



## Sprout Social Uses the Twitter Keyword Report to Inform Content Creation

Without the right tools and resources in place, content creation for social can be a daunting and very manual task. To optimize and inform our strategy, we often use the Twitter Keyword Report. This report enables us to dive deeper into social data surrounding the Brand Keywords and hashtags relevant to our industry that we're already monitoring within the Smart Inbox.

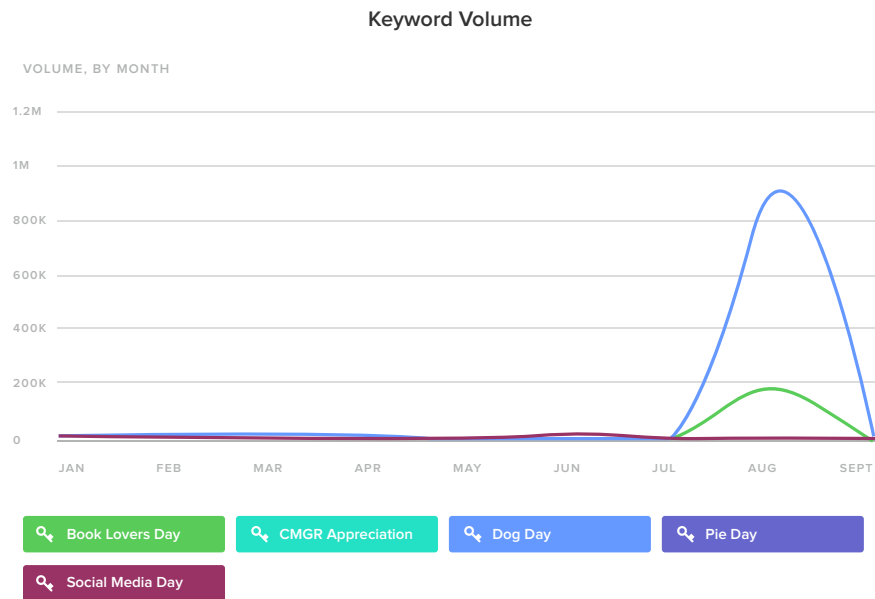
For example, while creating our annual Hashtag Holidays campaign, we depended on the Twitter Keyword Report. We tracked the share of volume for specific national days—like **#NationalMartiniDay** and **#HugYourBossDay**—and determined which hashtags garnered the most activity. From there, we built handy digital and analog calendars to share with our community of marketers and social enthusiasts.

“By analyzing the Twitter message volume for each holiday, we’ve been able to hone in and identify which resonate. It also gives us a more informed decision-making process while we search for new holidays to incorporate and keeps each year’s campaign fresh.”



Darryl Villacorta  
Social Media Manager  
**Sprout Social**

## Twitter Keyword Report



We also use the Twitter Keyword Report to measure and monitor the impact of keywords and hashtags associated with timely, cultural events like the Academy Awards or 2016 Olympics.

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