

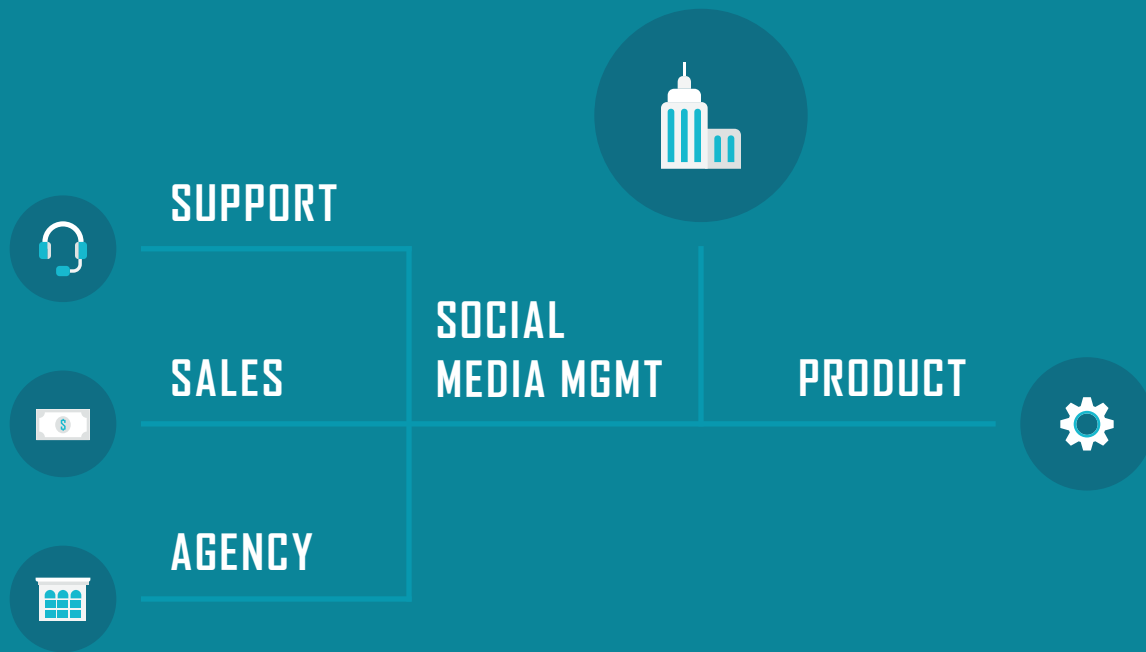
THERE IS NO I IN TWEET

HOW TO SET UP *AND* MANAGE A SOCIAL
BUSINESS TEAM IN SPROUT



A PRODUCT GUIDE BY

sproutsocial



Why Everyone Needs to Think Social

Collaboration is a no-brainer among members of the same team. But what about working harmoniously across different functions?

With Sprout Social, you can easily task different members of your organization with social-specific responsibilities, including publishing relevant and informative content, finding and participating in conversations, aiding support requests and measuring performance and efforts.

Whether you're a small business or a global enterprise, Sprout's flexible structure enables you to bring various representatives from all facets of your company into one seamless platform. When setting up your social business team, keep in mind that representatives from across your organization play a key role based on their function. This can include members from marketing, support, sales and product as well as an agency (if you happen to work with one). Also, you don't have to limit each department to just one seat—you can add as many users as you need.

How to Set Up Your Social Business Team

Getting your social business team in Sprout is quick and easy, and you can do it at any time. But it's important to set parameters from the beginning so everyone understands their roles and responsibilities and how they work together as a unit.

To add social representatives from your organization:



Invite users.



Group these users based on profile access.



Configure permission settings for the user.

INVITE USERS

FIRST NAME	LAST NAME	EMAIL ADDRESS	
Keenan			

PROFILE ACCESS

	Sprout Social @SproutSocial			
	Sprout Support @SproutSupport			
	SproutChat @SproutChat			
	Sprout Social Company Page			
	Sprout Social Google+ Page			
	Sprout Social @SproutSocial			
	Sprout Social @SproutSocial			

cancel

Keenan G. has been invited!

Additional administrative options:

<input type="checkbox"/>	GRANT MANAGER ACCESS Managers can edit user permissions and connect profiles.	
<input type="checkbox"/>	ALLOW TO INVITE OTHERS Able to invite new people to the team.	
<input type="checkbox"/>	ALLOW TO MANAGE MESSAGE STATUS Allow users to control whether items are marked as 'complete' in the inbox.	
<input type="checkbox"/>	ALLOW TO MANAGE TAGS Can add and edit tags.	

