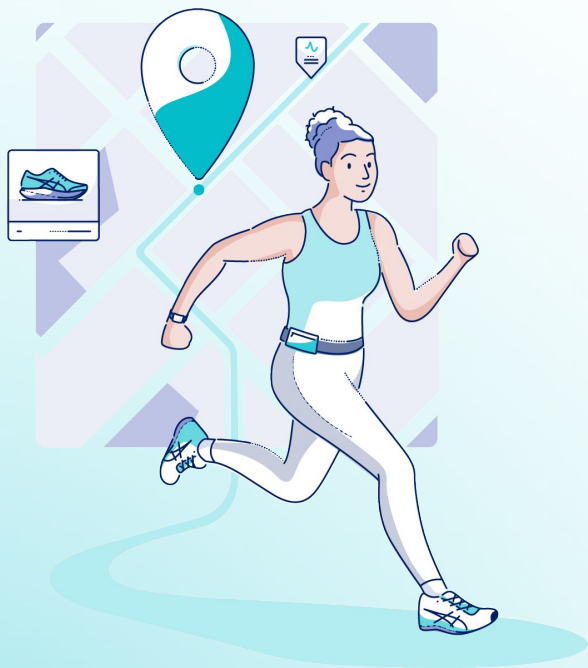




HubSpot Social Media Training Deck

Table of Contents



003. [Connecting Social Accounts](#)
Learn how to connect social accounts to HubSpot

004. [Creating a Social Post](#)
Learn how to create a social post in HubSpot






005. [Monitor Your Social Posts](#)
Learn how to monitor post engagement and more

006. [Manage Social Posts](#)
Learn how to manage social posts in HubSpot

007. [Analyze Your Social Posts](#)
See how your social posts are performing in HubSpot

008. [Additional HubSpot Resources](#)

Accounts: **All accounts** ▾

ACCOUNT	CONNECTED BY
 Race Roster	Amy MacKenzie
 raceroster @raceroster	Amy MacKenzie
 Race Roster @RaceRoster	Amy MacKenzie
 Race Roster	Amy MacKenzie
 Race Roster	Amy MacKenzie

Connecting Social Accounts

1. Navigate to settings by clicking the gear icon near the top right of the page
2. In the left-hand column, scroll down “Marketing” > “Social”
3. Click “Connect Accounts”, select the account you wish to connect, and follow the login instructions

Please note that Facebook and Instagram accounts need to be reconnected every 90 days for security purposes

Creating a Social Post

1. Navigate to “Marketing” > “Social” on the left-hand sidebar
2. Click “Create Social Post” near the top right of the page
3. Select which account(s) you will be creating the post for
4. Use the social post creator to create your post
5. Select either to publish instantly or on a specific day/time
6. If applicable, select a marketing campaign that the social post(s) should be associated with
7. Review your social post(s), and once ready click “Publish Now”/“Schedule” near the top right of the page

Select accounts

Choose the accounts you're posting from

Create your posts

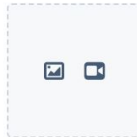
Draft

What do you want to say to your network?



2500 2200 280 3000

Add media



Publishing options

Publish now Schedule for later

Date

06/20/2024

Time

4:45 PM

Presentation

Inbox Streams

All Activity	8
Conversations	0
Interactions	0
New X Followers	8

Streams

+ Add new

Mentions & Reposts 0 ✓

Keywords 0 ✓

Competitors BETA 0 ✓

NEW X FOLLOWER

Joog Sports
@TheJoogOnSports

Following 42

Race Roster @RaceRoster

Post comment

Say hello

Monitor Your Social Posts

- You can monitor the performance and engagement of your social posts via the “Monitor” tab under the main “Social” page
- Done through a variety of “Streams” that show specific information:
 - **“Conversations”**: Shows posts that followers are responding to
 - **“Interactions”**: Shows any “click-like” engagement with your content (i.e. “Likes”, “Reposts”, etc.)
 - **“New ‘X’ Followers”**: Shows the number of new followers on your X account
 - **“Mentions and Reposts”**: Monitor any mentions or reposts associated with your brand
 - **“Keywords”**: Track different conversations that use specific keywords you’d like to track

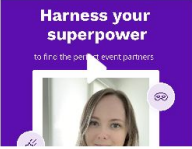






Manage Social Posts

- You can manage all of your social posts through the “Manage” tab of the “Social” tool in HubSpot.
- Use either the “Calendar” view or “List” view to:
 - See when certain posts were published or scheduled to go out
 - See a full list of all social posts (“List” view only)
 - Access a quick view of “Clicks” and “Interactions” stats for posts
 - Filter posts by social account, campaign, date range, and more

Search for posts Users and teams **Any** ▾ Accounts: **All accounts** ▾ Published f

Date range: MM/DD/YYYY to MM/DD/YYYY Campaign: **All campaigns** ▾ Created

Manage columns

<input type="checkbox"/>	POST	PUBLISHED TIME <input type="text"/>
<input type="checkbox"/>	 <p>raceroster As an event organizer, you have a super ● Published</p>	Jun 19, 2024 Wed 3:38 PM
<input type="checkbox"/>	 <p>Race Roster Exciting updates are coming your way f ● Published</p>	Jun 14, 2024 Fri 2:49 PM
<input type="checkbox"/>	 <p>Race Roster •  Exciting updates are coming your way! Y ● Published</p>	Jun 14, 2024 Fri 2:43 PM
<input type="checkbox"/>	 <p>Race Roster •  Exciting updates are coming your way! Y ● Published</p>	Jun 14, 2024 Fri 2:36 PM
<input type="checkbox"/>	 <p>raceroster Exciting updates are coming your way! Y</p>	Jun 14, 2024

Compare date ranges

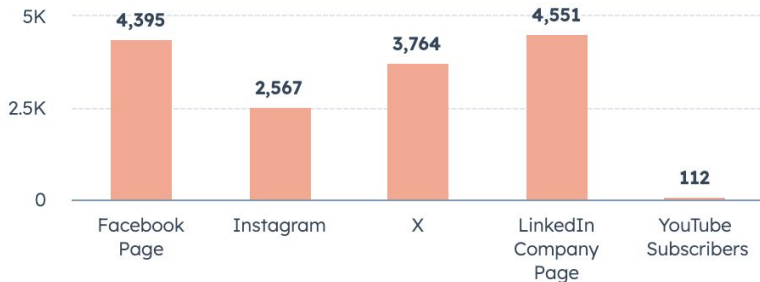
Audience ?

[Save report](#)

Activity between 5/22/2024–6/20/2024

FROM 5/22/2024 TO 6/20/2024**FILTERS (1)**

● Audience size

15,389

Interactions ?

[Save report](#)

Analyze Your Social Posts

- You can analyze how well your social posts and your social accounts are performing all within HubSpot via the “Analyze” tab
- Contains a variety of reports that can be filtered by social account, date range, etc.
- Review such information as:
 - Audience growth
 - Number of published posts
 - Interactions
 - Clicks
 - Impressions
 - Shares
 - YouTube video views

Additional HubSpot Resources

- [Connect your social media accounts to HubSpot](#)
- [Create and publish social posts](#)
- [Monitor your social inbox streams in HubSpot](#)
- [Additional Resources](#)



Thank you