



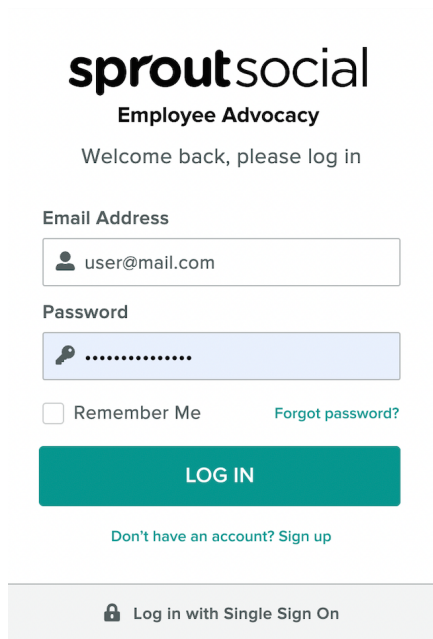
FAQs

Employee Advocacy by Sprout Social

Bambu by Sprout Social will become Employee Advocacy by Sprout Social on Oct. 3, 2022. Current Bambu customers should be aware that the product will undergo maintenance to support the branding starting at 4 p.m. CT and will be unavailable for a short time.

What's changing?

Bambu is becoming Employee Advocacy by Sprout Social. We'll update the logo to match the new product name, so anywhere you previously saw "Bambu" you'll now see "Employee Advocacy."

A screenshot of the Sprout Social Employee Advocacy login interface. At the top, the 'sproutsocial' logo is displayed in a bold, lowercase sans-serif font, with 'Employee Advocacy' written in a smaller, bold, uppercase sans-serif font directly beneath it. Below the logo, the text 'Welcome back, please log in' is centered. The login form consists of two input fields: 'Email Address' with a placeholder 'user@mail.com' and a person icon, and 'Password' with a placeholder of ten dots and a key icon. Below these fields are a 'Remember Me' checkbox and a 'Forgot password?' link. A large teal 'LOG IN' button is centered below the form. At the bottom of the form, a link reads 'Don't have an account? Sign up'. A separate section at the very bottom contains a lock icon and the text 'Log in with Single Sign On'.

What do I need to do?

Share this news with your coworkers! We'll have notifications on the login screen and inside the product, letting users know that they're in the right place. But in the meantime, consider sending out an email letting your team know that a change is coming. To simplify, we've provided a template for you on the next page.

Will there be any new functionality?

Yes, if you use Sprout Social to manage your brand's social content, you'll be excited to hear we're enhancing our Employee Advocacy integration. The first phase of this enhancement will allow you to create your LinkedIn advocacy posts right from Sprout! No more jumping back and forth between the two platforms. We plan to add more networks and story types in the future.

What URL will I use?

Any old URLs on app.getbambu.com will be redirected to the corresponding advocacy.sproutsocial.com location. This includes URLs like the generated invite link URL. Even

though your old URLs will redirect, you should still navigate to the new URL to log in to Employee Advocacy.

Which domain will Employee Advocacy emails come from?

Emails that previously came from getbambu.com will now come from the sproutsocial.com domain.

What happens to my custom branding or custom domain with this change?

Any custom logo or color you've applied to your account will continue to exist. Your custom domain format will change from [name].getbambu.com to [name].advocacy.sproutsocial.com. Sprout will redirect your old URL for about six months.

How are my integrations through your Public API or SSO impacted?

Sprout will continue to support any previously configured integrations. If any changes are needed, we will follow up directly with the recommended steps. SSO providers are aware of the rebrand and are working on updates, but you will continue to see the old logo and product name until these updates take effect.

Will the IP addresses of the new domain (advocacy.sproutsocial.com) change?

No, the IP addresses will remain the same.

What happens to my scheduled Bambu posts while the site is down for rebranding?

You won't lose any posts. Any posts will publish as scheduled.

What happens to the mobile app?

The mobile app name will change to Advocacy. You'll be able to find the app by searching for "Advocacy by Sprout Social" in the app stores. If you have automatic updates turned on, you'll see the new name immediately. Otherwise, you'll continue to see Bambu until you download the new version.

How can I prepare my company's internal documentation (user training decks, internal wiki pages, email templates etc.) for this change?

Some possible updates you'll want to make include:

- Changing any references of Bambu to Employee Advocacy by Sprout Social
- Updating your login link bookmarks to the new URL (advocacy.sproutsocial.com)

Email template

To:

Cc:

From: Me

Subject: Introducing Employee Advocacy by Sprout Social

Deliver on: Monday, Oct. 3 2022



Hey everyone,

Later today, Bambu by Sprout Social is changing to Employee Advocacy by Sprout Social. You'll see the new logo on the login page and in the upper left corner once you're logged into the product, but rest assured you're in the right place!

There aren't any changes to our functionality or workflow, so no need to do anything different on our end.

Thanks for amplifying our brand!

To:

Cc:

From: Me

Subject: Introducing Employee Advocacy by Sprout Social

Deliver on: Monday, Oct. 3 2022



Hey everyone,

Later today, Bambu by Sprout Social is changing to Employee Advocacy by Sprout Social. Our account is white labeled with our branding, so you won't see many changes. The only thing to keep in mind is that if you're manually typing in the URL, you'll want to start typing [companyname].advocacy.sproutsocial.com.

Other than that, there's no changes to our functionality or workflow.

Thanks for amplifying our brand!