



10-MINUTE TUTORIAL

4 WAYS TO GET STARTED WITH SOCIAL PUBLISHING



“I love being able to schedule messages. I can schedule recurring Tweets for the entire week, put it on auto and it runs every three hours. I don’t have to worry about it. That has been really beneficial.”

Bruce Burke, CMO at m-ize
[@mizecom](#)



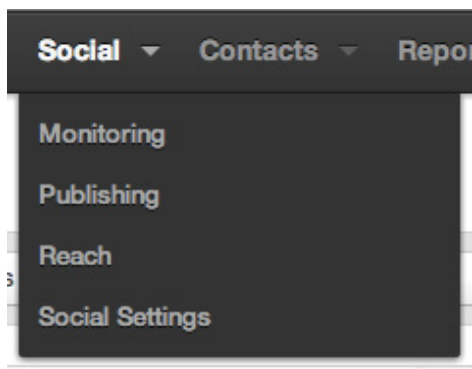
Haven’t started using the Social tools yet? First thing’s first:
You will need to [Set up your Social Media accounts in HubSpot](#)

1. Use the Social Publishing tool to promote your blog posts

After you’ve started creating content such as blog posts, you will no doubt want to promote it to your prospects. A great way to do this is by using the Social Publishing tool to promote it to your content to Facebook, Twitter and LinkedIn.

Here’s How to Do It:

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



2. Click “Compose Message” in the upper-right hand side of the screen

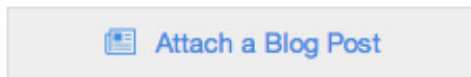
[Compose a message](#)

3. Compose your message (The text that will be included in your social message)

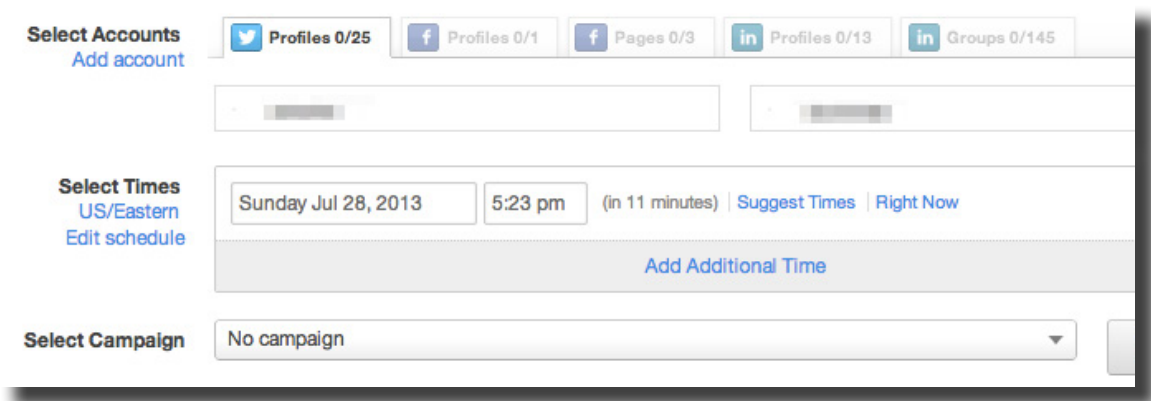


The screenshot shows a user interface for composing a message. At the top, there are two buttons: "Attach a Blog Post" and "Attach a Landing Page". Below these buttons is a large text area labeled "Message" with a vertical cursor at the beginning, indicating where the user can type their message.

4. Attach your blog post (Select 'Attach a Blog Post' above the Message box)

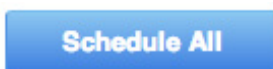


5. Select the accounts that you would like to post the message on behalf of, the time that you would like the message to go out, and the campaign that you would like to add the message to



The screenshot displays the configuration options for the message. It includes a "Select Accounts" section with tabs for "Profiles 0/25", "Pages 0/3", and "Groups 0/145". Below this are two empty input fields. The "Select Times" section shows the date "Sunday Jul 28, 2013" and time "5:23 pm (in 11 minutes)", with links for "Suggest Times" and "Right Now", and an "Add Additional Time" button. The "Select Campaign" section has a dropdown menu currently set to "No campaign".

6. Click the "Schedule All" button



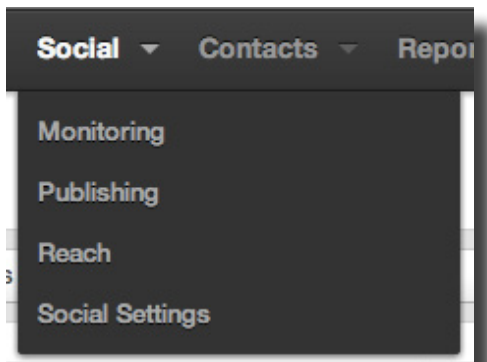
7. You're done!

2. Use the Social Publishing tool to create a publishing schedule

As you start to send more messages with the Social Publishing tool, you will want to put together a schedule so that you can plan your social messages in bulk ahead of time. The default scheduling times that are already suggested in the Social application are based on research of the most effective times to post social messages, but depending on your audience, you may want to adjust this schedule.

