

Sprout 101



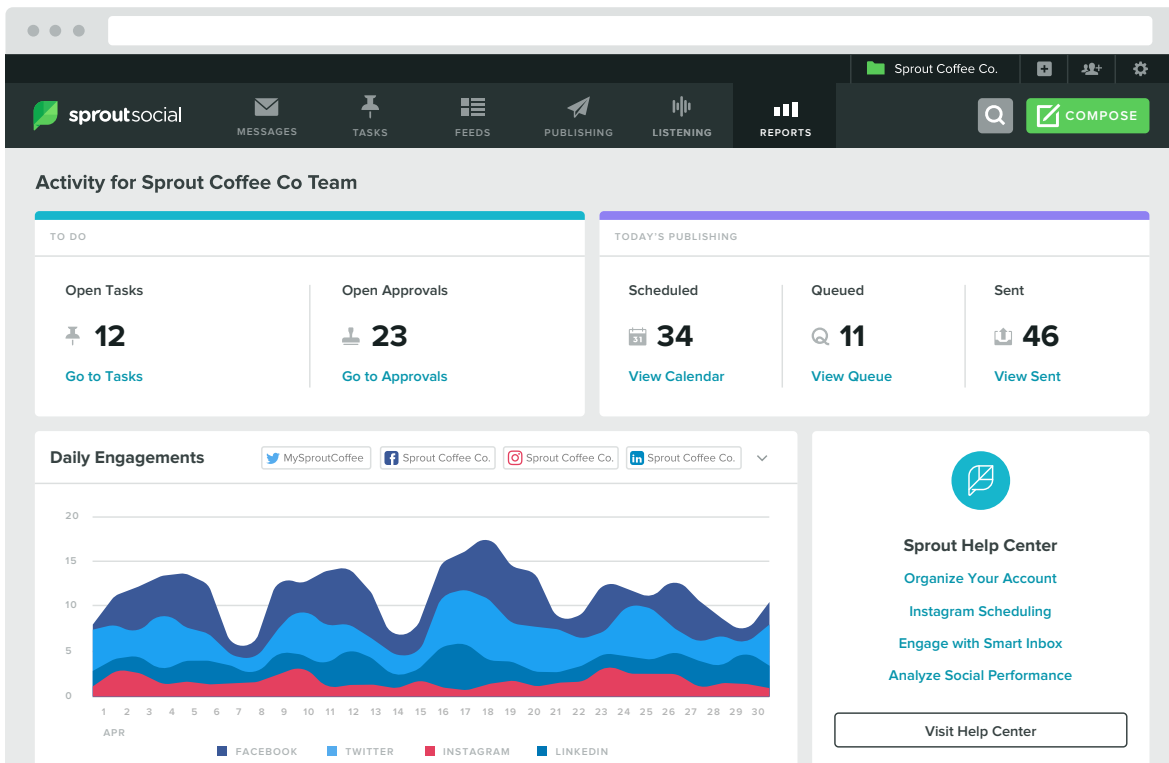
User Guide

Get started with Sprout Social's all-in-one social management and engagement platform.



Dashboard

A group-level snapshot of networks, profiles and team. Access quick links to key Sprout features such as webinars, mobile apps and ways to contact us.



Settings

Access a variety of personal, business, profile, admin and feature-specific settings to configure your Sprout account.

- 1 Connect a Profile:** Add a new profile to a group
- 2 Invite Users:** Invite and assign users to groups, profiles and permissions
- 3 Settings**
- 4 Personal:** Configure your personal Sprout account
- 5 Business:** Configure settings by group
- 6 Users & Social Profiles:** Invite new members, add new profiles and manage user permissions and access
- 7 Utilities & Goodies:** Download Sprout's mobile app and browser extension and learn keyboard shortcuts

