

- THE -
COMMUNITY MANAGER'S

FIELD GUIDE

TIPS FROM THE EXPERTS



An illustration of a desk setup on a green background. In the top left, a white keyboard is shown from an angle. Below it is a white coffee cup filled with brown coffee. In the bottom left, a black smartphone displays the Twitter logo on its screen. In the bottom right, there is a blue clipboard with a white calendar grid and two yellow pencils resting on it.

INTRODUCTION

Social media doesn't sleep. There is a constant and indefinite stream of tweets, messages, pictures and videos circulating at your brand. As a community manager, it is your job to stay on top of it all. The always-on nature can be overwhelming if you aren't equipped with the right tools, habits and attitude—but in a relatively nascent profession, where should you turn to stay on track and inspired?

Well, look no further than your community manager compatriots—those people who are engaging with customers, resolving issues, delighting fans or followers and have countless stories to share. In Sprout Social's first-ever Community Manager Field Guide, we reached out to some of the best and brightest social media managers in the business to get their take on what keeps them focused, engaged, sane and yes, sometimes just simply awake!



OFFICE ESSENTIALS

Since you're at the office a majority of the week, make your space as comfortable and efficient as possible. By creating a smart and relaxing environment, you'll be able to tackle even the stickiest of social situations.



“ Coffee is what does my body good to help keep me on my toes—I do an endless amount of reading and writing, and I need to stay awake somehow! ”

DARRYL VILLACORTA @THE MIDDLE *Gossip Genie*

“ You can't always control this but if you can surround yourself with smart, team players to bounce ideas off of and collaborate with—great stuff can happen. ”

MEGAN SINGLEY @MEGANSINGLEY **MOZ**



“ An extra power cord to make sure that no long post or share is lost due to a dying battery—which has happened too many painful times! ”

CARTER GIBSON @CARTERGEE **KIXEYE**

“ Sometimes you've got to get in the zone and noise-canceling headphones help with focus and you can listen to whatever you want without bothering your neighbors. ”

KRYSTA GAHAGEN @KRYSTAELAINE **shyp**





TECHNICAL TOOLS

Steady increases in social media message volume and frequency mean you can't always go it alone. The right tools and technologies can create efficiencies and inject some fun into your workday.



“ Managing multiple social accounts is nearly impossible using native platforms. Sprout makes it easy to communicate with a team and ensure everyone gets answered. ”

EMILY FELTON @FOSSIL **FOSSIL**

“ A very large monitor—to help with all the multitasking you're bound to do. ”

SCOTT KLEINBERG @SCOTTKLIENBERG **Chicago Tribune**



“ A scheduling tool. If you can't schedule your posts, then you run the risk of forgetting because you get busy, especially if it's the weekend. ”

ADAM PALMER @THEADAMPALMER **RUM CHATA**

“ It's somewhat cumbersome to go from website to website to keep updated on the latest social media & tech trends. This is where I love a great RSS Reader like Feedly. ”

DARRYL VILLACORTA @THEMIDDLE *Gossip Genie*





HELPFUL HABITS

Whether it is a calculated daily task or injecting a single word into your vocabulary—start cultivating behaviors that derive from unique insights into your social community, coworkers and even (yes, we're getting philosophical here) yourself.



“ You need to be able to read your audience. Listening enables you to properly measure sentiment and evaluate the people and conversations about your brand. ”

ADAM PALMER @THEADAMPALMER **RUMCHATA.**

“ Block out times in your calendar to actually get things done. Mark it busy. Tell your coworkers that you'll be heads-down working on a project. ”

MARY MALLARD @MARYMALLARD **Grasshopper**



“ Don't take the customers opinions personally. They are upset with the situation, not you as an individual. ”

EMILY FELTON @FOSSIL **FOSSIL**

“ The word 'no' keeps me sane! It sounds negative, but it means allowing myself to take a break from work and my community—whether it's on the weekend or for a holiday. ”

SIMON CHAN @SIMONVELO **wunderkinder**





OFFLINE ACTIVITIES

To have an authentic social voice for your brand, you need to be a real person and that entails hopping offline every once in a while. Trust us, finding balance in the always-on world of social will make you a better community manager—and human being!



“ I go completely offline at least once a week for a few hours. If I'm working a 15 hour day, then I take breaks, even if it's just to do laundry. I just step away from my computer. ”

BRANDIE McCALLUM @LITTLEWYS

“ Improv classes help teach you how to instantly craft creative ideas and problem-solve on the spot. ”

DARRYL VILLACORTA @THE MIDDLE *Gossip Genie*



“ Riding my bike helps work out the stress that I've built up so that I'm never tempted to take it out on the people that matter most, our customers. ”

SIMON CHAN @SIMONVELO **wunderkinder**

“ Some quick exercise, a walk, cooking or—if I'm at home—reading a book. Find what brings you Zen and battle your burnout with it. ”

HUMARA KAUSAR @HUMARAKAUSAR **GNC**
LIVE WELL





sproutsocial

Sprout Social provides social media engagement, publishing and analytics tools for leading brands including GrubHub, Spotify and Zipcar. A powerful platform for social business available via web browser, iOS & Android apps, Sprout enables brands to more effectively manage social channels, collaborate across teams and provide an exceptional customer experience. Headquartered in Chicago, Sprout is a Twitter Certified Product, Facebook Preferred Marketing Developer and Google+ Pages API Partner.

DOWNLOAD THE APP

FOR iOS

FOR ANDROID

TRY SPROUT FOR 30-DAYS

START YOUR FREE TRIAL

sproutsocial.com