Everybody gets access to the Smart Inbox, Tasks and the Publishing calendar. Choose from these other features to share with your new team member.

	BASIC REPORTS Access to standard reports, excluding those defined below.	
	ENGAGEMENT REPORT View responsiveness metrics across social profiles.	
	TEAM REPORT View all team member metrics and activity.	

[Control access to additional features](#)

Users

Each Sprout user has a designated role and different responsibilities on social. You can provide administrative access, assign to certain profiles and Groups, customize publishing access and limit reporting visibility. Invite users at any time as your organization and social business needs grow.

Groups




Groups are a way to organize your social profiles based on how your business operates. You can grant team members access to specific profiles, depending on their responsibilities, then organize those profiles into Groups. If you have multiple locations, work with a variety of clients or maintain separate profiles for different objectives, Groups ensure publishing security and align individual users to applicable reporting insights.

Permissions

Setting permissions at the user level ensures the right person is handling the right message. You have two opportunities to configure permissions: when inviting a new user or by going to **Users & Social Profiles**. You can configure permissions based on publishing, reporting, inbox and admin access.

PERMISSION SETTINGS






ADMIN

-  GRANT MANAGER ACCESS
-  ALLOW TO INVITE OTHERS
-  CREATE & EDIT TAGS

INBOX

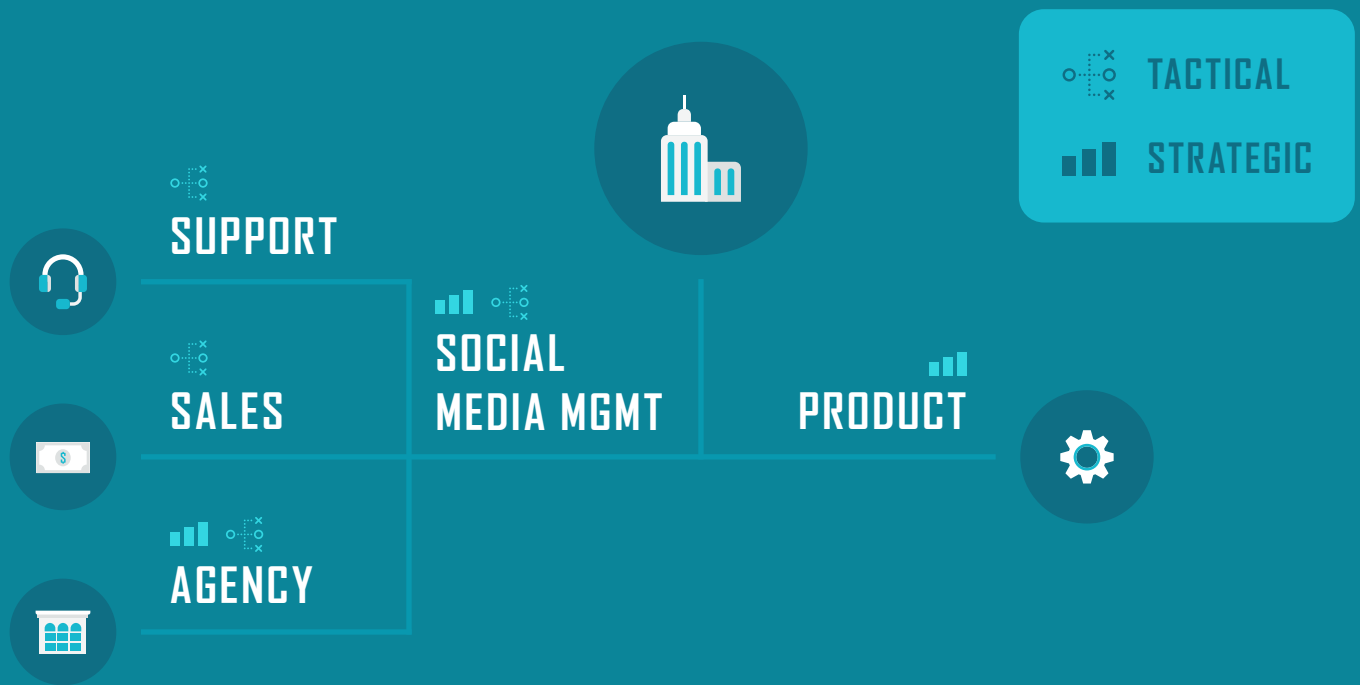
-  MANAGE MESSAGE STATUS
-  TAG MESSAGES

