



# Deliver Exceptional Experiences with Social Intelligence

Integrate social and CRM to delight customers at every step of their journey with Hootsuite and HubSpot



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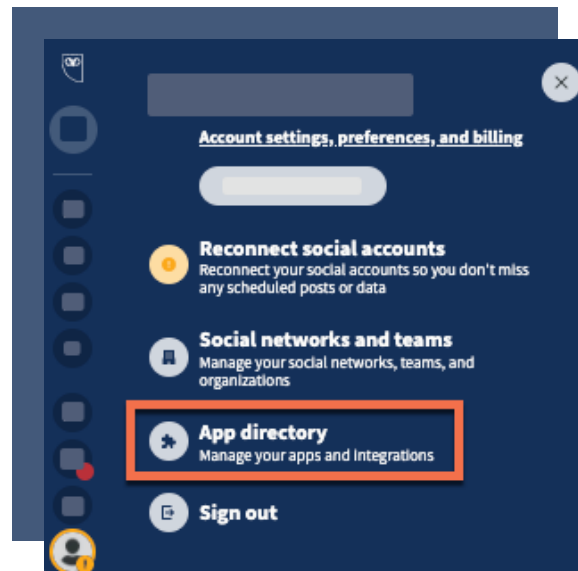
Use the HubSpot app to collaborate and connect with your current and prospective customers on social.

You can create new, and view and edit existing HubSpot contacts and HubSpot tickets in Hootsuite with the HubSpot app.

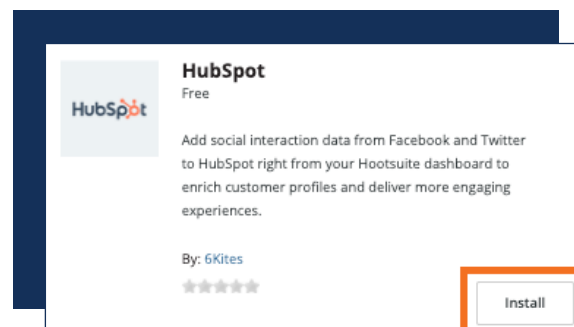
## Install the HubSpot app

Integration with HubSpot requires that you have an active Hootsuite account, access to a HubSpot account, and the HubSpot app installed.



1. Go to **My profile** , and then select **App directory**.



2. Search for HubSpot using the search option on the right.
3. Select **Install** on the app.



# Connect your HubSpot account

1. Go to **Streams** .
2. From the bottom of a tweet or Facebook post in your streams, select **More actions** , and then select **Send to HubSpot**.





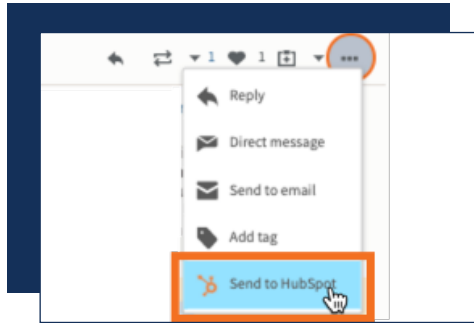
3. Follow the steps to authorize your HubSpot account. You will be asked to authorize and sign in to HubSpot. If you have multiple HubSpot accounts, you will be prompted to choose the account you want to connect to Hootsuite.
4. Once you have successfully connected, select **Return to Hootsuite**.



## Sign out of one HubSpot account and connect to another account



You can log out of one HubSpot account and connect to a different HubSpot account. To do this:

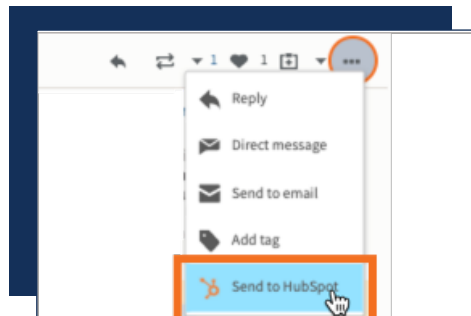
1. Go to **Streams** .
2. From the bottom of a tweet or Facebook post in your streams, select **More actions** , and then select **Send to HubSpot**.



3. On the HubSpot screen, select **Sign Out**  in the top right to sign out of your HubSpot account. To connect to a different account, follow the previous instructions under “Connect your HubSpot account.”

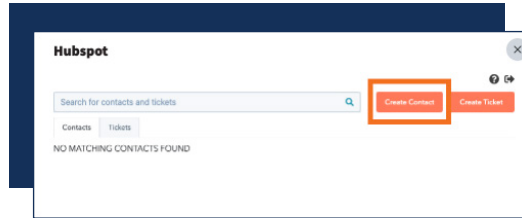
## Create, view, and edit HubSpot contacts

1. Go to **Streams** .
2. From the bottom of a tweet or Facebook post in your streams, select **More actions** , and then select **Send to HubSpot**.

