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Sprout Social Publishing Study Guide

Congratulations on making this commitment to showcasing your Sprout knowledge and investing in your professional development.

Sprout Academy exam format

The certification exam is challenging and requires preparation. The exam is scenario-based and focuses on real-life uses of Sprout. We recommend having at least 40 hours of experience using Sprout's Publishing features and at least 10 hours of self-study before attempting the exam.

The exam consists of 60 multiple-choice questions. A score of 80% is required to pass. If you don't pass on your first try, you can take the exam up to five times.

The certification covers features available on Sprout's Standard, Professional and Advanced plans, as well as Employee Advocacy.

Preparing for the certification

This study guide will help you prepare for the certification, but you'll also need to spend time in Sprout and understand how to use each feature in your social strategy. Think of this study guide like a map: it will help you get to your destination, but you're in the driver's seat.

We have many resources to help you learn how to use Sprout to power your social strategy. Here are a few places to start learning:

- Head to The Arboretum to meet other social professionals. Get study tips and learn alongside other exam-takers in the certification thread.

- Sprout's Insights blog is full of useful research, case studies and articles that cover all things social media. The Sprout in Action section includes helpful tips for using Sprout to meet your social strategy goals.

Packing for your trip

Resources	Activity
[The ultimate guide to running a successful social media campaign](#) Before jumping into Sprout and creating content, spend some time planning out your campaign. Make sure you understand who your audience is and what you'll need to create content.	Think of a social campaign you'd like to work on. Who's your audience? What assets do you need for your campaign?

Getting on the road

Resources	Activity
Resources: [Sprout Campaigns](#) Once you understand what's needed for your campaign, start planning and creating content in Sprout. Use Sprout's Campaign feature to keep your content organized and build out strategic projects. You should understand: ● How to build a Campaign in Sprout ● Why the Campaign Planner is useful ● Campaign Planner features	**Activity:** Log into Sprout and create a Campaign for the social campaign you identified in the first exercise. You can also convert any existing tags to a Campaign.
Resources: [Compose](#), [Message approvals](#), [Tagging](#), [Custom post variables](#), [Bulk scheduling](#) Now that your Campaign is set up, begin creating your content. Sprout's Compose feature lets you publish to multiple social networks at once. You can also tag messages so you can understand how different content types or campaigns perform. Use publishing workflows to keep your brand voice on track and streamline the content approval process. There are many additional features to customize your posts in Compose. Try features like custom post variables (available on the Advanced Plan) to give you maximum publishing options. You should understand: ● How to create and customize posts using Compose ● Customization options in Compose, including adding media, audience targeting, accessibility features and custom post variables	**Activity:** Create a post in Compose and add at least one media asset. Add at least one tag to your post. Apply a publishing workflow and schedule your post. Additionally, review and understand the different features and customization options available in Compose.

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• Different ways to schedule posts, including the Sprout Queue, Optimal Send Times and bulk scheduling • How and why to use Campaign and Label Tags • How to use Message Approval Workflows in Publishing	
Resources: [Using the Publishing Calendar](#), [Conversations](#), [Bulk scheduling](#) Once you've scheduled a post, you can view it on the Publishing Calendar. The Calendar offers List, Week and Month views for flexibility in the amount of detail you see. Collaborate with team members using Notes and Conversations. You can also duplicate and reschedule posts from the Calendar. You should understand: • Different Calendar Views and why you might want to use each • How and why to use Notes and Conversations in the Calendar • How to schedule posts from the Calendar	**Activity:** View your post on the Publishing Calendar. Explore the different Calendar views, add a Note and start a Conversation on a post. If you're a Professional or Advanced Plan user, try the Bulk Scheduling feature from the Calendar.
Resources: [Mobile publishing](#), [Instagram Grid Planner](#), [SproutLink in Bio](#) You can take advantage of TikTok and Instagram's special features like music libraries and stickers when you use Sprout's mobile publishing workflows. Instagram also has specific features like the Grid Preview (available on Professional and Advanced Plans) and SproutLink in Bio. You should understand: • The role of a Mobile Publisher • How, why and when to post using the mobile publishing workflow for Instagram and TikTok • How and why to use the Instagram Grid Planner • How and why to use SproutLink in Bio	**Activity:** Publish at least one TikTok and Instagram post using the mobile publishing workflow.
Resources: [Find Content](#) Sometimes you might need a little help finding content to post. Sprout's Find Content feature surfaces content that you may otherwise miss and lets you post stories you find to your networks.	**Activity:** Use Find Content to surface content related to your campaign. Send a story to Compose.

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Driving in the fast lane

Resources	Activity
Resources: [What is employee advocacy and does it really work?](#), [Employee Advocacy](#) Sprout's Employee Advocacy empowers your employees to become brand advocates by using their own networks to amplify your social reach. Your team can use Employee Advocacy to quickly share pre-approved social messaging. You should understand: • Why Employee Advocacy is useful • How to create Advocacy Stories	**Activity:** Review the basics of Employee Advocacy and understand its role in a publishing strategy. How can you use Employee Advocacy in your own campaign?

Tuning up

Resources	Activity
Resources: [Failed post notifications](#) Sprout's Failed Post Notifications lets you know when one of your posts failed to publish so you can ensure your content gets posted. Notifications are available on Sprout's web and mobile apps. You can see which posts failed and why in the Failed Posts stream. You should understand: • Why posts might fail • How to use Failed Post Notifications	**Activity:** Turn on Failed Post Notifications in the mobile and web app.

Congratulations on completing the study guide and taking this step in your career. Good luck, and don't forget to share your certification once you've passed!

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