



Sprout Social Onboarding Quiz Prep Guide

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Welcome to Sprout Social! We're excited to get you up and running with the most intuitive social media platform. Whether you just completed your onboarding or are ready to get up and running, the Onboarding Quiz is a great way to get familiar with the most impactful features, regardless of plan level, in the Sprout platform.

The Onboarding Quiz consists of 30 multiple choice questions and you have unlimited attempts to take the quiz. Use this quiz as a way to validate your readiness to start using Sprout's publishing, customer care, reporting, tagging and integrations features to manage your social media presence.

If you're looking for something a bit more robust and to showcase your expertise as a social media marketer, this quiz might not be for you. Instead, we recommend looking into our [Publishing Certification](#). The Publishing Certification is a resume and credential builder for you to showcase your mastery of the Sprout publishing features.

But, if you're just starting out, learning the platform or just need to quickly validate that you're ready to get started, this quiz is for you.

Get to know Sprout through these helpful resources as you take the Onboarding Quiz.

Administrative tasks

It's important to understand your permissions in Sprout, along with your plan level. A combination of permissions and plan level determines what features you have access to.

[Personal Settings](#) is your main hub for all things permission-related, as well as insight into your Groups, Teams and Roles.

[Connecting social profiles](#) is also a main task you'll perform in Sprout. You can connect your social profiles from the Account and Settings section or from the Universal Right Bar.

To get more familiar with the flow of account setup and administrative tasks, check out the [Onboarding section](#) in the Sprout Help Center.

Publishing

A good social campaign starts with [Campaign Planner](#), where you can upload your brief, assign display colors, add your campaign dates and even incorporate Campaign tags (more on that later).

Once your campaign is set up, [Compose](#) comes next to help you craft your posts for your social networks. Here you can take advantage of automation and AI with Optimal Send Times, [ViralPost and the Sprout Queue](#). Plus, you can leverage workflows in Compose like Schedule + Duplicate to reduce the amount of time spent crafting posts from scratch.

Finally, enlist the help of a [Mobile Publisher](#) to take advantage of all Instagram and TikTok functionality while you're on-the-go.

Customer Care and Inbox Management

After you start publishing posts, it's more than likely you'll start receiving comments and mentions. Sprout makes it easy to interact with your customers and maintain your brand's reputation.

[Inbox Views](#) are essential so you can focus on the messages that are most relevant to you, rather than going through your entire inbox. To keep your focus, leverage Sprout's AI feature to [classify message sentiment](#), so you can respond even more quickly to unhappy customers.

Get even more insight into who you're interacting with using the [Contact Profile View](#) and build your influencer base by finding even more messages with Brand Keywords.

Make sure to leverage [Tasks](#) to triage and assign messages to the right people on your team or an individual. Updating the Task Type and Priority ensures messages are responded to in a timely manner.

Finally, automate your Smart Inbox with [Saved Replies](#) and [Automated Rules](#) to put that extra level of care and consideration into all your interactions.

Reporting

Sprout's Reporting suite is a great way to show the impact of your social campaigns on your overall business.

Using the [Post](#) and [Profile](#) Performance Reports can help you understand both how individual posts performed and how your networks stack up against each other. Using [Send PDF](#), you can send presentation-ready reports to your stakeholders without the need for other tools.

Compare non-contiguous date ranges, use the Filter Menu to see the metrics that matter most and even get insight into your team's performance. See a metric you don't recognize? Don't worry - in-app popups and reporting glossaries have you covered.

Tagging

Wow your stakeholders by taking social insights in Sprout a level deeper with [Campaign and Label tags](#). Tagging creates deeper levels of data after posts are published and as messages come into the Smart Inbox. You can show that you truly understand your performance and unlock a Tag Performance Report to get even more granular insights.

Integrations

It's never been easier to share social data with your teams and keep your posts on-brand. Through [Sprout's many integrations](#), you can share messages directly with Help Desks like Zendesk and Hubspot and bring in company-approved assets with Google Drive or Canva.