



Product Guide

Tag, You're It!

How to get organized and work smarter with message tagging.

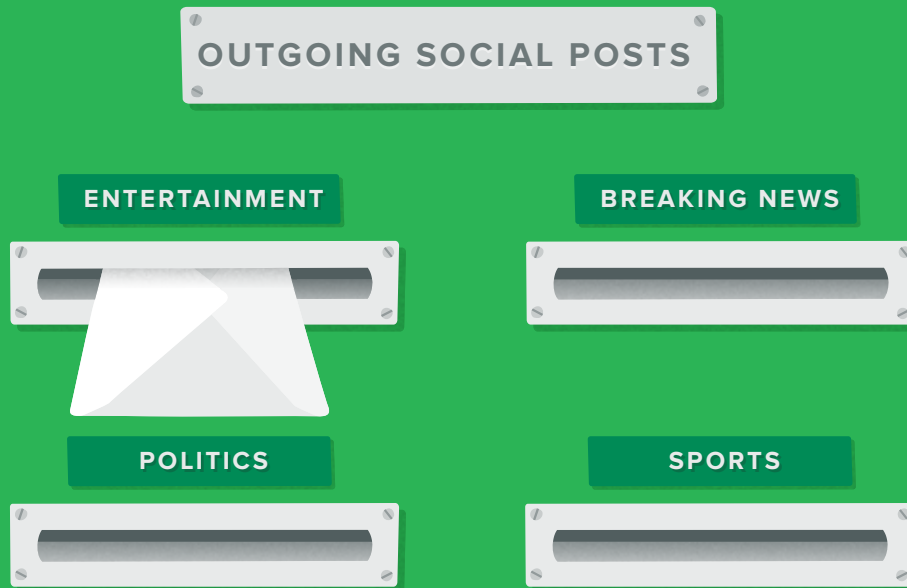


Putting the Puzzle Together With Message Tags

Social campaigns. Audience targeting. Customer feedback. You have a lot to think about when it comes to managing your social media efforts as a business. But why struggle through a constant juggling act when there is a more strategic way to keep track of how everything fits together?

Through Sprout Social, you can easily leverage a powerful set of tools to create, manage and apply tags to messages from Compose and in the Smart Inbox. Our message tagging solution enables teams to seamlessly group and categorize inbound and outbound messages to match their workflow, business objectives and marketing strategies.

To help you understand how your team might use message tagging, we've put together a few use cases so you can start working smarter.

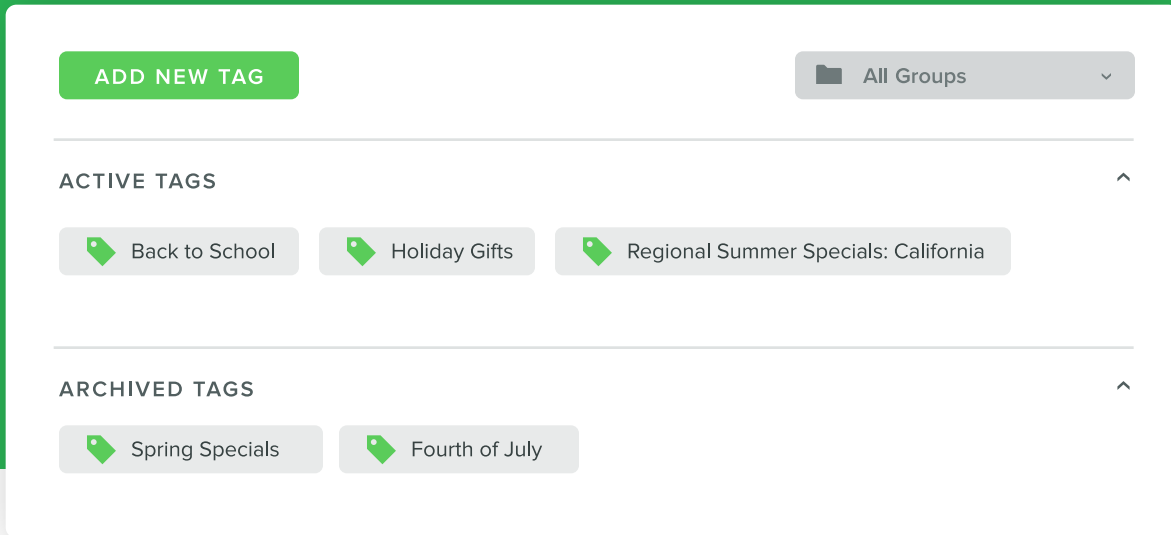


Tagging From Compose

Compose is the first entry point for reaching your audiences with impactful messaging. But that single window often has many goals—from getting your content into feeds at the right time to driving engagement to determining ROI. Stay organized right from the start by applying message tags in Sprout.