PUBLISHING

-  NO ACCESS
-  NEEDS APPROVAL
-  READ ONLY
-  PUBLISH
-  APPROVE

REPORTING

-  BASIC REPORTING
-  ENGAGEMENT REPORT
-  TEAM REPORT



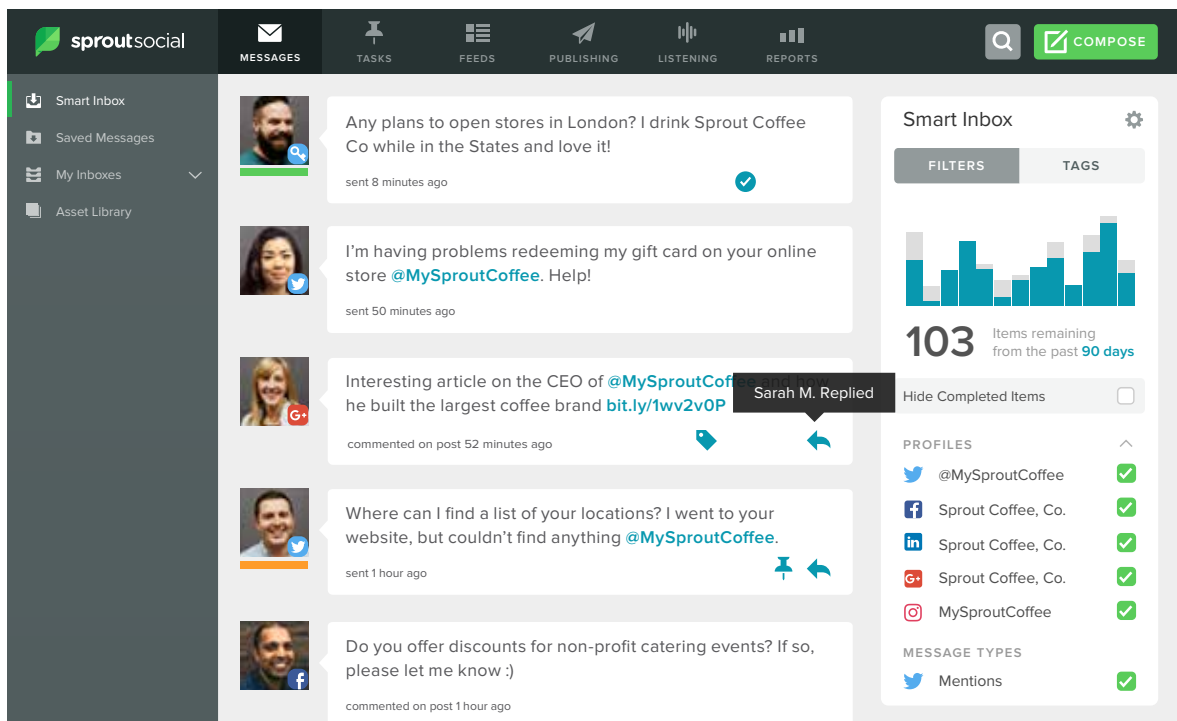
Who Does What on Your Social Business Team

Now that you've gotten your users set up in Sprout, you can use a variety of features and functions to keep everyone focused on their goals while still collaborating as a unit. Think of your unit in the context of a team: Your social media management players drive the team toward its goal. Each representative owns a task specific to their department and works collaboratively toward that goal.

Sprout's user-based permissions and profile-level settings allow for the individual assignment of roles and responsibilities without creating messaging or communication silos. Team tools and workflow management features make it easy to collaborate across departments.

Social Media Management Team

Your social media management team is responsible for audience engagement and customer care. They work collaboratively to publish content and respond to, tag, task or mark incoming messages as complete. Their role is to be your frontline team, touching every message—both sent and received.



What to Use:

- **Smart Inbox** to manage incoming messages
- **Brand Keywords** to find and join conversations
- **Mobile App** to publish and engage while on the go

Analyze Efforts:

- **Group Report** to understand the growth and health of all your profiles

Drive Strategy:

Track community outreach with the following reports:

- **Twitter Profiles**
- **Instagram Profiles**
- **Facebook Pages**

Support Team

Your support team is responsible for social customer service. They work collaboratively to ensure issues are resolved in a timely and helpful manner. Their role provides the deepest—and arguably most important—level of interaction with customers.

