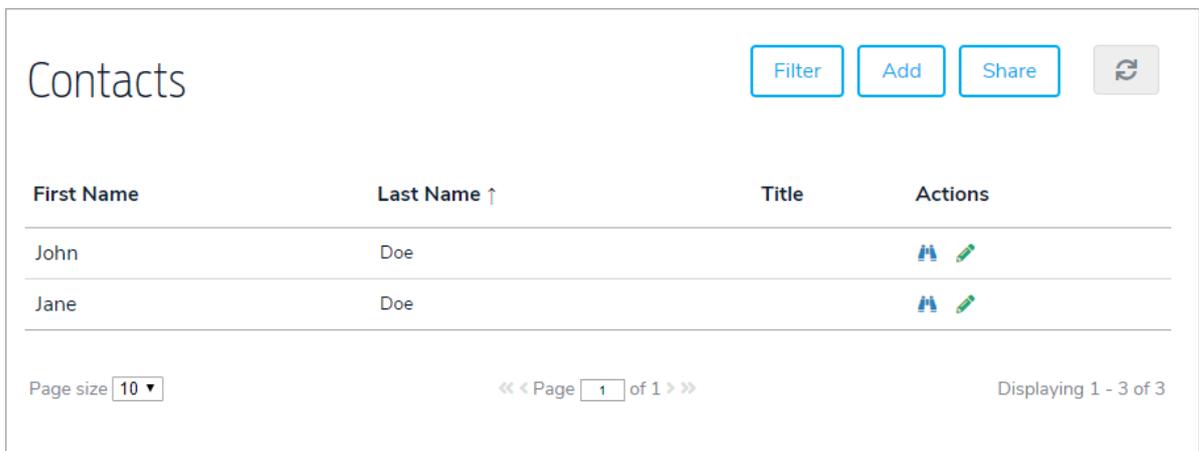# Create a Subscription Category

1. To create a subscription, hover your cursor over Admin, then click System Management.

2. In the structure pane, create a new folder in the Contacts folder of the appropriate org.

3. Navigate to the org, click Contacts in the navigation bar, then click Share.

4. Share the contact record with the folder created in step 2 above.

5. Open the contact record, then click the Shares tab.

6. Click the pencil icon beside the share made in step 4.

7. Select a category from the Subscription Category dropdown menu.

8. Click the Contact-Methods tab.

9. Click Add in the Subscription Category Preferences section, then add the category configured in step 7 above.

10. Click the icon, then select the method(s) that should receive messages from the selected subscription category.
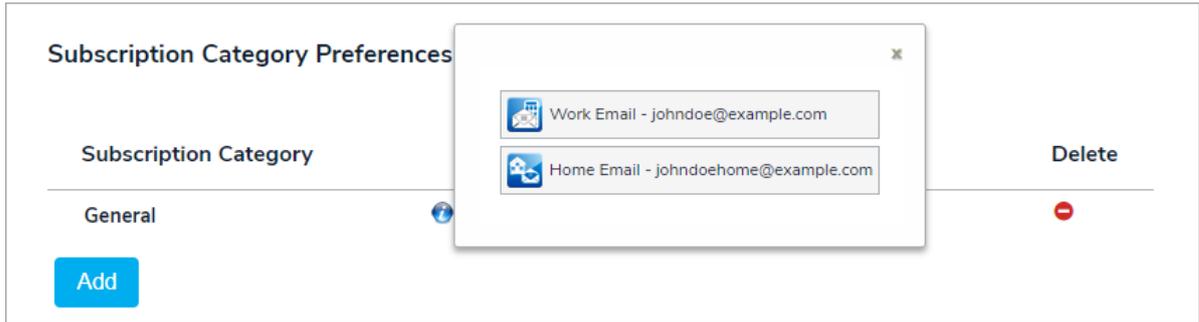
11. Create a new message. In Step 3: Message Settings, add the category selected in step 7 above.
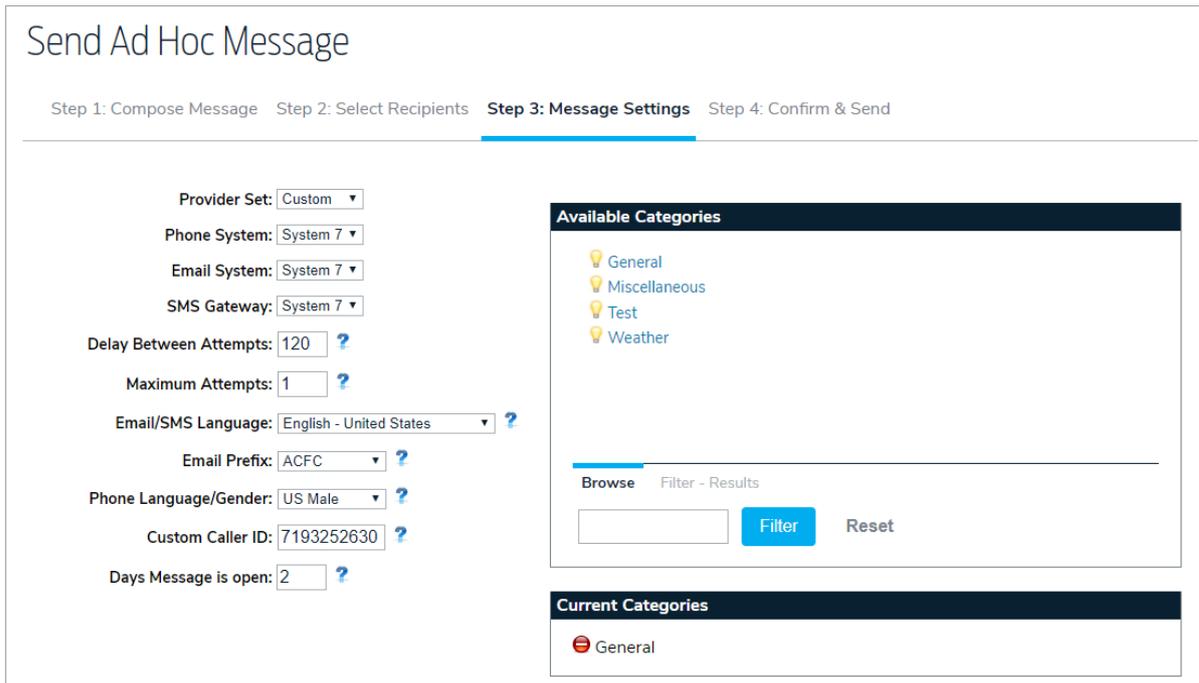
Subscription categories require a system configuration setting which determines who will receive subscription messages.

Configuration Setting	Subscription Message Recipients
Local	Only contacts subscribed to "General" in the Contacts folder.
Ancestors	Contacts subscribed to "General" in the Contacts folder and any contacts that have that subscription category in any contact folder "above" the contacts folder in Chuck Test.

Descendants (default setting)	Contacts subscribed to "General" in the Contacts folder and any contacts that have that subscription category in any contact folder below Chuck Test.
Both	Contacts subscribed to "General" in the Contacts folder and any contacts that have that subscription category in any contact folder above or below Chuck Test.