Here's How to Do It:

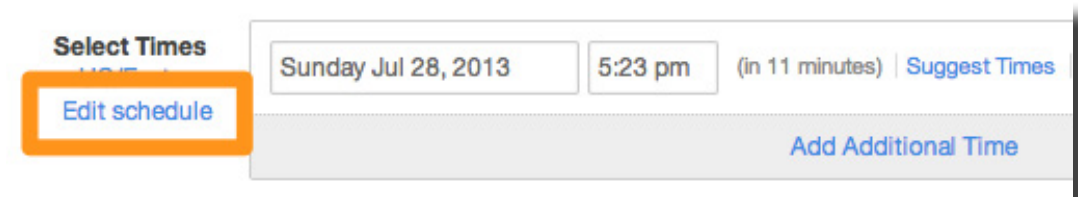
1. Go to the Social Media publishing tool (You can find this under **Social > Publishing**)



2. Click “Compose Message” in the upper-right hand side of the screen



3. Under Select Times, click “Edit schedule”



4. Add or remove suggested publishing times from your schedule.
 - To remove a time, click the ‘X’ next to the suggested time slot.
 - To add a time, choose a day and time in the **Add time to Schedule** box and click “Add Time”

Edit Suggested Publishing Times

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:25 am ✕	12:25 am ✕	12:25 am ✕	12:25 am ✕	12:25 am ✕	12:25 am ✕
1:25 am ✕	1:25 am ✕	1:25 am ✕	1:25 am ✕	1:25 am ✕	1:25 am ✕
2:25 am ✕	2:25 am ✕	2:25 am ✕	2:25 am ✕	2:25 am ✕	2:25 am ✕

Add Time to Schedule

Select Time

Select Days Mon Tue Wed Thu Fri Sat Sun

5. You're done! The next time that you use Social Publishing to schedule a social message, the Select Times box will automatically suggest the times that you have added to your schedule.

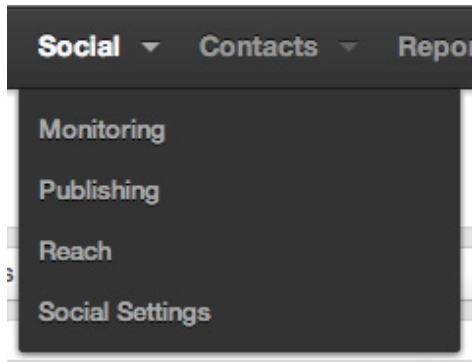
Bonus! [Check out this SlideShare](#) on the Science of Timing to learn the best times to blog, send email, tweet and more!

3. Measure the success of your social messages to improve your social strategy moving forward

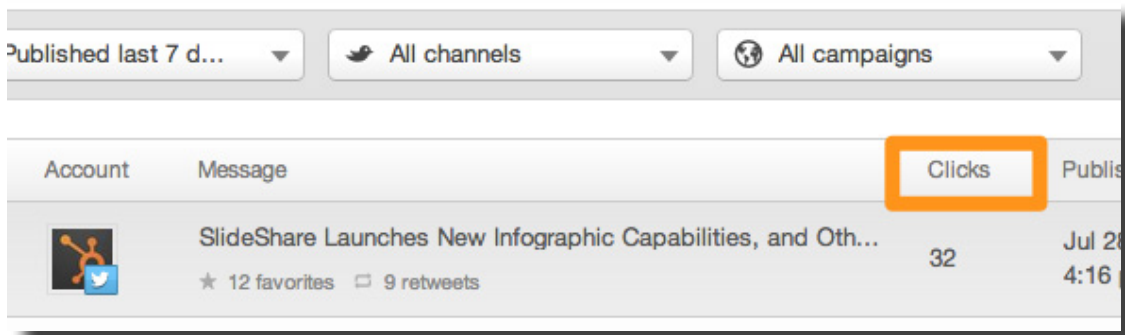
After you have started using the Social Publishing tool on a regular basis, you should measure the success of your messages to help you improve your social postings moving forward. By monitoring the click-through rates of the messages you have sent, you can evaluate the factors that have made them successful, such as the content of the message or the time it was sent. Experiment and learn what works best.

Here's How You can Do It:

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



2. In the main Social Publishing screen, select the “Clicks” header to sort your social messages by which ones received the most click-through activity



3. Evaluate your top-performing messages. Think about:
 - **Content:** take a look at the content of your top-performing messages and ask yourself, what is it about these messages that made people want to click through? Is it the blog post, landing page, ebook, etc. that you were promoting? Was it the way you positioned the message? You can use these insights to drive success in your future messages.
 - **Timing:** Record the days and times that your top 10 or so messages were sent out. Using this information, update your suggested sending schedule (see tip #2) so that these times are recommended whenever you are scheduling a future message.

For more detailed information on how to customize your publishing schedule based on past performance of your social messages, check out this [Help & Support Tutorial](#).



[GO TO SOCIAL PUBLISHING NOW](#)