Categorize and track campaigns, content types and target audiences by applying a custom tag to any social message from Compose. Then, go to the Publishing Calendar to visualize your scheduled content; filter by tag, and use the volume indicators to ensure a balanced strategy.

Your team can also use tags to make informed content decisions by tracking publishing goals, using the Sent Messages Report. With a dedicated Tag column, you can export the CSV file to sort and crunch social data to measure the success of collections of related social posts.



Are Your Various Social Campaigns Performing?

THE CHALLENGE

Imagine you're part of a giant retail brand in charge of monitoring promotional campaigns across your social networks. You want to understand how each campaign you're running is delivering on your company's desired results. Tags will help you find out.

THE PLAYERS

- Marketing Director
- Social Marketing Team

THE TAGS YOU MIGHT USE

- Regional Summer Specials: California
- Back to School
- Holiday Gifts

MESSAGES YOU MIGHT TAG

- Tweets
- Facebook posts
- Google+ posts

THE SOLUTION

- Create tags for each of your promotional campaigns.
- When scheduling from Compose, apply the right tag to each message.
- Analyze and track goals—from impressions to clicks to likes—by exporting content into a CSV file through the Sent Messages Report.
- Archive the tag once your campaign ends; you can bring it back if you rerun later down the line.

Date Sent	Clicks	Responses	Reach
Sprout Sports Gearing up for #NationalSigningDay. Stay tuned for all the latest! (Tweet) by Darryl V. Mar 29 at 10:29 am	5k	250	1m
Sprout News Network An asteroid is on path to pass by Earth for the second time since 2013: snn.ws/1SGXLNz (Mention) by Darryl V. Mar 28 at 6:29 pm	3k	100	899k
Sprout Sports General managers have expressed their interest in @DwayneReeve of MSU! (Tweet) by Darryl V. Mar 26 at 5:45 pm	3k	50	880k

TOTALS FOR THIS WEEK	
Clicks	113,000
Retweets	345,000
Impressions	3,400,000

Are You Meeting Engagement Goals Through Published Content?

THE CHALLENGE

If you are an online publisher, keeping track of social content from blogs and news sites can be challenging. But by creating groups for each publication and then applying tags accordingly, you can easily monitor what content is actually driving engagement.

THE PLAYERS

- Editorial Manager
- Your social media team

THE TAGS YOU MIGHT USE

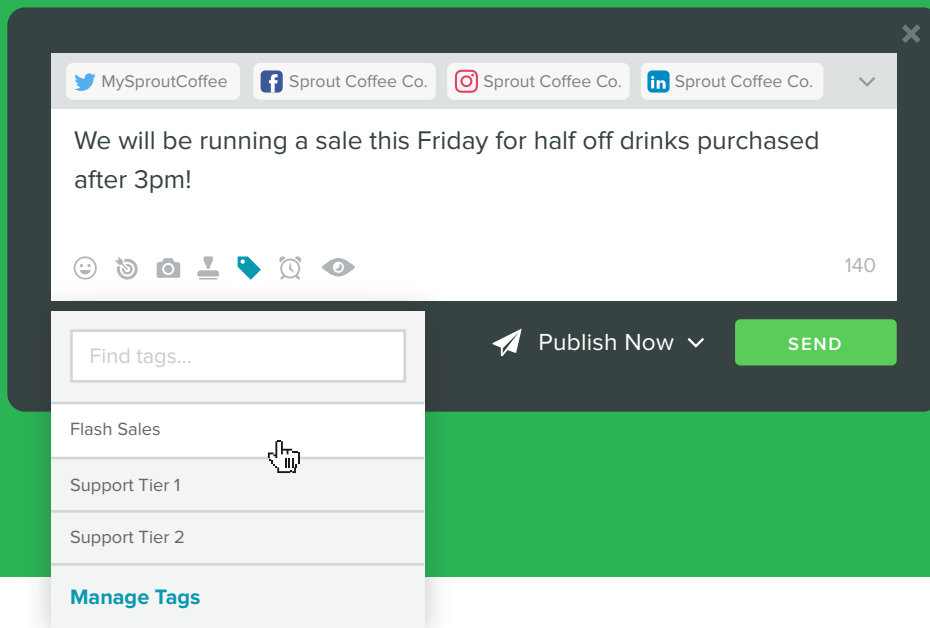
- Breaking News
- Entertainment
- Politics
- Sports

