SPROUT SUMMIT

The Social Marketer's Map to 2021

Execute

10% Better: Time-Saving Tools and Workflow Helpers

Aisha Quas

Communications Specialist
Sprout Social
🐦 **@AishaQuas**

She/Her/Hers

Cassie Olivos

VP of Content and Social
Scorpion
🐦 **@cassiecutess**

She/Her/Hers

Jasmine Reidemann

Social Media Manager
Sargento Foods
🐦 **@JasRiedemann**

She/Her/Hers

Stephanie Morgan

Social Media Specialist
Givelify
🐦 **@thesociallock**

She/Her/Hers

10% Better

What tools should social marketers use to get 10% better at their jobs in 2021?

What's in your toolkit, Cassie?

Sprout

The Send & Duplicate feature, as well as Custom Report Builder, will save you a ton of time.

Google Analytics

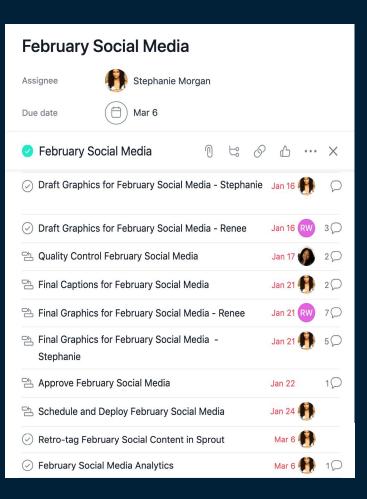Looking at user flow, referrals, where people land on your site, and blog traffic to optimize performance.

Monday.com

Saving time, visibility into what's going on across teams, and a quick understanding of what breaks and why.

Toggle

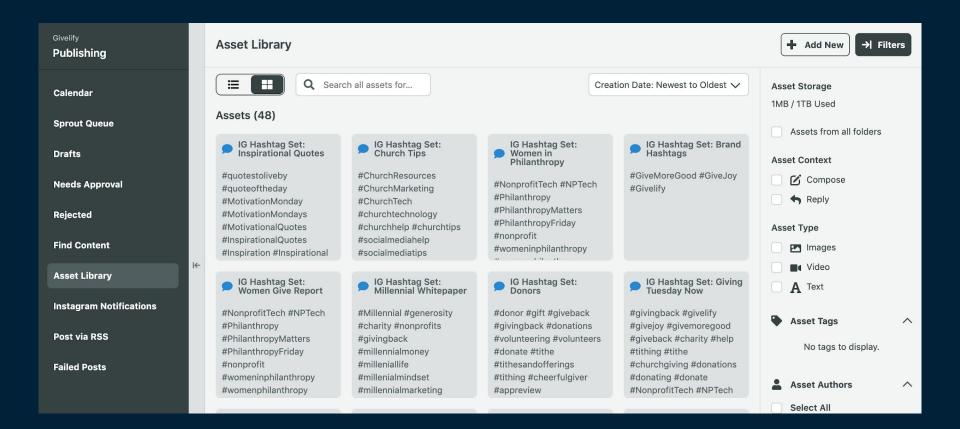Determining where your team is spending their time, if it's in the most useful places, and if you need more resources.

February Social Media

Assignee   Stephanie Morgan

Due date   Mar 6

✅ February Social Media

○ Draft Graphics for February Social Media - Stephanie	Jan 16	💬
○ Draft Graphics for February Social Media - Renee	Jan 16 RW	3 💬
Quality Control February Social Media	Jan 17	2 💬
Final Captions for February Social Media	Jan 21	2 💬
Final Graphics for February Social Media - Renee	Jan 21 RW	7 💬
Final Graphics for February Social Media - Stephanie	Jan 21	5 💬
Approve February Social Media	Jan 22	1 💬
Schedule and Deploy February Social Media	Jan 24	
○ Retro-tag February Social Content in Sprout	Mar 6	
○ February Social Media Analytics	Mar 6	1 💬

