

# Sprout 101



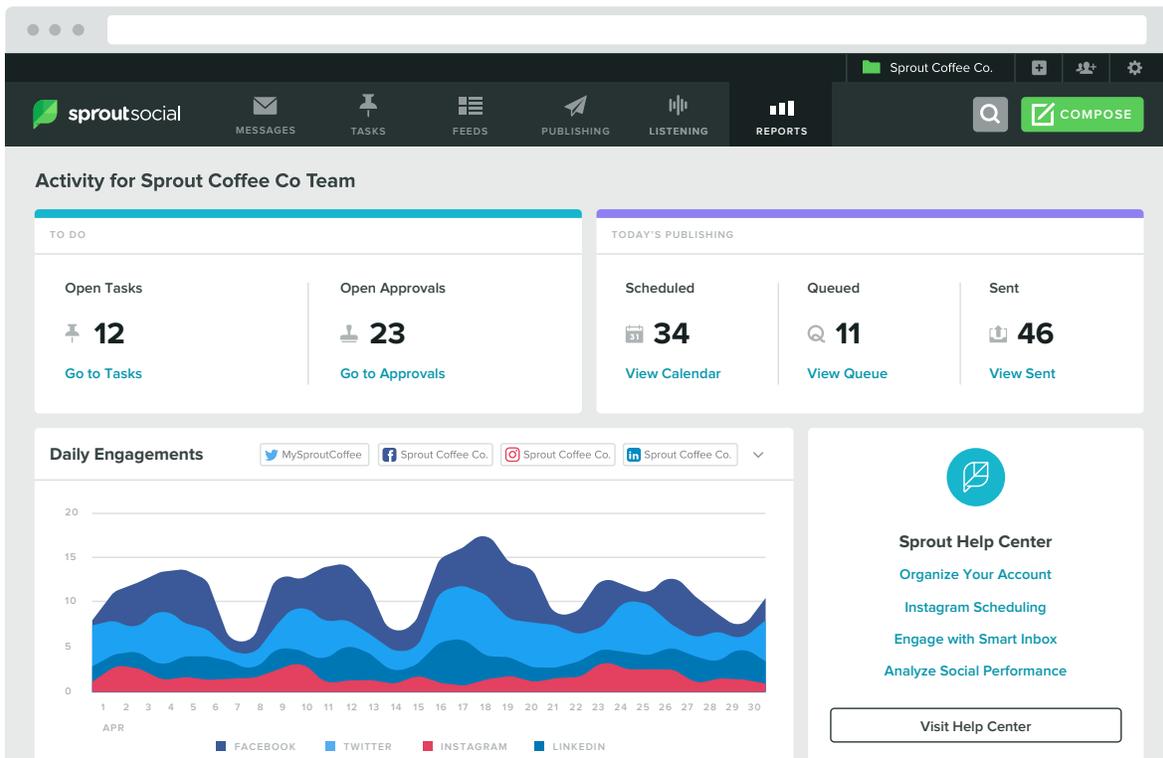
## User Guide

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 key metrics: 12 Open Tasks, 23 Open Approvals, 34 Scheduled items, and 11 Queued items. Below this is a 'Daily Engagements' chart for the month of April, showing activity across Facebook, Twitter, Instagram, and LinkedIn. The Settings menu is open on the right side, listing various configuration options. Numbered callouts (1-7) are placed over the menu items to correspond with the list in the text above: 1 points to 'Personal Settings', 2 to 'Business Settings', 3 to 'Security', 4 to 'Users & Social Profiles', 5 to 'Sprout Queue', 6 to 'Configure VIPs', and 7 to 'Utilities & Goodies'.

# 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

The screenshot displays the Sprout Social Smart Inbox interface. The top navigation bar includes icons for Messages, Tasks, Feeds, Publishing, Listening, and Reports, along with a search icon and a 'COMPOSE' button. The left sidebar shows navigation options: Smart Inbox, Saved Messages, My Inboxes, and Asset Library. The main content area shows a stream of messages from LinkedIn, Facebook, and Twitter. A 'Smart Inbox' panel on the right features a bar chart, a count of 103 items remaining from the past 90 days, and a list of profiles and message types with checkboxes for filtering. Three numbered callouts (1, 2, 3) highlight the Filters, Tags, and Actions sections respectively.