MESSAGES YOU MIGHT TAG

- Tweets
- Facebook posts
- Google+ posts

THE SOLUTION

- Create tags for each of your publishing strategies.
- When scheduling from Compose, apply the right tag to each message.
- Analyze and track goals—from impressions to clicks to likes—by exporting content into a CSV file through the Sent Messages Report.
- Archive the tag for later use (if needed).



Are You Reaching Everyone in Your Audience?

THE CHALLENGE

If you're part of a nonprofit, knowing what social content builds awareness, drives fundraising and gets people volunteering is vital to stay afloat. You want to ensure you aren't spamming your audiences while still giving them ample opportunities to help out.

THE PLAYERS

- Social Media Manager
- Social Marketing Team
- Department Representatives

THE TAGS YOU MIGHT USE

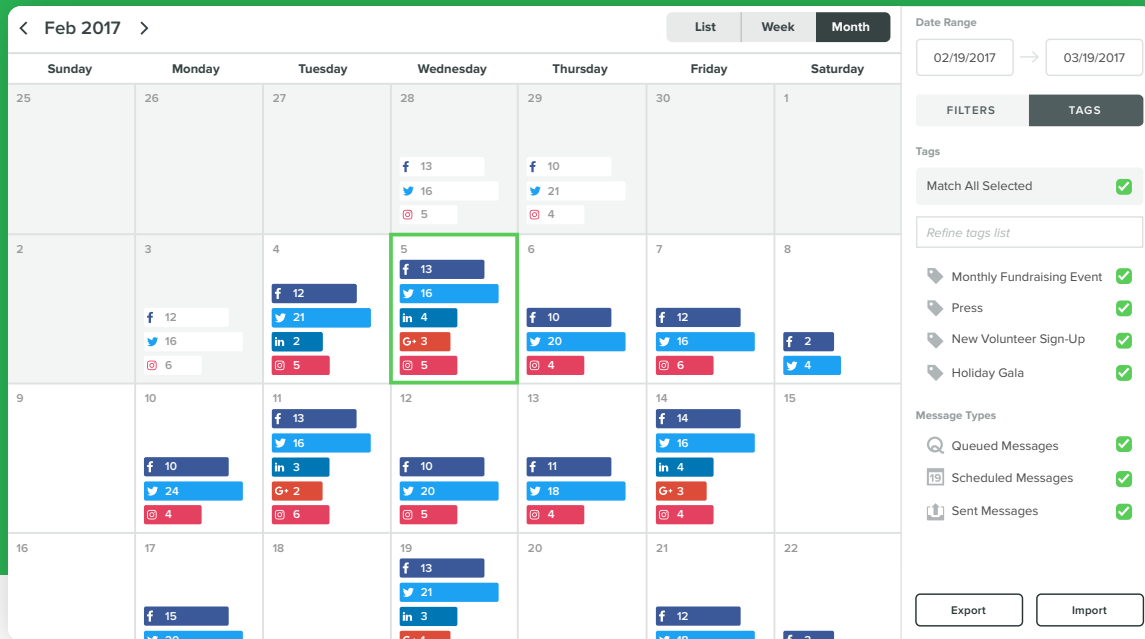
- Admissions
- Current Students
- Alumni
- Faculty

MESSAGES YOU MIGHT TAG

- Tweets
- Facebook posts
- Google+ posts

THE SOLUTION

- Create tags for each of your audiences.
- As department representatives draft content for approval, they apply the appropriate audience tag from Compose. When reviewing these messages for approval, you can change or add the tag as needed.
- Analyze and track goals—from impressions to clicks to likes—by exporting content into a CSV file through the Sent Messages Report.
- Archive the tag for later use (if needed).



