

USEFUL TOOLS FOR MAXIMIZING YOUR SOCIAL MEDIA

SCHEDULERS

- Hootsuite (free option) <https://hootsuite.com>
- Buffer (free option) <https://buffer.com>
- IFTTT (free – combines with Google Calendar) <https://ifttt.com>
- Facebook native scheduler (free and recommended)
- Tweetdeck (free - Twitter only) <https://tweetdeck.twitter.com>
- Later (free - Instagram) <https://later.com>
- Co-Schedule (paid) <https://coschedule.com/c>
- Meet Edgar (paid) <https://meet Edgar.com>
- Tailwind (paid and mainly for Pinterest) <https://www.tailwindapp.com/>

CONTENT CREATION APPS

- iMovie
- VSCO
- A Color Story
- Hyperlapse
- Cut Story
- Rotate and Flip
- Splice
- Boomerang

OTHER

- Mailchimp (newsletter) <https://mailchimp.com>
- Facebook pages app
- Google calendar <https://calendar.google.com/>
- Asana or Trello (project management software) <https://asana.com>, <https://trello.com>