✕
VIEWING TASK

NATE TURNER
@sproutnate

Chicago, IL
Full time marketer, part time coffee drinker.

TASK TYPE


General Task

Sales Lead

Support Issue


Mark High Priority

Create Helpdesk Ticket




@SproutSocial I'm having issues logging into my account...help!

TASK ACTIVITY




Could you please follow up with Nate?

Assigned to Brendan S. by Amy W. 1 day ago



LEAVE AN 'INTERNAL' COMMENT








Your comment (viewable only to team members)

✔
Close Task

CREATE TASK

ASSIGN TO

	Brendan S. online	<input checked="" type="radio"/>
	Peter D. online	<input type="radio"/>
	Amy W. online	<input type="radio"/>
	Darryl V. offline	<input type="radio"/>
	Patrick C. offline	<input type="radio"/>

What to Use:

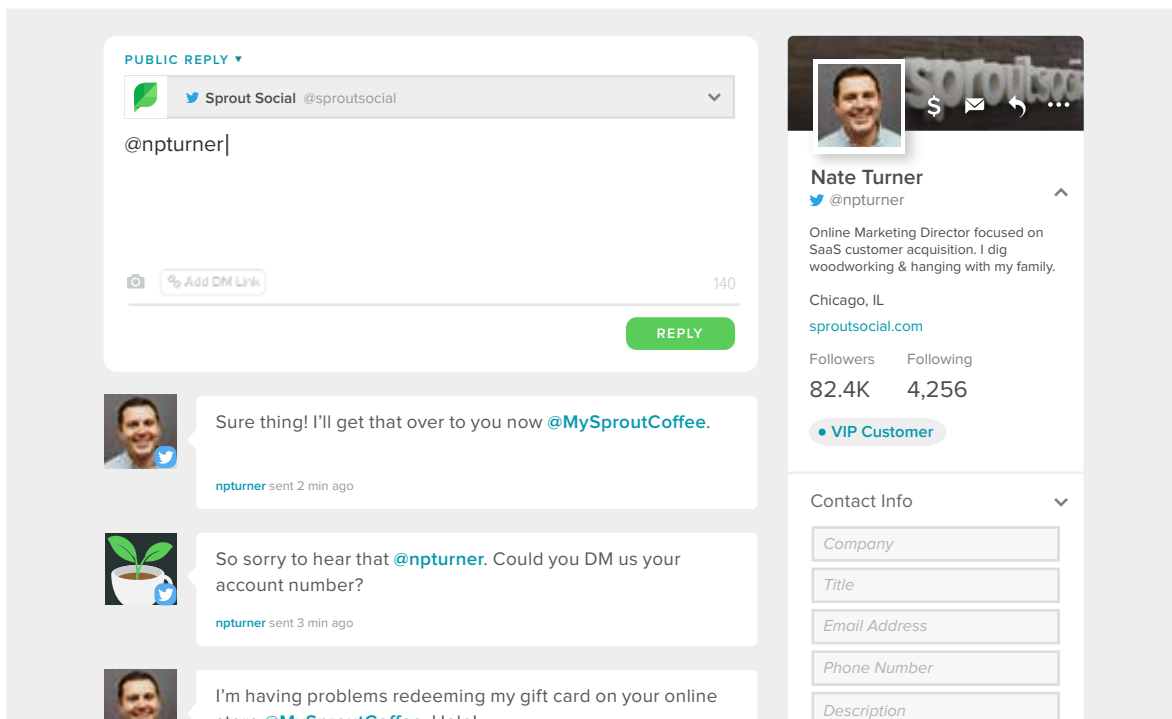
- [Tasks](#) to assign and route messages to different support agents
- [Message Tagging](#) to organize incoming messages
- [Suggested Replies](#) to save time while providing consistent, on-brand responses
- [Mobile App](#) to publish and engage while on the go

Analyze Efforts:

- [Engagement Report](#) to understand response rates and times of your team
- [Team & Task Performance Reports](#) to track agent-level replies and productivity

Sales Team

Your sales team is responsible for social selling. They work collaboratively to convert leads into paying customers. Their role is to use social to connect with anyone looking for answers or advice—they are the experts in your field.