Are Your Objectives Easy to See?

THE CHALLENGE

If you're part of a nonprofit, knowing what social content builds awareness, drives fundraising and gets people volunteering is vital to stay afloat. You want to ensure you aren't spamming your audiences while still giving them ample opportunities to help out.

THE PLAYERS

- PR Manager
- Social Marketing Team

THE TAGS YOU MIGHT USE

- Monthly Fundraising Event (April)
- Press
- New Volunteer Sign-Up

MESSAGES YOU MIGHT TAG

- Tweets
- Facebook posts
- Google+ posts
- LinkedIn Company Page posts

THE SOLUTION

- Create tags for each of your publishing strategies.
- When scheduling from Compose, apply the right tag to each message.
- Go to the Publishing Calendar and use the Tag filters to quickly view your scheduled messages and balance your content.
- Analyze and track goals—from impressions to clicks to likes—by exporting content into a CSV file through the Sent Messages Report.
- Archive the tag for later use (if needed).



Tagging in the Smart Inbox

So many networks, so many streams of content. Thankfully, Sprout's Smart Inbox brings it all together in **one** single column. And with tagging, you can react even more quickly as customer questions, comments and concerns come rushing in. Tags help you organize your brand's social conversations to ensure each message is addressed by the appropriate team or person.

Collaborate effortlessly to suit your unique workflow, business needs and internal team structure. Use the Tag view of the Smart Inbox to filter and isolate messages with tags. Easily find what you need whether you want to focus on a message with any selected tag(s) or those containing specific combinations of tags.

The screenshot displays a social media inbox with four messages from @betaairlines. The messages are:

- Message 1: "Some kind of issue with the baggage belts so in addition to a flight delay my bag is even more delayed. @betaairlines" (sent 8 minutes ago)
- Message 2: "First time in 5 years that I've had a baggage issue on @betaairlines, but they handled it really well. Thanks!" (sent 50 minutes ago)
- Message 3: "Can anyone at @betaairlines there help me with booking my baggage issue? Website is confusing me." (commented on post 52 minutes ago)
- Message 4: "@betaairlines Flying on KL2036 tomorrow. Is hold baggage only issue or are flights likely to be cancelled/delayed?" (sent 1 hour ago)

The 'Smart Inbox' sidebar on the right includes:

- FILTERS** and **TAGS** tabs.
- Message status controls: Incoming Messages (checked), Sent Messages (unchecked), Match All Selected (unchecked).
- TAGS** section with a 'Deselect' link and a search box labeled 'Refine tags list'.
- Tag list:
 - Baggage issue (checked)
 - Delays (unchecked)
 - Missed Flight (unchecked)
 - Personnel Issue (unchecked)

Can You Efficiently Route the Right Message to the Right Person?

THE CHALLENGE

Imagine you work for an airline's customer care team. You need a sophisticated solution to monitor and address service issues across a compartmentalized team, which may include specialties based on issue type. Tags help you play air traffic control on social.

