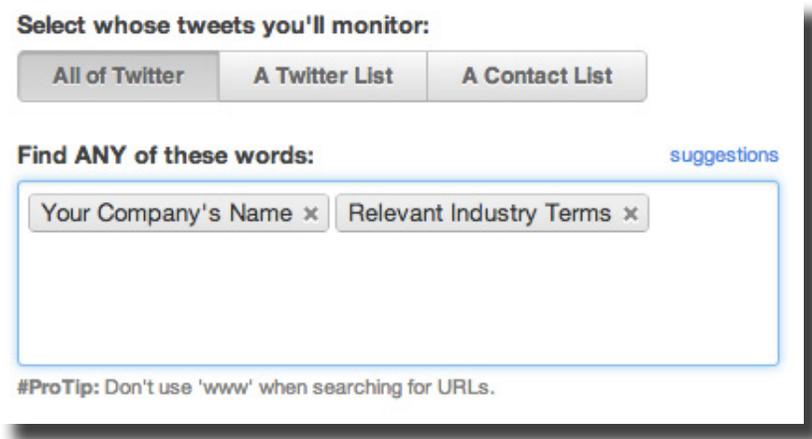
1. Click the "Create a New Stream" button.
2. Select an Account (Choose your @TwitterAccount.)

Create a new stream

Select an account:

@YourAccount ▼

3. Select who to target (Choose “All of Twitter” and add company name, important industry terms, and more.)



Select whose tweets you'll monitor:

All of Twitter A Twitter List A Contact List

Find ANY of these words: [suggestions](#)

Your Company's Name x Relevant Industry Terms x

#ProTip: Don't use 'www' when searching for URLs.

4. Click the “Create” button.



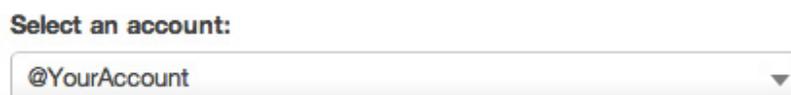
3. A Social Stream to monitor one of your HubSpot Contact Lists

One of the **most valuable features of the Social Monitoring tool** is the ability to monitor Tweets by a *specific group of people* who you want to target. You could monitor a list of your leads, a list of people in a specific geographic area, you name it.

You need to make this list in HubSpot before you can monitor it in Social Inbox. If you don't have a targeted contact list yet, [download the quick guide, *How To Use Lists to Optimize Your Social Inbox*](#) to learn how.

Here's How to Set It Up:

1. Click the “Create a New Stream” button.
2. Select an Account (Choose your @TwitterAccount.)



Select an account:

@YourAccount ▼

3. Select who to target (Choose “A Contact List” under ‘Select whose tweets you’ll monitor’.)

Select whose tweets you'll monitor:

All of Twitter A Twitter List A Contact List

4. Select a Smart List (Pick one of your lists.)

Select a Smart List:

Select a Smart List ▼

5. Decide if you would like to opt-in to email alerts to be notified of new Tweets.

Notify these recipients:

Select Some Options ▼

Recipients will get emails as results are found.

Immediately 8 am 8 am & 4 pm

6. Click the “Create” button.



There are many more monitoring combinations you can set up, so feel free to get creative with it! For more information, check out our blog article, [“The Ultimate Guide to Mastering Social Inbox.”](#)



[GO TO SOCIAL MONITORING NOW](#)