The screenshot displays the Sprout Social interface. At the top, the navigation bar includes icons for Messages, Tasks, Feeds, Publishing, Listening, and Reports. The main content area is titled 'Activity for Sprout Coffee Co Team' and features several widgets: 'Open Tasks' (12), 'Open Approvals' (23), 'Scheduled' (34), and 'Queued' (11). Below these is a 'Daily Engagements' chart showing activity for Facebook, Twitter, Instagram, and LinkedIn from April 1st to 30th. On the right side, the 'SETTINGS' menu is open, listing various options. Numbered callouts 1-7 are placed over the interface to indicate the location of specific settings: 1 (Connect a Profile) points to the top right user menu; 2 (Invite Users) points to the user icon; 3 (Settings) points to the gear icon; 4 (Personal) points to 'Personal Settings'; 5 (Business) points to 'Business Settings'; 6 (Users & Social Profiles) points to 'Users & Social Profiles'; and 7 (Utilities & Goodies) points to 'Utilities & Goodies'.

SETTINGS

- Personal Settings
- Business Settings
- Security
- Users & Social Profiles
- Sprout Queue
- Configure VIPs
- Billing
- Report Settings
- Scheduled Delivery
- Tagging
- Asset Library
- Bots
- Customer Care Settings
- Publishing Settings

SUPPORT & RESOURCES

- Getting Started
- Help Center
- Download the Mobile App
- Utilities & Goodies
- What's New in Sprout?
- Chat With Us

Logout

Messages

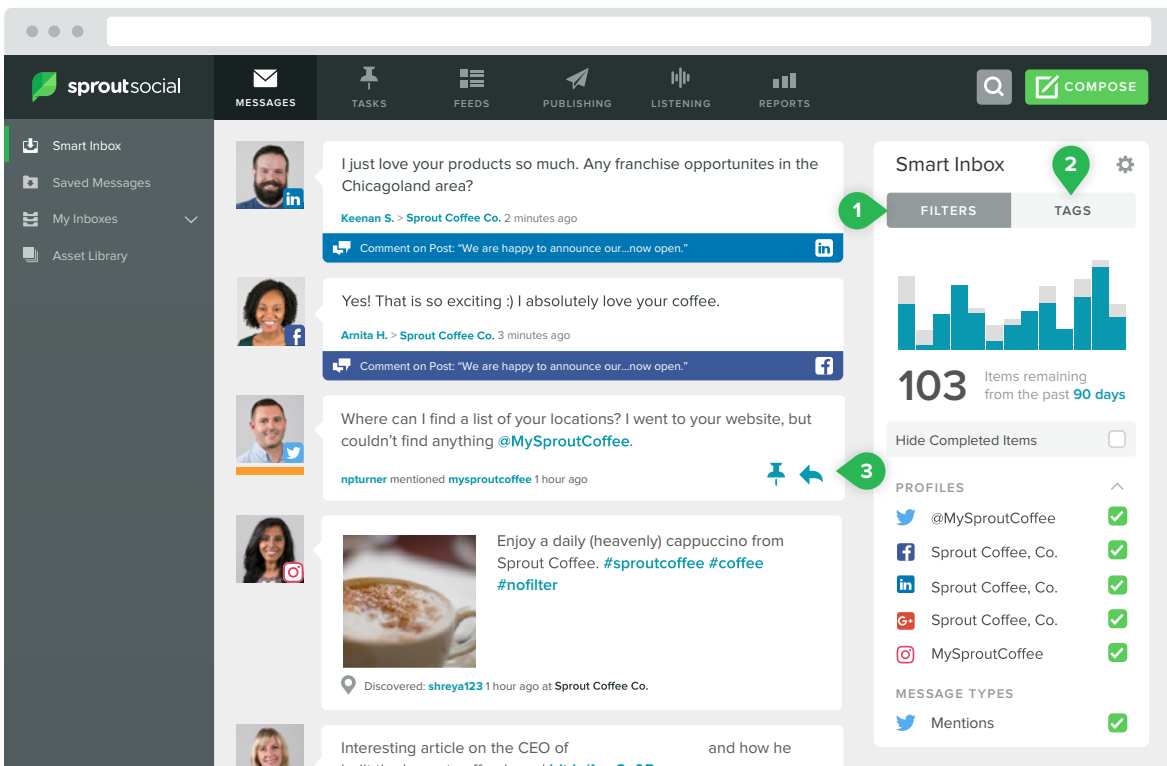
Sprout's Smart Inbox is a unified stream of all your incoming messages.