THE PLAYERS

- Customer Care Lead
- Social Care Agents

THE TAGS YOU MIGHT USE

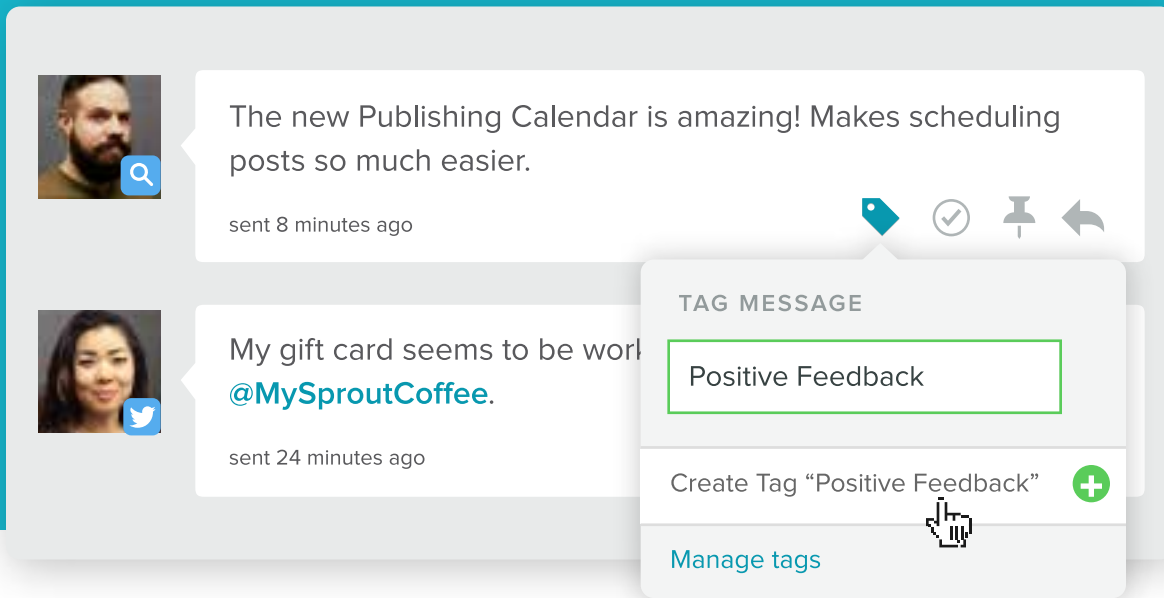
- Missed Flight
- Delays
- Baggage Issue
- Personnel Issue

MESSAGES YOU MIGHT TAG

- Facebook wall posts and private messages
- Twitter mentions and DMs
- Twitter hashtag and keyword phrase results
- Instagram location results

THE SOLUTION

- Create a tag for each service issue type.
- The Customer Care Lead triages the Smart Inbox and applies the relevant service issue tag to service-related messages.
- The agents use the Tag view to filter their respective messages and work collaboratively to resolve all messages and work to inbox zero.
- When shifts change, the new team can pick up right where the previous team left off, ensuring all customers have been taken care of.



Can You Distill Useful Customer Feedback?

THE CHALLENGE

As a technology company, your business needs to monitor what consumers are saying about your products and then route feedback to your internal teams to make improvements. The insights gleaned might even help with a new product innovation.

THE PLAYERS

- Brand Marketing Manager
- PR Manager
- Product Manager
- Social Media Team

THE TAGS YOU MIGHT USE

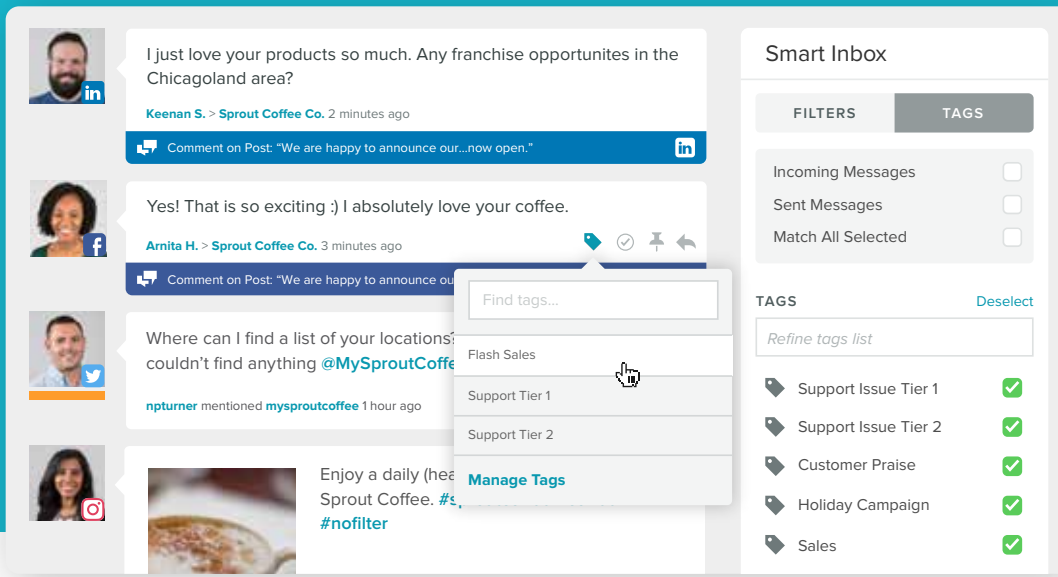
- Positive Feedback
- Negative Feedback
- Product Requests

