

Hootsuite – www.Hootsuite.com



Used by most social media managers, primarily to manage Twitter. It allows for group scheduling, a custom dashboard and easier monitoring. Easily tweet, re-tweet and reply to people to maximize your activity on Twitter.



Power Tip: Don't use this for Facebook (Facebook only likes organic posts).

IFTTT (If This Then That) – www.ifttt.com



IFTTT is a social media automation tool that allows you to automate social media. For example: If I favorite an Instagram photo then Tweet it as an image on Twitter. This can connect and automate some of your social media marketing.

Buffer – www.bufferapp.com



With Buffer, you can schedule posts to all social networks from the same pool of content. Buffer allows you to add multiple social networks (LinkedIn Page, LinkedIn Profile, Facebook Page, Google+, Twitter), and have scheduled posts automatically post based on a posting schedule for each social network. For example, I can fill Buffer with blog posts that I've written, and then post one a day to each of my social networks, at the time I specify. Each network can have a different schedule and post in a different order, creating unique content for each channel.



Power Tip: If you use your personal accounts to promote your business, connect your personal accounts.

Schedugram – schedugr.am



Schedugram allows you to preschedule Instagram posts from your desktop. The built-in text editor allows you to add text to your photos.

WARNING: to use schedugram, you will need to give your username and password to schedugram, and then logs into your account from Australia. This is not secure. Be cautious.

Latergram – later.com



Latergram allows you to preschedule posts for Instagram. Rather than automatically posting for you, your images will be texted to your cell phone at the time that you specify. Then sending you the image and reminding you to post.

Visual Tools:



- **Piktochart:** Infographic creator – amazing tool and very easy to use! We use this to create a wide variety of graphics.
- **Canva:** Easy way to create visuals creating images and text
- **Phonto:** iPhone/iPad app that allows you to add text to an image on your phone
- **HaikuDeck:** Creates powerpoint presentations and visuals on an iPad with images that are free