1 Filters: Focus message stream by profile, message type and/or Brand Keyword

2 Tags: View messages organized by specific content type

3 Actions: Reply, Task, Tag, Like, Retweet*, Advanced Retweet*, Report as Spam, Email Message, Save Message, Translate, Hide on Facebook†, Block User†, Follow†, Delete**

*Specific to Twitter, †Specific to Facebook, ‡Specific to Instagram, **Specific to Facebook & Instagram



Contact View

Contextual information and collaborative features inside unique views of network users.

1 Networks:

Twitter: Conversation History, Direct Messages, Tweets, Mentions, Followers and Following

Facebook: Conversation History, Private Message History

Instagram: Comment History

LinkedIn: Comment History

3 Internal Notes

4 Twitter Lists*

5 Contact Details

*Specific to Twitter

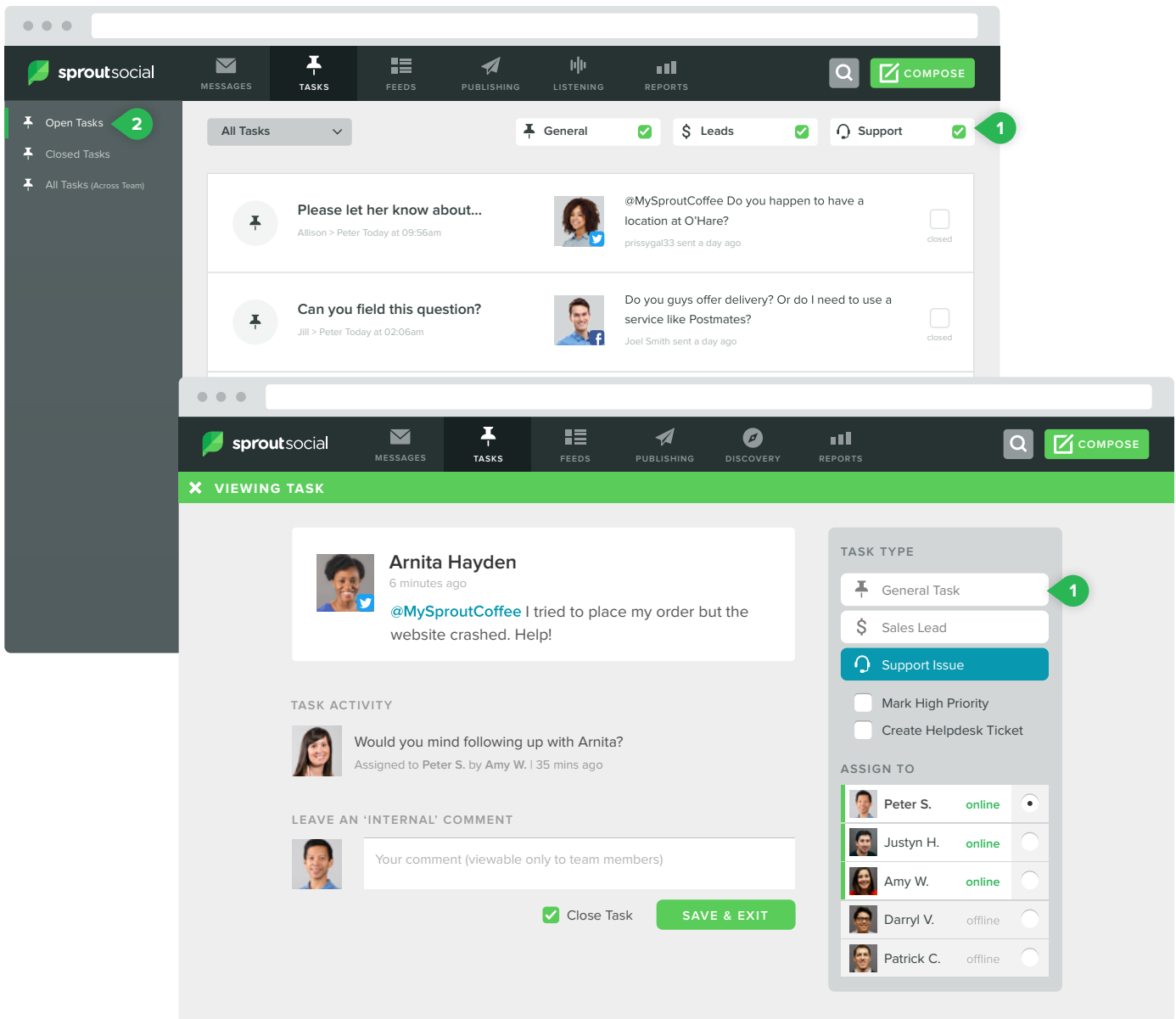
The screenshot displays the Sprout Social interface for viewing a user's history. The top navigation bar includes 'sproutsocial', 'MESSAGES', 'TASKS', 'FEEDS', 'PUBLISHING', 'DISCOVERY', 'REPORTS', a search icon, and a 'COMPOSE' button. The main content area is titled 'Viewing Katie Simnor's History' and features a left sidebar with navigation options: History (1), Tweets, Direct Messages, Mentions, Followers, and Following. The main feed shows a tweet from Katie Simnor (@katiesimnor3) about a local Sprout Coffee co. with a note (3) attached. Below the tweet are replies from @mysproutcoffee and @androidjoe88. The right sidebar shows the user's profile for Katie Simnor, including her bio, location (Chicago, IL), website (bmggroup.com), and follower/following counts (763/593). It also lists 'Follower Status' with @MySproutCoffee and @MySproutSupport, and 'Twitter Lists' (4) and 'Contact Info' (5) sections.