MESSAGES YOU MIGHT TAG

- Facebook comments, wall posts & private messages
- Google+ posts & comments
- Instagram comments
- Twitter mentions, Retweets with Comments and DMs
- Twitter hashtag results

THE SOLUTION

- Create a tag for each feedback type. You can do this in advance or on the fly if messages do not fit into a designated category.
- As messages come in, your social media team applies a tag if it includes feedback. This enables your team to use the Smart Inbox to focus on answering questions and engaging with your community.
- Team managers monitor their respective messages, using the Tag view in the Smart Inbox, and address each message accordingly.



Can You Focus on a Big Push Amid All the Usual Chatter?

THE CHALLENGE

If you run social for a fitness studio, you might find yourself promoting an annual New Year's Resolutions campaign. That means January will be a busy month. Tags help you keep track of your campaign while balancing your ongoing responsibilities.

THE PLAYERS

- Marketing Manager
- Social Marketing Team

THE TAGS YOU MIGHT USE

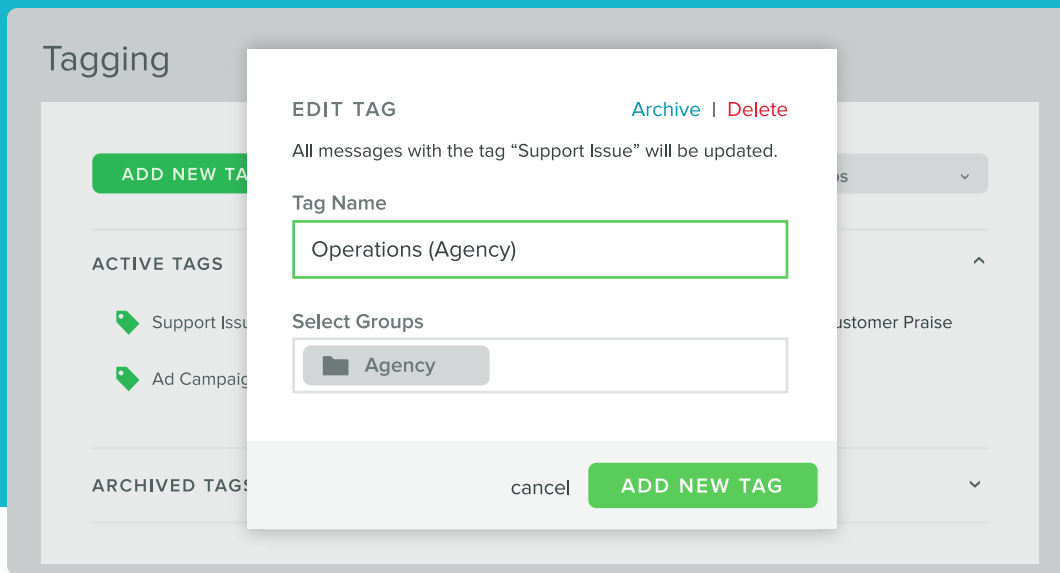
- 2016 New Year's Resolution Campaign
- Inspirational Messages
- Operations Questions

MESSAGES YOU MIGHT TAG

- Instagram comments
- Twitter mentions, Retweets and Retweets with Comments
- Twitter hashtag results
- Instagram hashtag and location results

THE SOLUTION

- Create a tag for your annual campaign.
- Apply the campaign tag to incoming messages containing your hashtag.
- You might receive messages related to the campaign but better suited for a different tag, such as motivational quotes or photos. Create a tag on the fly to apply to these messages to keep the inbox organized.
- As you work through pressing messages and achieve inbox zero, switch to the Tag view to engage with campaign participants.



Can Your Agency & Internal Social Team Divide & Conquer?

