

# USEFUL TOOLS TO HELP YOU WITH YOUR SOCIAL MEDIA

## SOCIAL MEDIA TIPS



By Theresa Mintzer

There are so many useful tools that can help you create, organize, and schedule your social media. Here are a few that might be able to save you time and help you with the creative side of creating social content.

Canva is a great program to help you create graphics for your social media. It has free templates for Facebook, Instagram, Pinterest, etc. You can upload your own pictures and logo to brand your graphics. The paid version has more capabilities including setting uploading special fonts, collaboration tools, and setting up your brand colors.

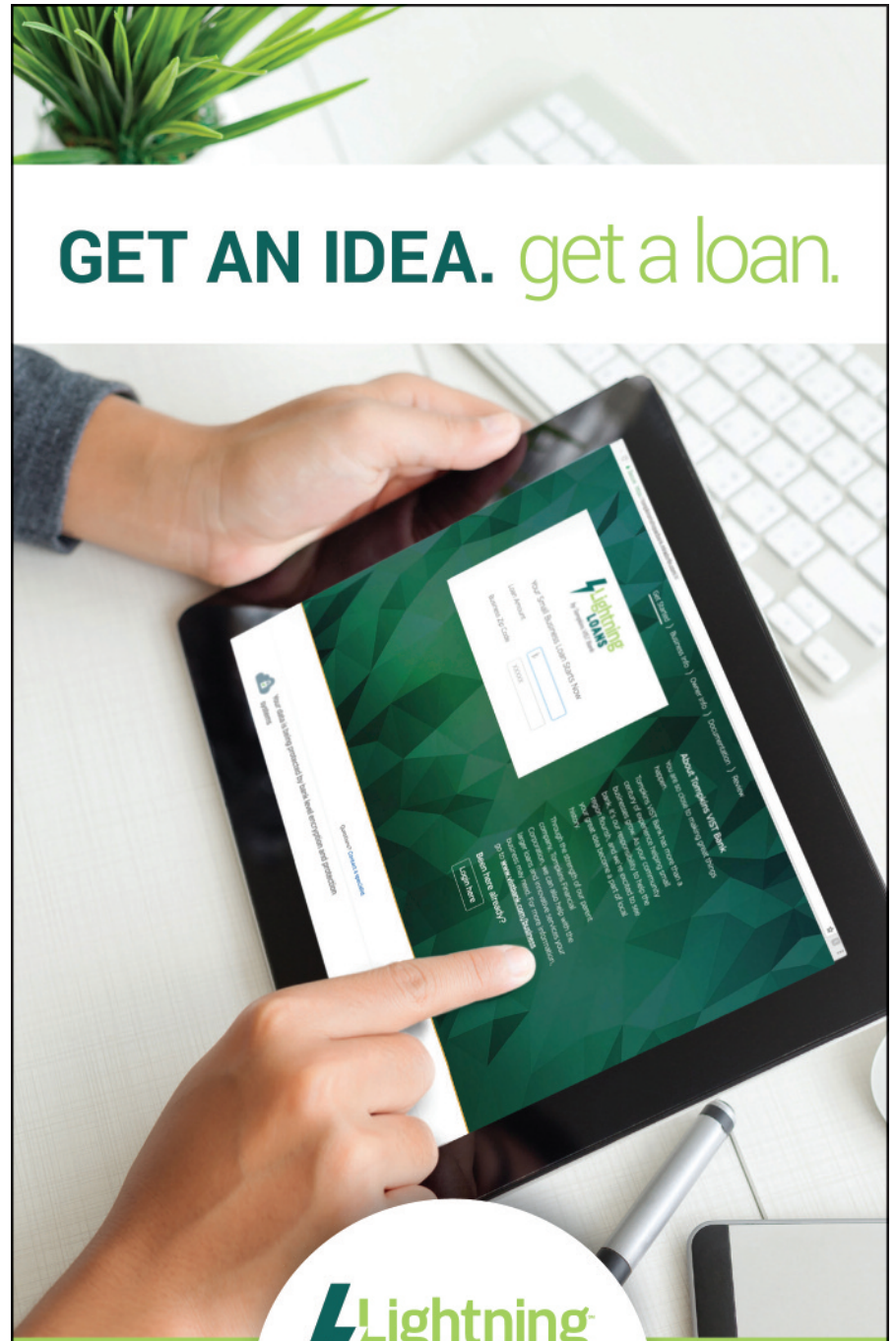
Trello can help you organize your social media content. You can upload your graphics and pictures. If you are working with employees or consultants, you can

create checklists and due dates. You can also use Trello to keep track of content ideas.

There are also sites that will batch schedule social media to different platforms for you. This allows you to schedule your social for the month at once across several platforms. These are just a few of the options available, depending on your needs and budget one might be better for you than others. Hootsuite allows scheduling to Facebook, Instagram, Twitter, Google+, and LinkedIn. Planoly will help you plan and schedule to Instagram. Tailwind is an Instagram and Pinterest scheduler.

These are just a few options available to businesses to allow them to create, organize and schedule social media content. Every business is different, so evaluate these tools according to your own needs, however it's always a good idea to try something new as well.

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