Tasks

Assign incoming messages to specific users based on type.

1 Task Types: General Task, Sales Lead and Support Issue

2 Task Status: Open, Closed and Assigned by Me

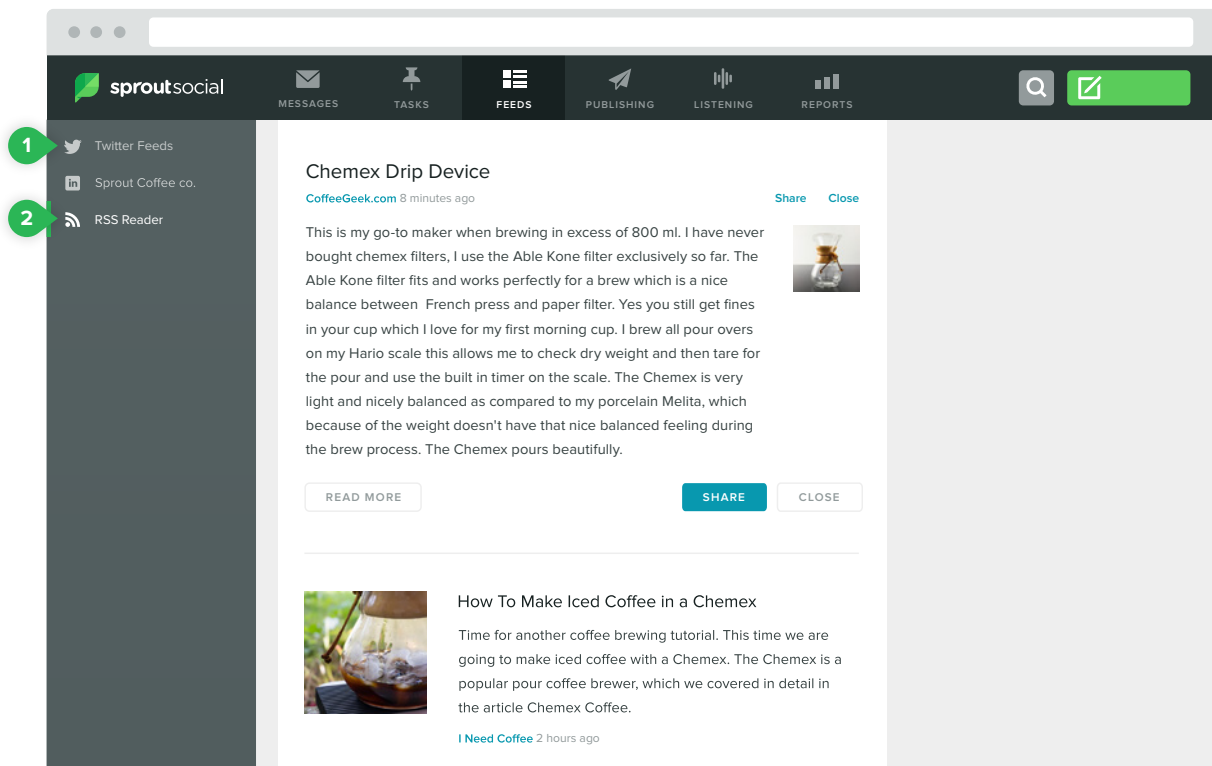


Feeds

Interact with Tweets from people you follow on Twitter, and find and share content using Feedly.

1 Twitter Feeds: View profile feeds and lists

2 RSS Reader: View content feeds created in Feedly to easily share content from third-party sources



Publishing

Plan and publish social content with advanced publishing tools.

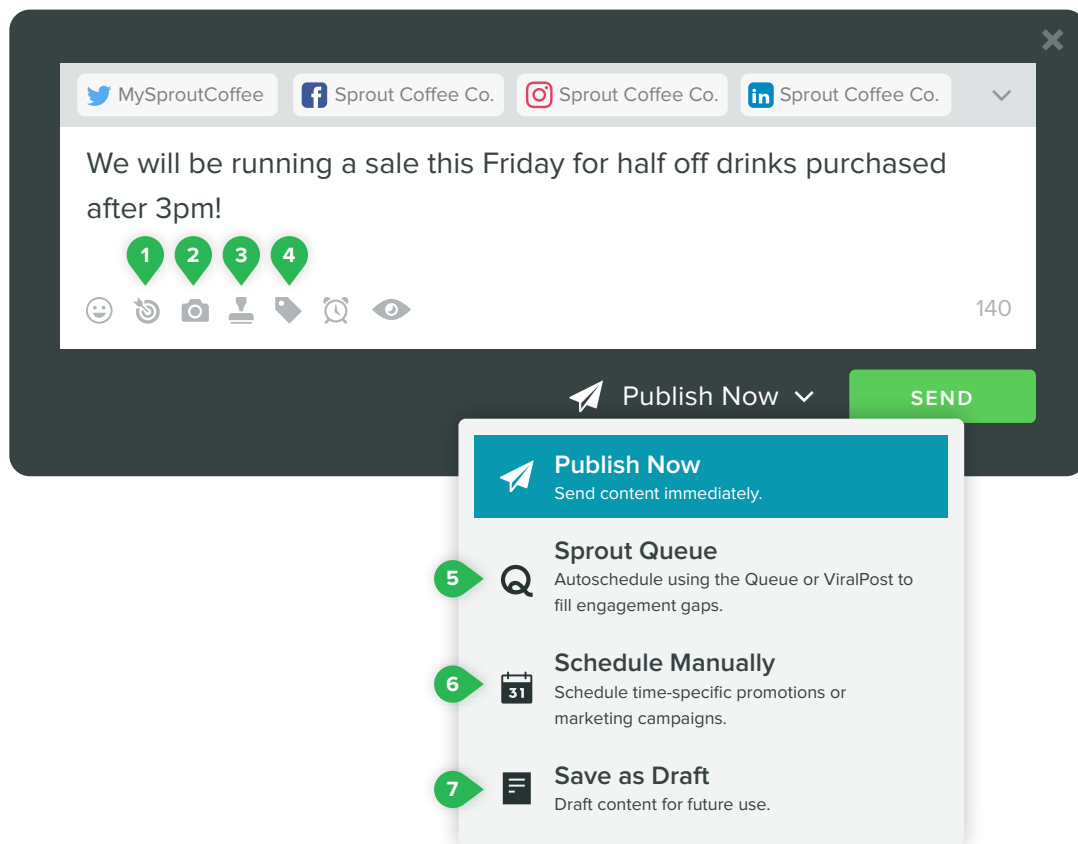
- 1 Calendar:** View and plan scheduled content
- 2 Sprout Queue:** Queue content to be shared on certain days and at certain times
- 3 Drafts:** View drafted content not yet scheduled or queued for publishing
- 4 Post via RSS:** Automatically publish content via an RSS feed
- 5 Needs Approval:** Approve or reject submitted messages
- 6 Rejected:** View rejected messages
- 7 Asset Library:** Store images used for published messages
- 8 Notifications:** View Instagram posts that have been shared or the status of your push notification for publishing

