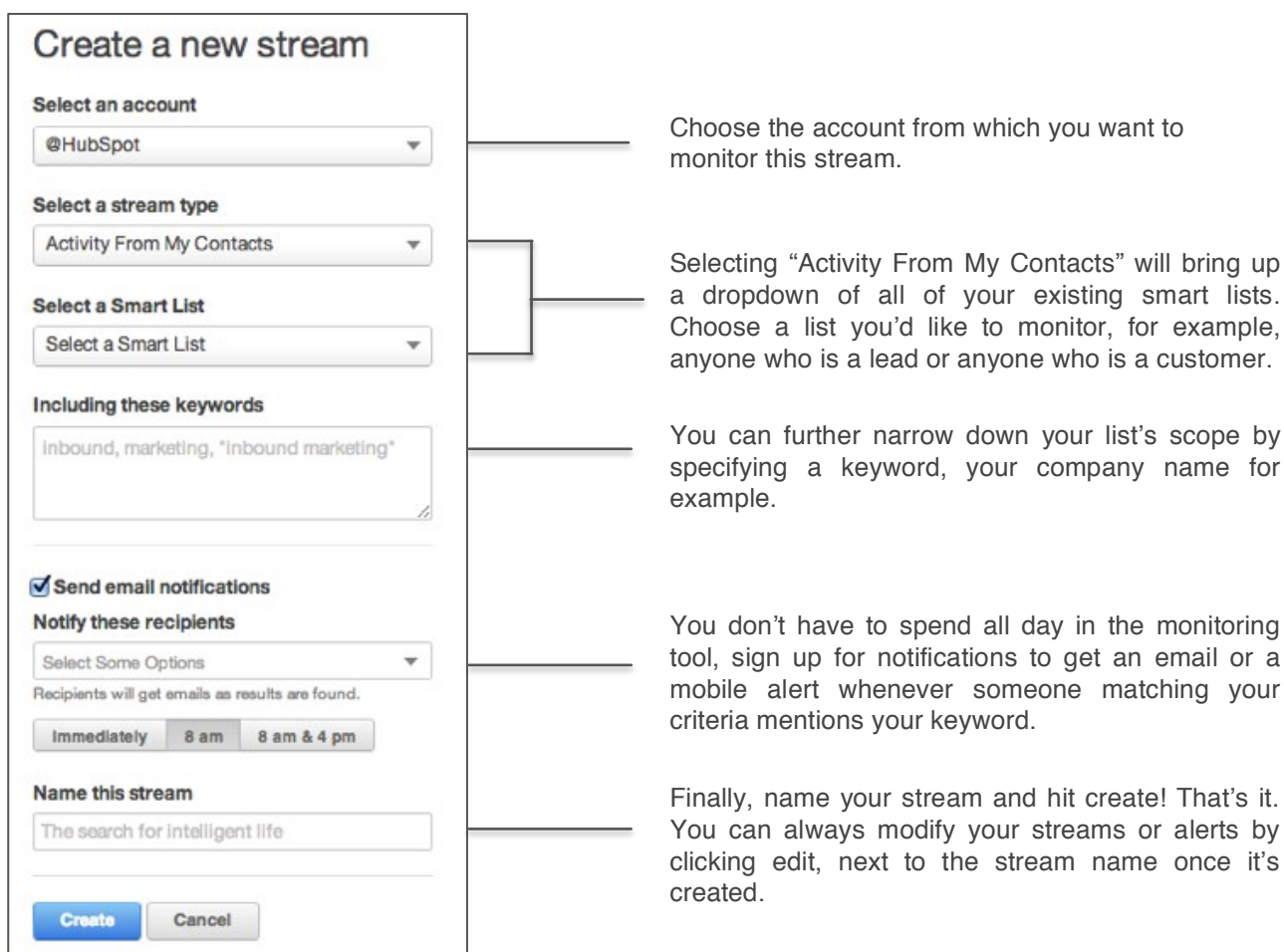


Creating a Targeted Search in Social Inbox

Social Inbox enables you to set up and monitor targeted segments just as you would for email. There are six types of streams you can monitor:

- Mentions of your company on Twitter.
- Mentions of keywords, like industry terms or competitors.
- Your Twitter timeline.
- Your lists from Twitter.
- Retweets of your content on Twitter.
- Activity from your contact database.

The most advanced of these streams is the ability to monitor activity from your contacts. Using a combination of smart lists and monitoring, you can now monitor segments of nearly any criteria. Despite being an advanced stream, it's quite easy to set up. See below:



The screenshot shows the 'Create a new stream' form with the following fields and annotations:

- Select an account:** A dropdown menu with '@HubSpot' selected. Annotation: 'Choose the account from which you want to monitor this stream.'
- Select a stream type:** A dropdown menu with 'Activity From My Contacts' selected. Annotation: 'Selecting "Activity From My Contacts" will bring up a dropdown of all of your existing smart lists. Choose a list you'd like to monitor, for example, anyone who is a lead or anyone who is a customer.'
- Select a Smart List:** A dropdown menu with 'Select a Smart List' selected. Annotation: 'You can further narrow down your list's scope by specifying a keyword, your company name for example.'
- Including these keywords:** A text input field containing 'Inbound, marketing, *inbound marketing*'. Annotation: 'You can further narrow down your list's scope by specifying a keyword, your company name for example.'
- Send email notifications:** A checked checkbox. Annotation: 'You don't have to spend all day in the monitoring tool, sign up for notifications to get an email or a mobile alert whenever someone matching your criteria mentions your keyword.'
- Notify these recipients:** A dropdown menu with 'Select Some Options' selected. Below it, a note says 'Recipients will get emails as results are found.' and three buttons: 'Immediately', '8 am', and '8 am & 4 pm'. Annotation: 'You don't have to spend all day in the monitoring tool, sign up for notifications to get an email or a mobile alert whenever someone matching your criteria mentions your keyword.'
- Name this stream:** A text input field containing 'The search for intelligent life'. Annotation: 'Finally, name your stream and hit create! That's it. You can always modify your streams or alerts by clicking edit, next to the stream name once it's created.'

At the bottom of the form are two buttons: 'Create' (in blue) and 'Cancel'.