Social Media Management with Sprout Social

While social media is great for audience engagement, it can also present challenges for units that would like to optimize efforts across platforms but may not have the resources to do so.

University Marketing has licensed *Sprout Social* to help Ohio State social media managers schedule posts, support brand identity, develop an engagement strategy and execute conversion opportunities. Sprout Social can help us keep up with the rapidly changing social media landscape while allowing us to target and measure message reach.

- Easy onboarding gets teams up and running quickly
- Advanced analytics measure success across social channels
- Social listening helps uncover emerging trends, brand influencers and competitive intel
- 24/5 prioritized customer support and consulting services keeps operations running smoothly
- Plus, using Sprout Social helps make our brand stronger by providing visibility and security protections to university accounts

Sprout Social *gives you more time to focus on the message, creating engaging and compelling experiences.*

Getting on Sprout is easy:

1. **Setup and configuration:** You'll receive an overview to answer your questions and understand responsibilities in the Memorandum of Understanding. Send an email to marketingenablement@osu.edu

2. **Tool training:** You'll learn the basics of publishing, engaging, listening and reporting through a series of video courses.

3. **Support for success:** You'll have access to Sprout support via chat. Additional training will be available in BuckeyeLearn and Social Media Community support.

Sprout Social Benefits

- Plan, organize and deliver social content and campaigns with cross-network scheduling

- Discover insights into the performance of your posts across target audiences and content categories through custom content tagging

- Use listening and community management tools to easily facilitate more interactions with followers

- Compile inbound messages across platforms into one dashboard for easier response times

- Evaluate outcomes with access to comprehensive social data and customizable reporting tools

- Continually monitor online conversations about brands across campus while comparing that conversation level to respective peers

Ohio State Marketing Enablement

marketingenablement@osu.edu

Marketing Enablement: Sprout Social PVS Updated 8/20/2020