The screenshot displays the Sprout Social Publishing interface. The top navigation bar includes 'MESSAGES', 'TASKS', 'FEEDS', 'PUBLISHING', 'LISTENING', and 'REPORTS'. A 'COMPOSE' button is visible in the top right. The left sidebar contains the following items with numbered callouts: 1. Calendar, 2. Find Content, 3. Sprout Queue, 4. Drafts, 5. Post via RSS, 6. Needs Approval, 7. Rejected, 8. Asset Library, and 9. Notifications. The main content area shows a calendar for the week of February 19, 2017, with a bar chart at the top. The calendar grid contains several content cards with text, images, and social media icons. The right-hand panel includes a 'DATE RANGE' selector (02/19/2017 to 03/19/2017), 'FILTERS' and 'TAGS' buttons, a 'PROFILES' list with checkboxes for various accounts, and a 'MESSAGE TYPES' list with checkboxes for 'Queued Messages', 'Scheduled Messages', and 'Sent Messages'. An 'EXPORT' button is located at the bottom of the right panel.

Compose

Draft, schedule, queue or publish messages from all your connected networks and profiles.

- 1 Post Options:** Apply Facebook and LinkedIn audience targeting
- 2 Upload Media:** Upload from your computer or choose an image from the Asset Library
- 3 Message Approval:** Assign an approver
- 4 Add Tags:** Categorize messages by tag
- 5 Queue:** Add to Sprout Queue
- 6 Schedule:** Post on a specific day and time
- 7 Draft:** Save your message draft