# 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

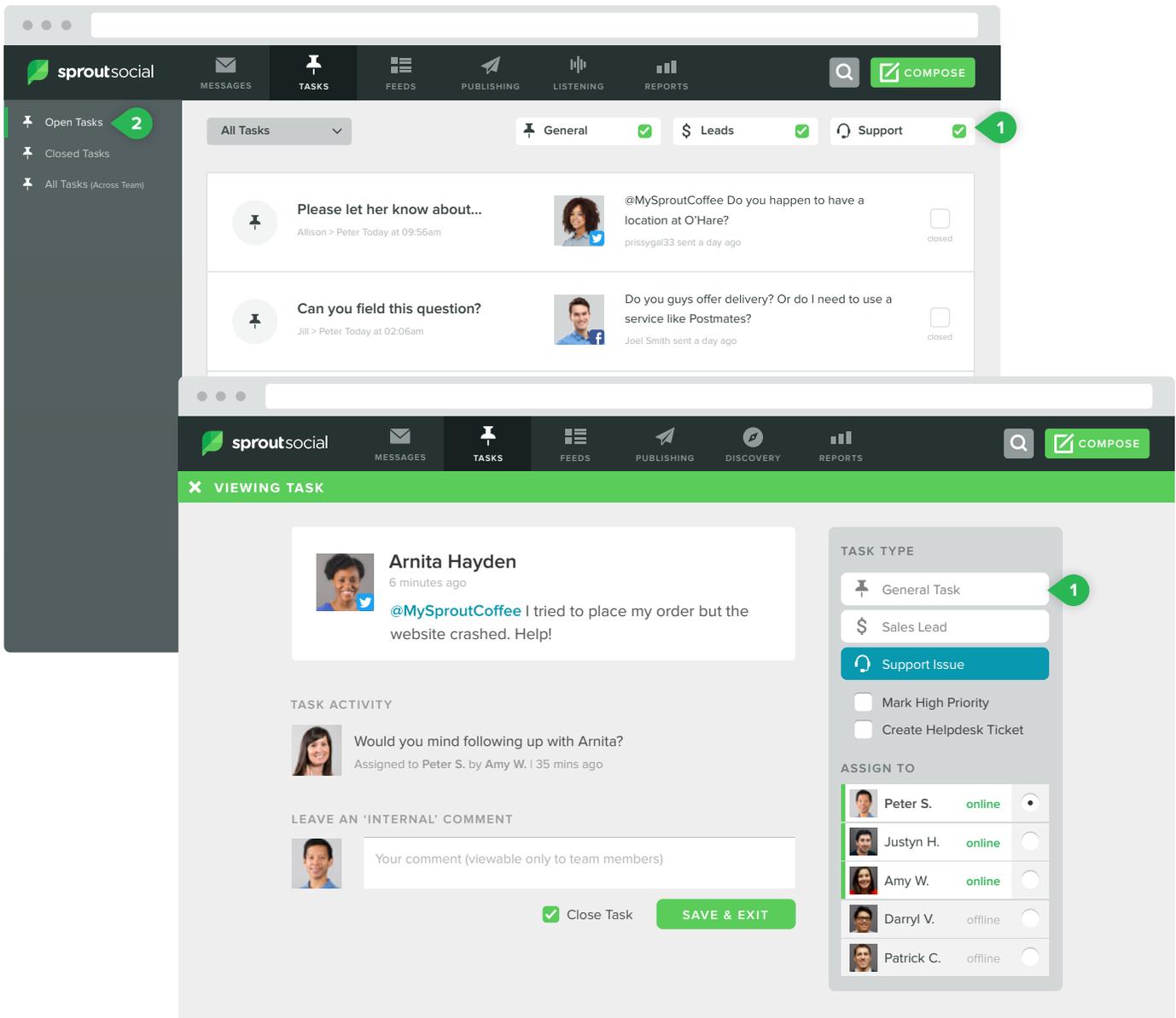
The screenshot displays the Sprout Social interface for viewing a user's history. The top navigation bar includes 'sproutsocial', 'MESSAGES', 'TASKS', 'FEEDS', 'PUBLISHING', 'DISCOVERY', 'REPORTS', a search icon, and a 'COMPOSE' button. The main content area is titled 'Viewing Katie Simnor's History' and features a left sidebar with navigation options: History (highlighted with a green circle 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 green circle 3 next to it. Below the tweet is an internal note from Kristin stating 'I chatted with Katie at a recent business event and he's a great lead to follow-up with.' To the right is a user profile card for Katie Simnor, which includes her bio, location (Chicago, IL), website (bmggroup.com), and follower/following counts (763 followers, 593 following). The profile card also has a green circle 3 next to it. Below the profile card are sections for 'Follower Status' (listing @MySproutCoffee and @MySproutSupport), 'Twitter Lists' (highlighted with a green circle 4), and 'Contact Info' (highlighted with a green circle 5).