What to Use:

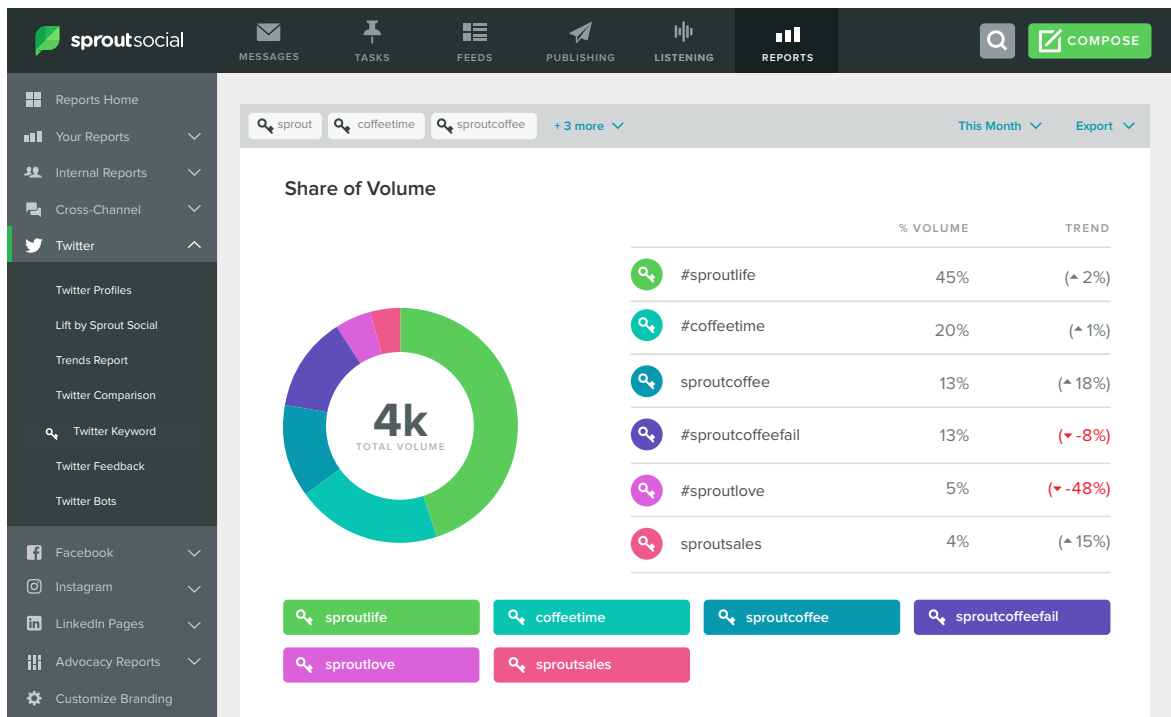
- **Tasks** assigned to sales reps by the social media management team
- **Conversation History** to understand context and provide a personalized experience
- **Social CRM Tools** to build and manage lasting customer relationships
- **Mobile App** to engage with leads while on the go

Analyze Efforts:

- **Task Performance Report** to keep track of reps who are following up with leads
- **Trends Report** to monitor which reps are talking about and mentioned with your brand

Product Team

Your product team is responsible for social research and discovery. They work collaboratively to collect feedback and understand where the market is headed. Their role is to use social to gather information and share product updates.



What to Use:

- **Message Tagging** to organize incoming messages and categorize published messages
- **Brand Keywords & Smart Search** to find conversations and chatter applicable to your industry

Analyze Efforts:

- **Twitter Keyword Report** to analyze data around brand or industry-specific keywords
- **Trends Report** to monitor feedback around a product launch

Agency

Your agency is responsible for content strategy and publishing. They work collaboratively with your internal team to create campaigns, share relevant content and position your business as a thought leader. Their role is to use social to promote your business to all its audiences.

The screenshot displays the Sprout Social dashboard. At the top, there are navigation tabs for MESSAGES, TASKS, FEEDS, PUBLISHING, LISTENING, and REPORTS. A search bar and a 'COMPOSE' button are also visible. The main content area shows a calendar for the week of June 24, 2018, with a bar chart above it. The calendar grid contains several posts with their respective times, titles, and social media sharing icons. The right sidebar includes a 'DATE RANGE' selector (06/24/2018 to 06/30/2018), 'FILTERS' and 'TAGS' buttons, a 'PROFILES' list with checkboxes for various accounts, and a 'MESSAGE TYPES' section with checkboxes for Queued Messages, Scheduled Messages, and Sent Messages. An 'EXPORT' button is located at the bottom of the sidebar.