THE CHALLENGE

Let's say you work for a social marketing agency that tackles incoming messages with your clients. You need a streamlined way to divvy up the work between the two teams, ensuring no message is missed and no effort is duplicated.

THE PLAYERS

- Agency Social Media Manager
- Agency Account Executive
- Client Social Media Manager

THE TAGS YOU MIGHT USE

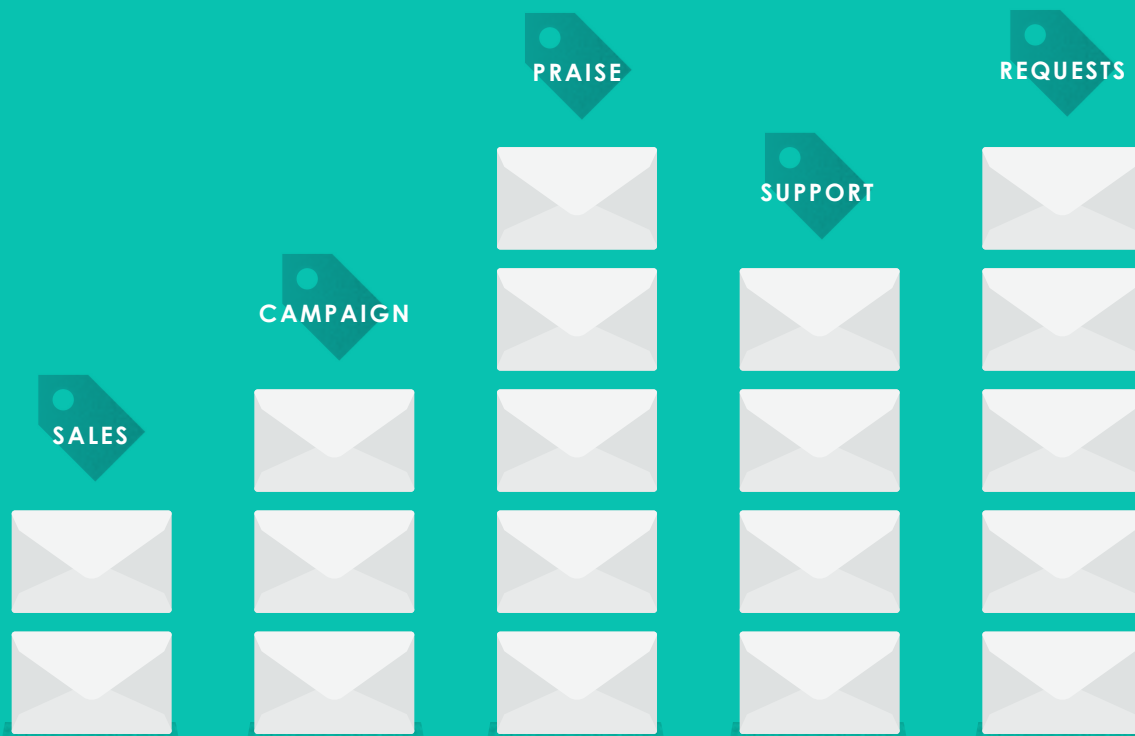
- Operations (Client)
- Operations (Agency)

MESSAGES YOU MIGHT TAG

- Facebook comments, wall posts and private messages
- Google+ posts and comments
- Twitter mentions, DMs and Retweets with Comments

THE SOLUTION

- Create tags based on responsibility, and task your account executive and client with managing their respective tag.
- As the Agency Social Media Manager, apply tags to all incoming messages from the Smart Inbox, ensuring the client only responds to messages outside of your agency's wheelhouse.
- Using the Tag view, your agency tackles its messages, while the client tackles their messages.




The Tag Report

Now that you've implemented message tagging, you may be asking: What do these messages mean for your business? Analyzing the data behind your content is arguably the most important aspect of message tagging.