# 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

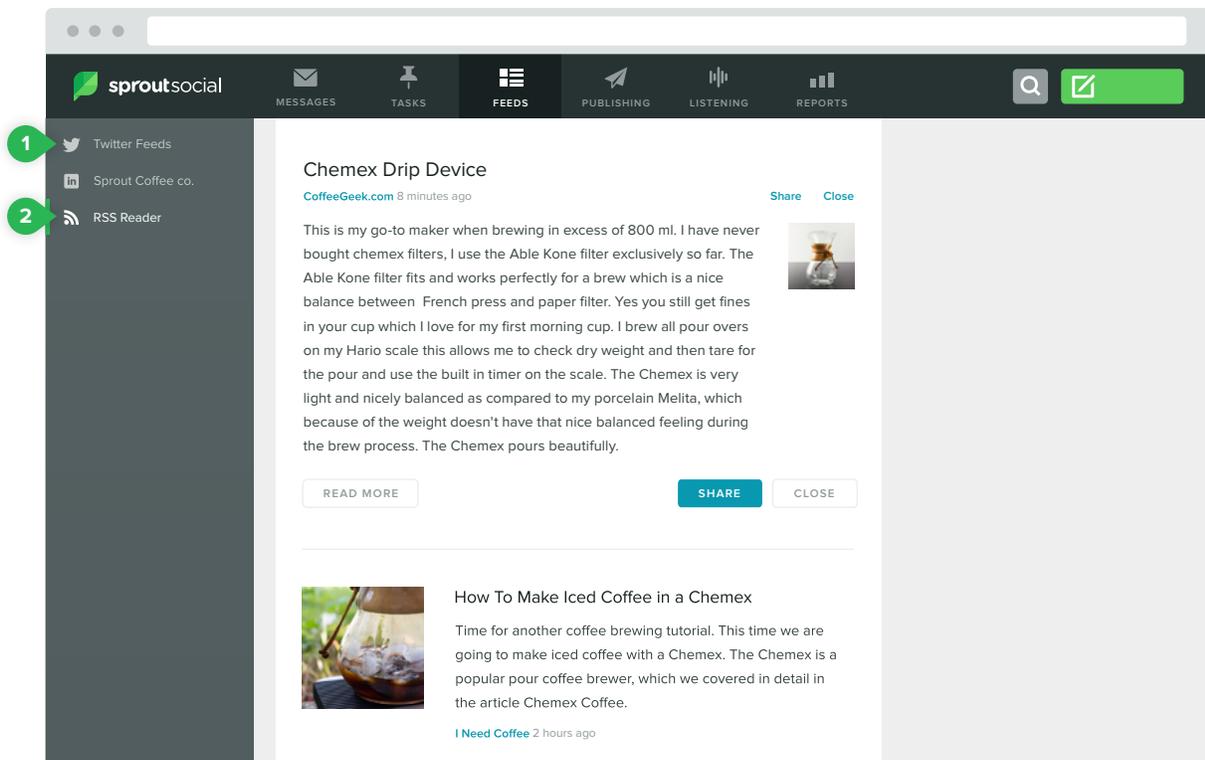


# Feeds

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.

