MCP SERVER | NO CODE | CLOUD HOSTED

Sprout Social MCP

Manage global social operations from a single prompt.

Sprout Social MCP connects your AI client directly to an enterprise-grade social media command center. Draft and schedule posts across multiple platforms, analyze deep performance metrics for specific accounts, or track public conversations about your brand with one prompt.

A+ Quality Score 100/100

social-listening | content-publishing | engagement-metrics | brand-monitoring | analytics-reporting | social-media-management

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vinkius.com/mcp/sprout-social

SCAN TO VIEW

The connectivity layer between AI and the world's software.

Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

> *The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*
>
> — Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256	Ed25519	24h TTL	V8 Isolate
Encryption at rest	PKI vault signatures	Ephemeral session keys	Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

```
https://edge.vinkius.com/{token}/mcp
```

Claude · Cursor · VS Code · Windsurf · Grok · Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

06 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1) Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

> Get started at **cloud.vinkius.com** — connect your AI agent in under 60 seconds.

Sprout Social MCP

10 tools available
Cloud-hosted on Vinkius

Stop switching between separate dashboards just to run a campaign report. This integration brings the full functionality of your corporate social media tools right into your coding environment. You can ask your AI agent to draft an announcement, schedule it across five different accounts, and then check its performance metrics—all without leaving your terminal. Need to know what people are saying about your recent product launch? The MCP allows you to automatically aggregate listening data for specific topics or audit which profiles are connected to your brand network. It's complete control over global social operations from a single command. When building out complex, multi-step marketing workflows using Vinkius, this tool makes sure all your published content and analytics stay connected.

Core Capabilities

01 — Schedule and Create Posts

Write posts, assign them to specific accounts, and queue them for future publishing across various social networks.

02 — Analyze Performance Metrics

Get detailed reports on account performance, tracking total engagements, follower growth, and impressions over specified date ranges.

03 — Monitor Brand Conversations

Check what the public is saying about your brand or industry by analyzing conversations tied to specific keywords or topics.

04 — Audit Account Structure

List all connected social profiles and organizational groups, ensuring you know exactly which accounts are live and linked.

One Click on Vinkius — From Prompt to Execution

Available at **vinkius.com/mcp/sprout-social** — connect your AI agent in three steps.

01 First, connect this MCP by subscribing to the integration using your Sprout Social token and Customer ID.

02 Next, instruct your AI client with a natural language prompt telling it what operational task you need done, like drafting content or checking analytics.

03 The system executes the necessary tool calls and returns structured data—like scheduled post lists or performance charts—directly to your chat window.

The bottom line is that you talk naturally to your AI client, and it handles all the complex API calls required for social media management.

Built For

This MCP is essential for Marketing Analysts who hate jumping between tabs, Content Managers who need to schedule content at scale, or DevSecOps teams needing to write automated announcements across multiple official domains. If your job involves managing a brand's presence on several platforms, this saves hours of manual clicking.

Social Media Manager

They use the MCP to draft new content via `create_social_post` and then immediately verify that posts are correctly queued using `list_scheduled_posts`.

Marketing Analyst

They run historical reports by calling `get_profile_metrics` to compare performance between different campaigns or time periods.

Brand Communications Director

They use the MCP to monitor public sentiment around key issues using `get_listening_analytics`, ensuring brand messaging stays on track.

What Changes When You Connect

01 You instantly manage all content status by using `list_scheduled_posts` and `list_draft_posts`, eliminating the need to manually check multiple dashboards for pending posts. This gives you immediate visibility into your entire publishing pipeline.

02 Deeply understand brand health by executing `get_listening_analytics`. You can tell the AI to analyze public sentiment around a specific topic, giving you actionable data far beyond simple follower counts.

03 Automate content deployment using `create_social_post`. Instead of writing and scheduling posts one-by-one across five platforms, you provide one command and queue it all at once.

04 Keep your brand architecture clean by running `list_profiles` and `list_profile_groups`. You can instantly audit which accounts are connected before launching a major campaign to avoid publishing errors.

05 Get granular performance data by calling `get_profile_metrics`. This lets you track specific growth metrics over time, allowing you to prove ROI faster than manual spreadsheet compilation.

Real-World Applications

Comparing platform success rates

A Marketing Analyst needs to know if LinkedIn or X generated more clicks last month. The agent runs `get_profile_metrics` for both platforms and compares the resulting data points in a single, digestible report.

Handling an unexpected PR crisis

The Communications Director notices negative mentions online. They immediately use `list_listening_topics` to confirm what people are talking about, then use `get_tag_performance` to see which specific keywords caused the spike.

Executing a multi-platform product launch

The Content Manager needs to hit five different channels at 9 AM EST. They gather all draft content and queue it using `create_social_post`, ensuring zero human error in the publishing process.

Auditing a newly acquired brand

The Tech Director needs to know exactly what accounts were transferred. They run `list_profiles` and check all linked groups using `list_profile_groups` to verify the complete scope of assets.

Patterns to Avoid

Checking posts across multiple tabs

✗ AVOID

Logging into Twitter, then Facebook, then LinkedIn, and manually checking if a post went live on all three platforms.

✓ INSTEAD

Instead, use the MCP to queue content with `create_social_post`. The AI handles the multi-platform deployment in one call. Then, check the status using `list_scheduled_posts`.

Guessing what happened last month

✗ AVOID

Pulling raw analytics reports and spending hours trying to find a meaningful comparison between engagement rates on two different accounts.

✓ INSTEAD

Run `get_profile_metrics` for both profiles, specifying the exact date range. The MCP aggregates and presents a clean, side-by-side comparison instantly.

Forgetting what content was planned

✗ AVOID

A team meeting discussing posts that were written but never published, leading to lost work or confusion.

