



Zoho Corporation

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# An Introduction to Zoho Social

There's so much to social media marketing—scheduling and publishing content, listening to and engaging with your audience, and analyzing performance across social networks.

We understand that your presence on social media is an integral part of crafting a brand image and engaging with your followers. That's why we built Zoho Social: a platform that helps businesses of all sizes manage their social media presence.

We've put together this guide to help you make the best out of social media for your business. It's never been easier!

## Already a Zoho Social user?

**Welcome back!**

Let's get you **started**.

## New to Zoho Social?

**Welcome aboard!**

If Zoho Social is the first Zoho product you're signing up for, you'll get a welcome email with a URL to confirm your registration.

## Can't find your activation email?

**Check your spam folder for an email from [noreply@zohosocial.com](mailto:noreply@zohosocial.com)**

If you still can't find it, contact us at [support@zohosocial.com](mailto:support@zohosocial.com) and we'll get in touch with you.

## Let's connect your social channels to Zoho Social

When you **sign up** for Zoho Social, a **Portal** is automatically created for you. You'll immediately see a pop-up where you can connect eight social channels to your **Brand** on Zoho Social.

You can add and manage one each of the following social channels under a single **Brand**:

- Facebook Page
- X Profile
- LinkedIn Company Page
- LinkedIn Profile
- Google Business Profile Listing
- Instagram Business Profile
- YouTube Channel
- Mastodon Channel
- TikTok Business Profile
- Threads Profile
- Pinterest Profile

## Get started by setting up a Brand

 Facebook  Twitter  LinkedIn  Google My Business  Instagram  YouTube

Connect a Facebook account associated with the Business Page or Facebook Group you'd like to add.

[Connect Facebook](#)

A Brand is a collection of social media channels that are all managed through a single dashboard. You can add one of each type of channel to a Brand. [Learn more](#)

Connect your social media accounts from here and you can manage them from within the product. A **Brand** is created in your Portal as soon as you connect your first social media channel to Zoho Social. You can set up multiple such Brands within your Zoho Social Portal. Your Portal houses all your **Brands**.

To manage more than one of any of these social channels—for example, two Facebook Pages or two Twitter Profiles—you'll need to create a second Brand and connect these additional social channels.

## Already a Zoho CRM user?

If you are already a Zoho CRM user and you log in to Zoho Social for the first time, the configured social channels in your CRM account will be automatically connected to Zoho Social. You will see your pages and profiles listed when you log in to Zoho Social for the first time.

If you do not have a page or a profile configured in the social module on Zoho CRM, get started by clicking on the **Connect** button.

If you are not the **admin** of your CRM account, then you can invite an admin to add the accounts for you. Click **Invite your CRM Admin**.

## Adding your Team Members

After connecting your social channels, you'll see a pop-up that will help you invite new Team Members to Zoho Social. To add a Team Member to your Brand, follow these steps:

1. Type in the email.
2. Specify their role as a **User** or a **Brand Admin**.
3. Click on **+Add** more to invite more Team Members.
4. Click **Send Invite**.

Zoho Social will send an invitation to these people to help you manage your Brand.

You can also add and [manage your Team Members](#) from Settings on Zoho Social.

Invite people to work on this Brand ×

We'll send them an email

Type their email address	Role
<input type="text" value="nathanbrooks@zylker.com"/>	<input type="text" value="Brand Admin"/>
<input type="text" value="sofialopez@zylker.com"/>	<input type="text" value="User"/>
<input type="text" value="adamfulton@zylker.com"/>	<input type="text" value="User"/>
<input type="text" value="Eg: name@mailbox.com"/>	<input type="text" value="User"/>

[+Add more](#)

MORE ABOUT ROLES AND SETTINGS:

- All team members have access to all features on this brand except settings.
- Brand Admins have access to all features and can manage social networks, team members and settings on this brand.
- Portal Admins can manage settings across brands. To Invite them, go to Setup → All Members.
- To create custom roles and assign network permissions, go to Setup → Roles and Permissions.

[Skip](#)

You can only add Team Members if you're on a [paid plan](#).

# Welcome to your Home screen

And that's it! You'll now be able to view your Home screen on Zoho Social.

You can instantly view your **Brand Health** metrics to know the performance of your social channels over the past 30 days. You can monitor five key metrics - **Total followers, New followers, No. of posts, Reach, and Engagement.**

Brand Health stats are available for:

- Facebook Page
- X Profile
- Instagram Business Profile
- LinkedIn Company Page
- TikTok Business Profile
- Threads Profile
- Mastodon channel

## Recent Posts and Live Stream

You can view all the Recent Posts published on various social channels neatly arranged for you find out **how your audience is responding** to all your social media posts. With the **Live Stream**, you get a stream of notifications where you can view specific posts your audience has liked, shared, or commented on—all in real-time!

So, go ahead and give it a **spin** and let us know what you think-- we're all ears!

## Terms of Privacy

Our team at Zoho Social is dedicated to keeping your data safe. We won't post on any social channel without your permission.

You can find more on our company-wide [GDPR compliance](#).