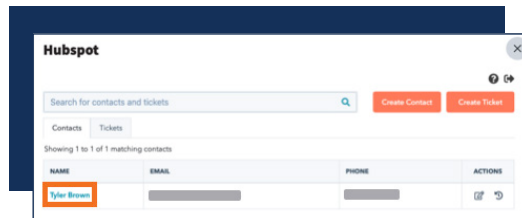


3. You can create a new contact, view details for existing contacts, and edit existing contacts:

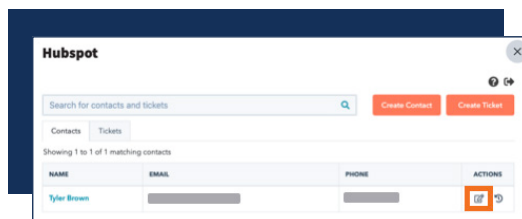
- **Create a new contact** - Select **Create Contact**, enter the details for the contact, and then select **Create Contact**. The contact is created in your HubSpot account and associated with the tweet or Facebook post you selected in Streams.





- **View the details for an existing ticket** - Select the **Tickets** tab. You can use the search box to search for existing tickets. Select an existing ticket to view the details of that ticket. Ticket details include custom fields added by the app that show the social details from the tweet or Facebook post you selected in Streams.

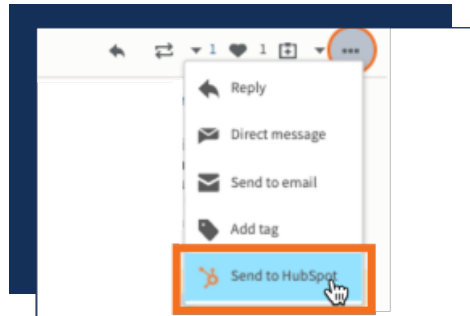


- **Edit an existing contact** - Select the **Contacts** tab. You can use the search box to search for existing contacts. Select the edit icon next to an existing contact, edit the details for the contact, and then select **Update Contact**.

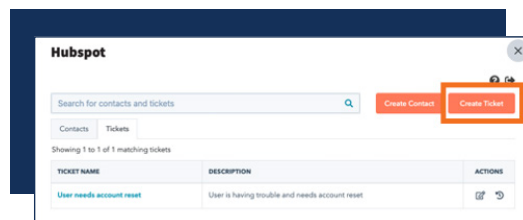


# Create, view, and edit HubSpot tickets

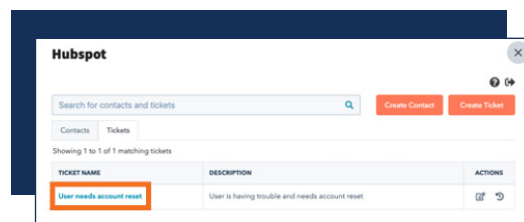
1. Go to **Streams** .
2. From the bottom of a tweet or Facebook post in your streams, select **More actions** , and then select **Send to HubSpot**.



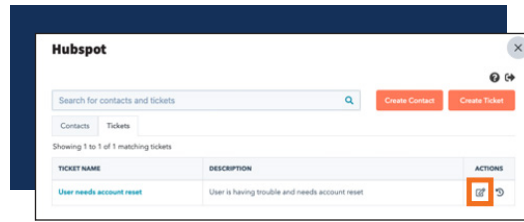
3. You can create a new HubSpot ticket, view the details for an existing ticket, and edit existing tickets:
  - **Create a new ticket** - Select **Create Ticket**, enter the details for this ticket, and then select **Create Ticket**. The ticket is created in your HubSpot account and associated with the Twitter or Facebook user you selected in Streams.



- **View the details for an existing ticket** - Select the **Tickets** tab. You can use the search box to search for existing tickets. Select an existing ticket to view the details of that ticket. Ticket details include custom fields added by the app that show the social details from the tweet or Facebook post you selected in Streams.





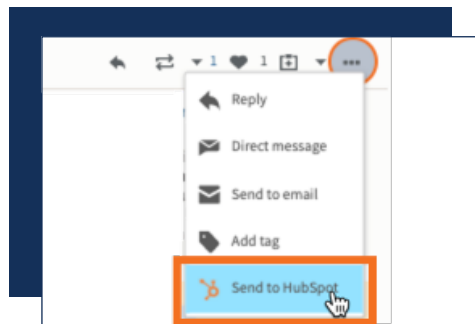
- Edit an existing ticket - Select the Tickets tab. You can use the search box to search for existing tickets. Select the edit icon next to the existing ticket, edit the details for the ticket, and then select Update Ticket.





## Attach social context to the HubSpot timeline

You can attach the details of the tweet or Facebook post you selected in Streams as a Timeline event in the HubSpot app. You can create Timeline events for both tickets and contacts.

1. Go to **Streams** .
2. From the bottom of a tweet or Facebook post in your streams, select **More actions** , and then select **Send to HubSpot**.



3. Select the **Contacts** or **Tickets** tab. Select the clock next to the existing contact or ticket. The timeline event is added and the clock changes to a green checkmark .
4. Select the **Contacts** or **Tickets** tab, and then select a contact or ticket with a green checkmark next to it to view the associated Timeline event in HubSpot. Select **View Tweet** or **View Post** to display the associated tweet or Facebook post .

The HubSpot for Hootsuite app is available to all Hootsuite customers. Get it from our [App Directory](#) or contact your customer success manager to get started.