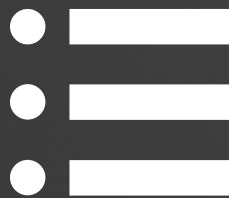


# INTRODUCING SOCIAL INBOX A 10-MINUTE TUTORIAL



Congratulations! The new Social Inbox tool is now live in your HubSpot. [Click Here to go to your Social Inbox now.](#) To help you get started, here are some valuable set up steps to help you take full advantage of the tool.



## 1. Set up Social Inbox 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. When you enter the Social Media tool, Social Inbox will prompt you to get started.
2. Select a Twitter account, and click "Get Started with Social Inbox." (You can select multiple accounts if you'd like, or add a new social account if you haven't yet.)
3. You're done!



**Bonus:** You can now click "Continue to Stream" Creation to make a second, or more detailed Twitter monitoring stream.

## 2. Set up Social Inbox to monitor one of your HubSpot Contact Lists

One of the **most valuable features of Social Inbox** 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 "Create a New Stream" button.
2. Select an Account (Choose your @TwitterAccount.)
3. Select who to target (Choose "A Contact List" under 'Select whose tweets you'll monitor'.)
4. Select a Smart List (Pick one of your lists.)
5. Decide if you would like to opt-in to email alerts to be notified of new Tweets.
6. Click "Create" button.



## 3. Set up Social Inbox to monitor mentions of your company and key industry terms

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

### Here's How to Set It Up:

1. Click "Create a New Stream" button.
2. Select an Account (Choose your @TwitterAccount.)
3. Select who to target (Choose "All of Twitter" and add company name, important industry terms, and more.)
4. Click "Create" button.



There are many more monitoring combinations you can set up, so feel free to get creative with it! Also, if you have any questions or want to share your first impressions, [please share them in this HubSpot forum thread](#). Enjoy!



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