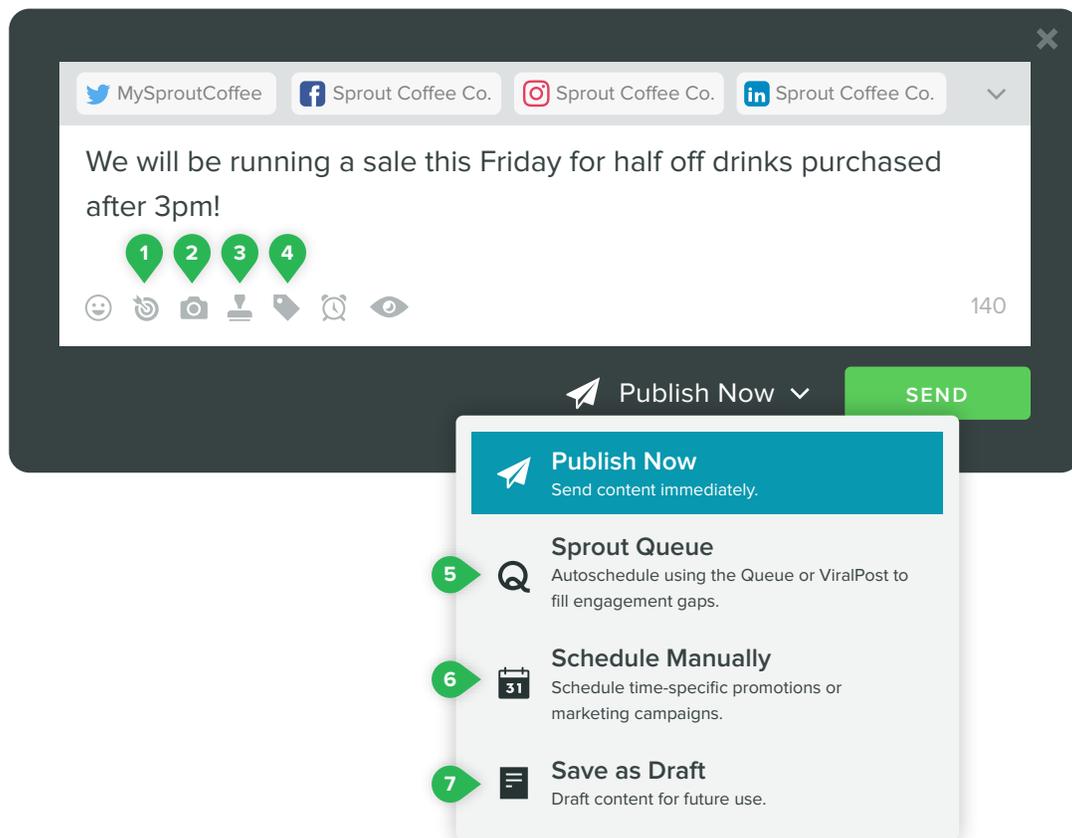
- 1 Calendar:** View and plan scheduled content
- 2 Sprout Queue:** Queue content to be shared on certain days and at certain times
- 3 Drafts:** View drafted content not yet scheduled or queued for publishing
- 4 Post via RSS:** Automatically publish content via an RSS feed
- 5 Needs Approval:** Approve 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'. The left sidebar contains navigation options: Calendar (1), Find Content, Sprout Queue (2), Drafts (3), Post via RSS (4), Needs Approval (5), Rejected (6), Asset Library (7), and Notifications (8). The main content area shows a calendar for the week of February 19, 2017, with a bar chart at the top. The calendar grid displays scheduled posts for Monday, Tuesday, Wednesday, Friday, and Saturday. 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