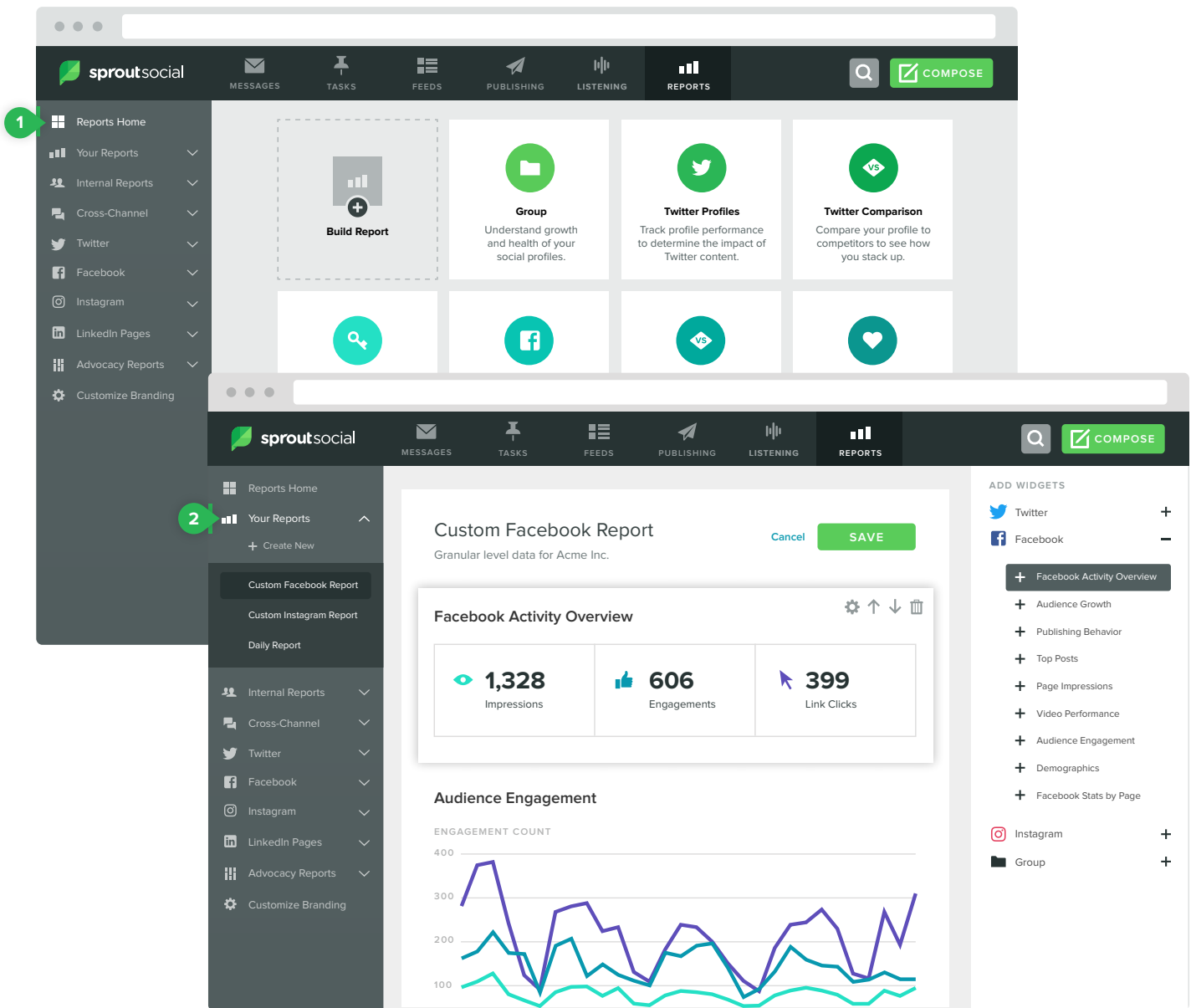


Reports

Analyze social performance and share presentation-ready PDFs.

1 Reports Home: Access a variety of network, internal and cross-channel reports

2 Report Builder: Create customized reports using Sprout's existing data and report modules





Social Media Engagement, Advocacy & Analytics Solutions

Sprout Social offers social media management, analytics and advocacy solutions for leading agencies and brands, including Hyatt, GrubHub, Microsoft, Uber and Zendesk. Available via web browser, iOS and Android apps, Sprout's engagement platform enables brands to more effectively communicate on social channels, collaborate across teams and provide an exceptional customer experience.

Bambu by Sprout Social, a platform for advocacy, empowers employees to share curated content across their social networks to further amplify a brand's reach and engagement.

Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Instagram Partner Program Member, LinkedIn Company Page Partner and Google+ Pages API Partner.

Get your team set up at sproutsocial.com.