What to Use:

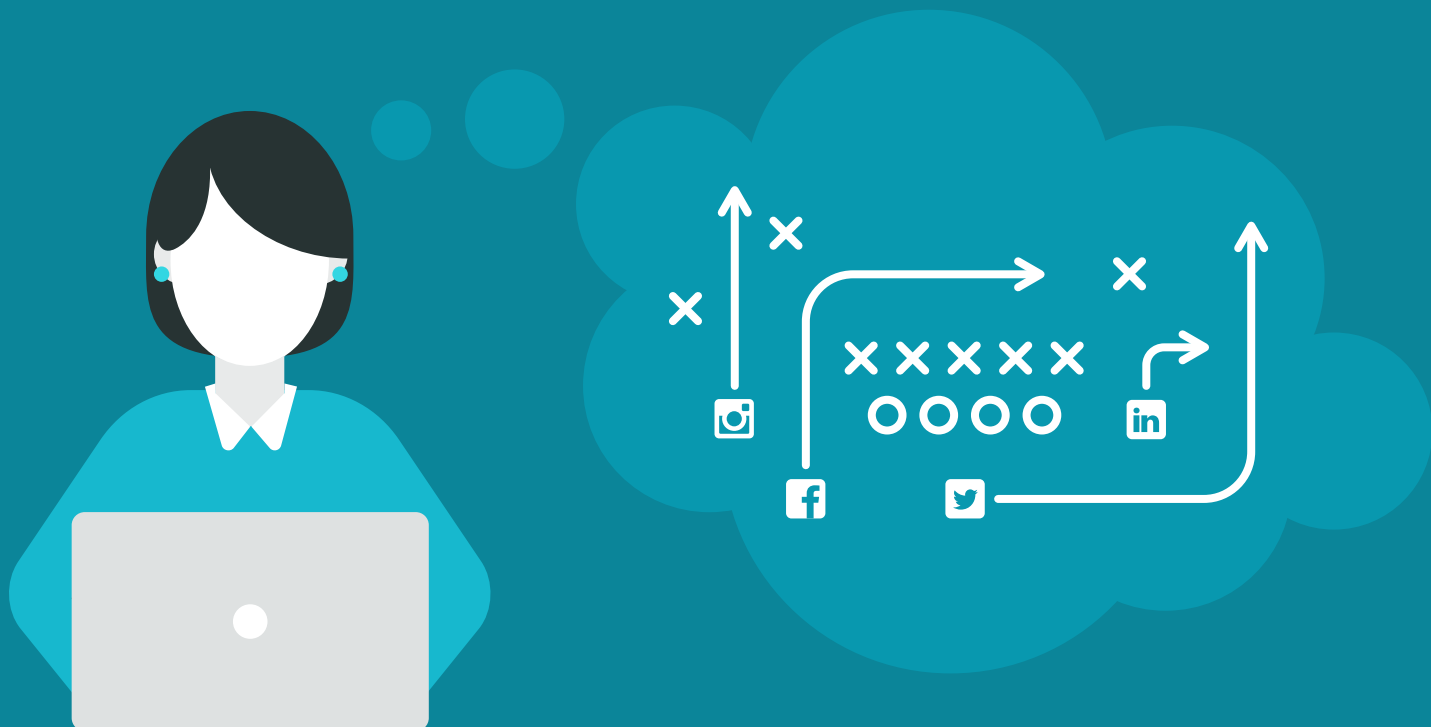
- **Message Tagging** to categorize published messages
- **Message Approval** to draft and publish messages
- **Mobile App** to schedule and publish while on the go

Analyze Efforts:

- **Sent Messages Report** to analyze reach of all published messages

Drive Strategy:

- **Twitter Keyword Report** to analyze data around brand or hashtag campaign keywords



What Thinking Social Does for Your Business

Thinking as a social business team is important because social touches all facets of your organization, not just branding and awareness. From managing client relationships through your customer service and sales teams to engaging audiences through your social and agency teams to discovering new avenues for your product team, Sprout's flexible structure enables everyone to work together seamlessly to achieve social success. Giving everyone a chance to participate ensures there are no missing pieces in your social strategy so that your team is set up to win.

sproutsocial

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 and LinkedIn Company Page Partner.

Get Your [Team Set Up in Sprout](#)