


## viralpost

### Sprout Social Uses Organic Post Targeting to Reach Our Audience

Now more than ever it's important that social messages are shared at the right time, to the appropriate audience and on the proper social network. That's why our social media team uses Sprout's publishing toolset to schedule, target and distribute social content.

Within Compose the social team can target posts based on geolocation and audience demographic. Paired with Sprout's Scheduler, this functionality enables messages to be queued and published down to the exact minute. This feature set is particularly useful for the distribution of our Latin American content.

### Configure Queue Settings

 @SPROUTSOCIAL

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MANUAL  viralpost PROFILE STATUS IS: ACTIVE ▾

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**Why ViralPost?**

Built in-house, ViralPost works for you by taking the guesswork out of delivery times. This data-centric solution analyzes your audience's usage and engagement patterns, content velocity and other factors to determine the optimal times to deliver content.

Weekdays

FROM 7:30  AM  PM TO 6:00  AM  PM

Weekends

FROM 9:00  AM  PM TO 6:00  AM  PM

Use for new profiles cancel SAVE

Unlike other social media scheduling tools that simply monitor posted content trends, ViralPost® identifies times when your actual audience is actively engaging with content. This ensures the greatest probable impact by suggesting distribution times that correlate with when fans and followers are commenting, liking and sharing.

“Scheduling content, and knowing it’ll be distributed at the optimum time, gives us more bandwidth to take advantage of unplanned moments where real-time content comes into play.”



Rachael Samuels  
Social Media Specialist  
**Sprout Social**

Sprout’s publishing strategy is informed by our platform's reporting capabilities. The Facebook Pages Report, Twitter Profiles Report and LinkedIn Company Pages Report are used to benchmark success. Moreover, the Sent Messages Report empowers our Social Media Specialist with the tools she needs to analyze an individual post and identify what components might have contributed to its amplified reach. Collectively, this insight helps us understand what content resonates across networks—so we can make more of it—and improves our publishing strategy accordingly.

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