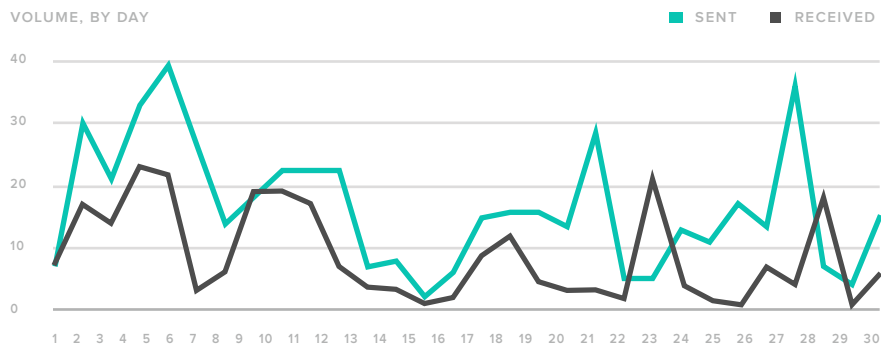
Sprout's Tag Report provides a summary of messages tagged from Compose and in the Smart Inbox. The report provides an introspective analysis of your messages based on what your brand is doing on social.

Use the report to monitor trends and analyze the performance of tagged messages. After you've tagged your messages you can analyze engagement to inform whether or not a campaign was successful and measure value to better understand trends over time. With the Tag Report, your marketing efforts come full-circle.

Stats by Tag

Tag	Avg. Sent per Day	Total Sent	Avg. Received per Day	Total Received	Current Growth Rate	
 Positive Feedback	76	1,251	68	894	4.8%	View Messages ^

Tag by Daily Volume



Analyzing Tagged Messages

To run the Tag Report, select one or more tags to analyze. Next, choose a time frame—perhaps the week of a product launch or the quarter of a holiday campaign. Your report can include isolated data from messages tagged within the Smart Inbox or Compose or include aggregated data from both features.

Positive Feedback Most Commonly Used With

USED WITH	USED TOGETHER
 March Software Release	639
 Negative	563
 Improvements	316
 Feature Requests	201

Sentiment Analysis

For example, your social media team applies tags to incoming messages based on product feedback. Use the Tag Report to monitor tags that are commonly used together to gain insight and draw conclusions about how your product is received.

RECEIVED METRICS	TOTALS
Direct Messages Received	567
Mentions Received	7,044
Retweets	6,230
Retweets with Comments	1,755
New Follower Alerts	907
Total Received	15,596

Total received volume has increased by

▲ 0.4%
Since Last Month

Support Tracking

Your customer support team can respond to incoming messages tagged with support issues. Use the Tag Report to analyze volume trends of received messages to pinpoint issues and drive your support strategy.

Tag, by Daily Volume

ALL	TWITTER	FACEBOOK	INSTAGRAM
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SENT METRICS	TOTALS
Total Sent	1,234
Impressions	200,456
Retweets	4,005
Likes	3,780
Clicks	4,788

The number of engagements
increased by








▼ **4.5%**

Since Last Month

Driving Engagement

Your social marketing team can keep a pulse on your audience demographics by monitoring and analyzing sent messages from Compose. Use the Tag Report to track metrics surrounding outbound messages and better understand audience engagement to inform longterm strategies.

Stats by Tag

Tag	Avg. Sent per Day	Total Sent	Avg. Received per Day	Total Received	Growth Trend	
 Back to School	103	957	256	7,680	10.5%	▼
 Holiday Gifts	45	321	67	2,010	-0.1%	▼
 Regional Summer Specials: California	70	784	89	2,670	1.4%	▼
 Spring Specials	99	862	104	3,120	3.9%	▼
 Fourth of July	80	456	91	2,730	5.0%	▼
 Regional Summer Specials: NY	46	322	270	7,684	7.8%	▼
 Regional Summer Specials: Illinois	80	456	67	2,630	6.0%	▼

Campaigns

Your marketing team uses tags to categorize published content and keep track of campaign engagement. Use the Tag Report to compare initiatives, and adjust your marketing strategy based on each campaign and its growth trend.

OUTGOING



A Seamless Workflow

With your tagging strategy in place and your desired tags created, you can empower your team to organize and categorize content so they'll work smarter, not harder. Whether using tags for inbound, outbound content or both, Sprout's comprehensive management system gives you a high-level and granular understanding of your efforts. Get to work on reaching and engaging with your audience with Message Tags.





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.

Learn more at sproutsocial.com