In Salesforce, you store information about your customers using accounts and contacts. Accounts are companies that you're doing business with, and contacts are the people who work for them.

If you’re doing business with a single person, like a solo contractor or an individual consumer, you use a special account type called a person account. Person accounts are similar to business accounts, but because they’re meant to record information about an individual person, person accounts don’t have their own contacts.

**News**

The News feature is just what it sounds like—news from US news sources, in English, available right in Salesforce. The news you see in Salesforce is customized depending on where you access it. If you view News on an account’s detail page, articles are based on the account, its executives, and industry. For contacts, news is selected based on the account the contact relates to.

Before you can view News, your admin must enable it for your organization.

## Social Accounts, Contacts, and Leads

If your org is using the News feature and the Social Accounts, Contacts, and Leads feature, you can see what your accounts, contacts, and leads are posting on Twitter.

To see or follow a Twitter account from within Salesforce, you must have an account on Twitter, and you have to link the account or contact record to a Twitter profile.

You can’t see anything about an account or contact that wouldn’t normally be available to you when you’re logged in to the social network. But you can see that information at a glance and you can use the Twitter profile image as the profile image for an account, contact, or lead in Salesforce.

Before you can use the Social Accounts, Contacts, and Leads feature, your admin must enable it for your organization and you have to configure your personal settings.

**Best Practices for Managing Accounts and Contacts**

**Know your company’s naming conventions for accounts.**  
Using established naming conventions helps everyone in the company. Names not only help you find companies in your records, but they can be used to denote relationships between accounts and help you decide if a company or individual already exists in your records. For example, if you work with multiple franchises, you might need to use names that make sense in a hierarchy but also help you differentiate between two stores with the same name in a similar geographic area.  
  
**Always associate contacts with an account.**  
Contacts without accounts—private contacts—are like a forgotten boat adrift at sea. They’re hidden from all users except you and your system administrators, which makes them easy to forget, hard to find, and useless to colleagues.  
  
**Don’t let inactive accounts and contacts get lost in the shuffle.**  
Keep an eye out for, or create a report to find, accounts and contacts without activities listed within the last 30, 60, or 90 days. Depending on your business, these inactive customers may be ripe for a new product, or it may be time to exclude them from list views, reports, and campaigns so you can focus on active customers.  
  
**Maintain active ownership.**  
It’s hard to actively manage an account if it’s assigned to someone who isn’t using Salesforce. If you run across an account or contact that’s owned by someone who moved to a different position or left your company, help find the account and its contacts a new owner.  
  
**Keep your records updated.**  
Whenever you locate new information about an account, contact, or lead, enter it into Salesforce. Your Salesforce data is only as good as you make it.

## Best Practices for Establishing Account Hierarchies

You have two basic choices when you’re deciding how to establish accounts for businesses with multiple locations.

**Global Enterprise Account**

You could establish one global account and link all contacts, opportunities, cases, and so on to that single overarching account. Using one global account makes it easy to find that account’s records and to report on that account at the enterprise level. But it’s harder to manage a large mass of information, and not being able to easily view the big picture might make it hard to see what each location needs from you for your relationship to be successful.

**Location-Specific Accounts**

Establish accounts for each location and create contacts, opportunities, cases, and so on separately for each location. With this option, you maintain more accounts and need to set up a few more complex reports to get the big picture. But using multiple accounts means you can take advantage of account ownership, hierarchies, specific sharing settings, and more granular reporting. You can also more easily track and report on opportunities, cases, and other interactions for each account.

We recommend establishing accounts for each separate location, rather than squeezing all locations into a single global account. This arrangement lets you concentrate on customer success in each location while still giving you the ability to put the big picture together.