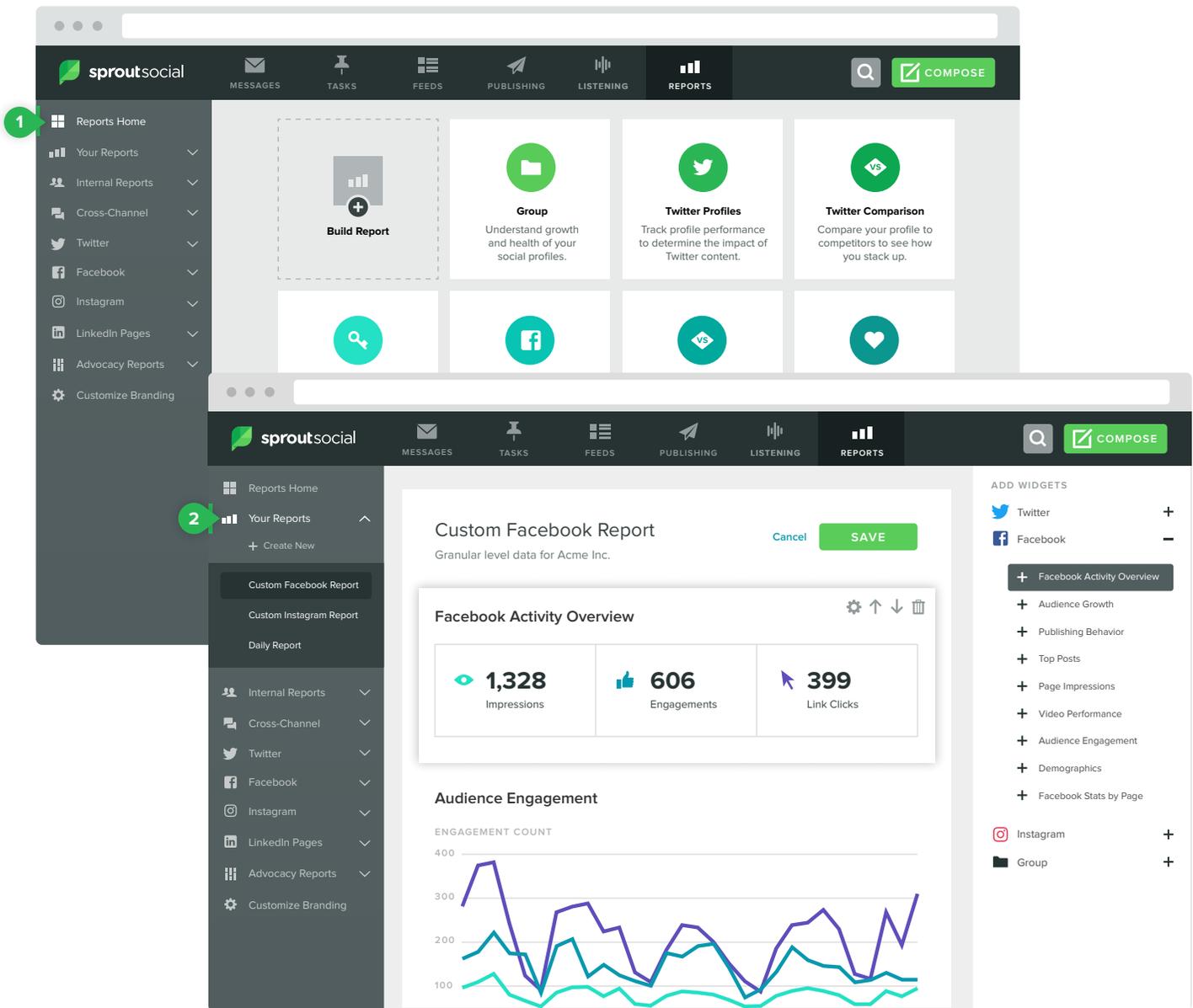


# Reports

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](https://sproutsocial.com).