✓ INSTEAD

Use `list_draft_posts` right away. This command pulls up every piece of text currently sitting in the draft folder, so nothing gets forgotten.

The Right Fit

Use this MCP if your job involves operational execution across multiple social platforms—if you need to *do* something (schedule, monitor, analyze metrics) using data from Sprout Social. Don't use it if you just want general research or writing help; for that, a standard LLM prompt is enough. If you only need to read documentation about best practices, skip this MCP entirely. But if you need to pull performance data via `get_profile_metrics` or trigger content using `create_social_post`, this connector gives your AI client the hands-

on capability it needs. It connects the intelligence of your agent with the execution power of an enterprise tool.

The constant context switching kills productivity.

Right now, when you want to check performance, you log into one platform's dashboard. You copy a date range. Then you repeat that process for your second brand on a different tab. If you need to compare two months or three accounts, you spend an hour clicking through reports and copying numbers into a spreadsheet.

With this MCP, the same task is reduced to a single conversational prompt. You ask your agent to compile raw comparison charts between platforms using `get_profile_metrics`, and it pulls all that data automatically. What you get is immediate, actionable intelligence without leaving your workflow.

Getting real-time social media operations via Sprout Social MCP

The need to manually audit every connection point or check the status of every queued post disappears. You can command the system using `list_profiles` to verify account integrity, and then use `list_scheduled_posts` to confirm the publishing pipeline is accurate.

It's a total shift from reactive dashboard checking to proactive conversational control. Your AI client controls the entire social content lifecycle.

Sprout Social With 10 Tools

These tools let you programmatically manage everything from scheduling individual posts to analyzing complex network metrics for your entire social presence.

#	TOOL	DESCRIPTION
01	`create_social_post`	Drafts and schedules a new social media post across multiple specified accounts at a set time.
02	`get_listening_analytics`	Retrieves detailed metrics on public conversation for a specific topic within defined date ranges.
03	`get_profile_metrics`	Gathers historical performance statistics, like total engagements and impressions, for an entire profile over time.
04	`get_tag_performance`	Generates detailed reports showing how specific tags or hashtags performed across all connected accounts.
05	`list_draft_posts`	Lists every piece of content currently saved as a draft within your Sprout Social workspace.
06	`list_profile_groups`	Retrieves and displays the structure of organizational groups used to manage accounts.
07	`list_listening_topics`	Lists all existing social listening topics that can be tracked for brand monitoring.
08	`list_profiles`	Provides a list of every connected social media profile root that the MCP has access to.
09	`list_published_posts`	Retrieves a history and list of posts that have already gone live from any given profile.
10	`list_scheduled_posts`	Shows all content pieces that are currently queued up for future publishing across your accounts.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U Give me the list of profiles attached, I need to know which ones are our global Facebook pages.

Gathering connected profile roots using `list_profiles`:

1. 📘 **Facebook Fan Page** - 'Global Vinkius Tech' (ID: 100223)
2. 🐓 **X / Twitter** - '@VinkiusGlobal' (ID: 554302)
3. 📘 **Facebook Fan Page** - 'Support EU' (ID: 100889)

You have two primary Facebook targets linked. Would you like to schedule an announcement across `100223` natively?

U Tell me the profile metrics for the first week of September on our X/Twitter account.

Fetching analytics from `get_profile_metrics` on ID 554302 targeting [2025-09-01 ⇒ 2025-09-07]:

- **Total Engagements**: 4,210 (+12% vs prior week)
- **Net Follower Growth**: 154
- **Total Impressions**: 185K

Your X profile sustained healthy organic virality this period. Should I query the specific tags or listening reports?

U Create and schedule a new post for our primary account. Output JSON array structure and tell it: 'Big things coming next Friday!' queued for 2025-10-10 at noon.

Assembled payload arrays calling `create_social_post` with parameter `profile_ids: ["100223"]` natively bridging string texts:

STATUS: QUEUED SUCCESS ✅
Timestamp Set: `2025-10-10T12:00:00Z`
Content Mapped: "Big things coming next Friday!"

The post successfully resides securely encapsulated within Sprout Social backend ready to automatically clear pipelines at your allocated interval block. Use `list_scheduled_posts` to re-audit if desired.

Frequently Asked Questions

01 **How do I check my account's analytics using Sprout Social MCP?**

You use `get_profile_metrics` by providing the profile ID and the start/end dates. The AI client will return a structured report detailing total engagements, impressions, and follower growth.

02 **Can I schedule posts for multiple accounts at once with Sprout Social MCP?**

Yes, you can use `create_social_post` by providing an array of profile IDs. This allows you to draft or queue the exact same content simultaneously across several brand pages.

03 **What is `get_listening_analytics` for in Sprout Social MCP?**

`get_listening_analytics` lets you monitor public conversations around a specific topic. You just need to supply the topic ID and date range, and the system pulls all relevant brand mentions.

04 **If I list my accounts, what does `list_profiles` do?**

`list_profiles` simply gives you a comprehensive list of every connected social profile root. This is useful for auditing which accounts the MCP has access to manage.

05 **Does Sprout Social MCP help me see what posts are ready to go out?**

Yes, use `list_scheduled_posts` or `list_draft_posts`. These tools show you exactly which content pieces are queued up for the future, and which ones are waiting only in draft form.

Go Live in 60 Seconds

Get your connection token from **cloud.vinkius.com**, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add `"sprout-social": { "url": "…" }`
Windsurf	MCP Settings → `mcp_settings.json` → Add endpoint URL
ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

- Ask ChatGPT
- Ask Claude
- Ask Perplexity
- Ask Gemini
- Ask Grok

READY TO CONNECT

Sprout Social is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

Start at cloud.vinkius.com →

vinkius.com · support@vinkius.com

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