	A	C	D	E	F	G	H	I
1	Content Pillar Legend:	Impact	Culture	Thought leadership	Features & Benefits	Convo Prompts	Resource	
2								
3		September						
4		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5					1	2	3	4 5 Intl Charity Day
6								
7	Facebook:		FB: Post descrip	FB: Post descrip	FB: Post descrip	FB: Post Descrip	FB: post descrip	FB: post descrip
8	Facebook Group:		FBG: Post descrip		FBG: Post descrip			
9	Instagram Feed:		IGF: Post descrip		IG: Post descrip	IGF: Post Descrip	IGF: post descrip	IGF: post descrip
10	Instagram Story:						IGS: post descrip	IGF: post desrip
11	Twitter:		TW: Post descrip		TW: Post descrip	TW: Post Descrip	TW: post descrip	TW: post descrip
12	LinkedIn:			LI: Post descrip	LI: Post descrip		LI: post describ	LI: post descrip
13	Pinterest:		PI: Post descrip					PI: post descrip
14	YouTube:					YT: Post descrip		
15	Blog:							
16	Email:					Email blast		
17	Webpage:							
18	Other:				Text blast descrip			
19		6	7 Labor Day	8 Literacy Day	9	10	11	12
20								
22	Facebook Group:		FBG: Post descrip			FBG: Post descrip		
23	Instagram Feed:		IG: Post descrip	IGF: post descrip	IGF: Post Descrip	IGF: Post descrip	IGF: post descrip	
24	Instagram Story:			IGS: post descrip			IGS: post descrip	
25	Twitter:		TW: Post descrip	TW: post descrip	TW: Post Descrip	TW: Post descrip	TW: post descrip	
26	LinkedIn:		LI: Post descrip	LI: post describ			LI: post describ	
27	Pinterest:		PI: Post descrip			PI: Post descrip		
28	YouTube:		YT: Post descrip		YT: Post descrip			
29	Blog:				blog descrip			
30	Email:							
31	Webpage:							
32	Other:							

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 — Facebook 1, Twitter 1	27 — Facebook 1, Twitter 2, LinkedIn 2, Instagram 1, Pinterest 1	28 — Facebook 1, Twitter 1, Instagram 1	29 — Facebook 2, Twitter 2, LinkedIn 2, Instagram 1	30 — Twitter 1	31	Aug 1 — Facebook 1, Twitter 1, Instagram 1
2 — Facebook 1, Twitter 1, Instagram 1	3 — Facebook 1, Twitter 1, Instagram 1, Pinterest 1	4 — Facebook 1, Twitter 1, LinkedIn 1, Instagram 1	5 — Facebook 1, Twitter 1, LinkedIn 1	6 — Instagram 1, Pinterest 1	7 — Facebook 1, Twitter 2, LinkedIn 1	8 — Facebook 1, Twitter 1
9	10 — Facebook 1, Twitter 1, LinkedIn 1, Instagram 1, Pinterest 1	11 — Facebook 1, LinkedIn 1	12 — Facebook 1, Twitter 1, LinkedIn 1, Instagram 1	13 — Facebook 1, Twitter 1, Pinterest 1	14 — Facebook 1, Twitter 1, LinkedIn 1, Instagram 1	15 — Pinterest 1
16 — Facebook 1, Instagram 1	17 — Facebook 1, Twitter 1, LinkedIn 1, Instagram 1, Pinterest 1	18 — Facebook 1, Instagram 1	19 — Facebook 1, Twitter 1, LinkedIn 1, Instagram 1, Pinterest 1	20 — Facebook 2, Twitter 2	21 — Facebook 1, Twitter 1, Instagram 1, Pinterest 1	22 — Twitter 1, Pinterest 1

Givelify
Publishing

- Calendar
- Sprout Queue
- Drafts
- Needs Approval
- Rejected
- Find Content
- **Asset Library**
- Instagram Notifications
- Post via RSS
- Failed Posts

Asset Library

[+ Add New] [→ Filters]

[≣] [⊞]   🔍 Search all assets for...

Creation Date: Newest to Oldest ⌄

Assets (48)

💬 **IG Hashtag Set: Inspirational Quotes**

#quotestoliveby
#quoteoftheday
#MotivationMonday
#MotivationMondays
#MotivationalQuotes
#InspirationalQuotes
#Inspiration #Inspirational

💬 **IG Hashtag Set: Church Tips**

#ChurchResources
#ChurchMarketing
#ChurchTech
#churchtechnology
#churchhelp #churchtips
#socialmediahelp
#socialmediatips

💬 **IG Hashtag Set: Women in Philanthropy**

#NonprofitTech #NPTech
#Philanthropy
#PhilanthropyMatters
#PhilanthropyFriday
#nonprofit
#womeninphilanthropy

💬 **IG Hashtag Set: Brand Hashtags**

#GiveMoreGood #GiveJoy
#Givelify

💬 **IG Hashtag Set: Women Give Report**

#NonprofitTech #NPTech
#Philanthropy
#PhilanthropyMatters
#PhilanthropyFriday
#nonprofit
#womeninphilanthropy
#womenphilanthropy

💬 **IG Hashtag Set: Millennial Whitepaper**

#Millennial #generosity
#charity #nonprofits
#givingback
#millennialmoney
#milleniallife
#millenialmindset
#millennialmarketing

💬 **IG Hashtag Set: Donors**

#donor #gift #giveback
#givingback #donations
#volunteering #volunteers
#donate #tithe
#tithesandofferings
#tithing #cheerfulgiver
#appreview

💬 **IG Hashtag Set: Giving Tuesday Now**

#givingback #givelify
#givejoy #givemoregood
#giveback #charity #help
#tithing #tithe
#churchgiving #donations
#donating #donate
#NonprofitTech #NPTech

Asset Storage

1MB / 1TB Used

☐ Assets from all folders

Asset Context

☐ 💬 Compose
☐ ↩ Reply

Asset Type

☐ 🖼 Images
☐ 🎥 Video
☐ A Text

🏷 **Asset Tags** ⌃

No tags to display.

👤 **Asset Authors** ⌃

☐ Select All

#SproutSummit

Execute

Get everyone else on the same page with Sprout exports and a master content calendar.

What has saved you the most time?
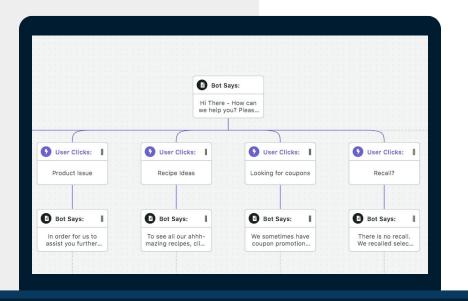
Email To (Separate emails with a comma)

| john@sproutsocial.com ✕ | Enter up to 25 email addresses |

☐ **Send a copy to myself**

Repeat

◯ **Weekly**

(Reports on last week. Report delivered on the following Monday.)

⬤ **Monthly**

(Reports on last month. Delivered on the second of the following month.)

Export Name

Group Report to John|

Summary

Scheduled to repeat every second of the month
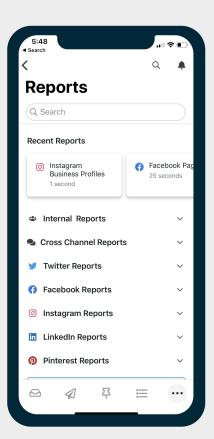
Chatbots are a game-changer

- From a 10-12 hour time gap to a 20-minute response time through automation.

Faster access at your fingertips

- View and share important social data on-the-go with report PDFs on mobile

- Get notifications for successful and failed posts to quickly take action on your published messages

What's the first thing you do every morning when you sign on?

Clear out the Smart Inbox.

Creative Project Request

Please complete this form to begin your project request. Use the Description box to provide specific project detail.

Project Name *

Submitter *

Submitting Division *

◯ CPD   ◯ FSI   ◯ Corporate

CPPM
☐ **Listed in Corporate Project Portfolio Management process**

Description *
Please provide a brief description of your request and any information that is not covered in the fields below. Include any budget and deadline information if appropriate. Any files needed for reference can be uploaded below.

File Attachments

Drag and drop files here or browse files

Requested Project Completion Date *

Pro tip

Build a content request form.

What's a tool or tactic you wish someone had taught you earlier in your career?

> " It's okay to say no...with the data to back it up.

Cassie Olivos

"

Don't settle with what you've been given.

How can saving time and improving workflows lead to more career opportunities?

Pushing your career forward

Free up your time

So you can figure out which areas of the content and social puzzle you like the most.

Implement a tool

To make you and your team's job easier and gain visibility as an expert.

If you could give our audience one piece of advice to get 10% better in 2021, what would it be?

Do these 3 things

Find a consistent schedule.

Schedule your time for each task, from content creation to scheduling to analysis.

Just do it.

Don't be afraid to take chances. If you want something for your team, think of ways to get it done and just do it.

Keep learning.

It's easy to get stuck in old familiar routines, but things change. Whether it's a new tool or an algorithm change, always test new things.

Q&A