



EXPAND

10 TOOLS TO IMPROVE YOUR **SOCIAL MEDIA** IMMEDIATELY

Social media is here to stay in the marketing world. By all accounts, it will continue to integrate into all aspects of life and work.

Are you ready?

It's never too late to add to your social media toolbox by adding apps that can be game-changers when it comes to your social and digital media objectives. Here are 10 recommended tools to add to your plan, if you're not using them already.

1. **Sprout Social** is a scheduling tool that's exceptionally simple to use and makes scheduling for a large number of accounts much less of a hassle since it's easy to switch between them. It also provides excellent analytics and insights across all social media platforms.
2. **Tint** allows you to stream social media content on your website in real time based on specific hashtags, users, and locations. You can feature your biggest fans and present only the best content by filtering what's posted from the app.
3. **Zuum** provides in-depth analytics across Google and the most popular social media platforms and even compares your performance to that of competitors. You can examine campaigns of competitors with engaging graphs and tools and see what works for them and what doesn't.
4. **Bit.ly** shortens URLs and tracks clicks on your links from posts. You can see when your links are most clicked and what links have been clicked the most to determine what content generates the most engagement.
5. **Buffer** is a scheduling tool that allows you to post to all your social media accounts with one click across platforms. You don't even have to worry about formatting differences and can create groups to coordinate with your team.
6. **Adobe Spark** is a dynamic tool that has many functions. Users can create graphics, stories in a magazine format, and videos in minutes to save time and produce and share professional looking content. They even have a gallery and blog to inspire creations.
7. **Brand24** provides a platform that organizes all audience engagement in one place. You can easily respond to comments made about your brand and isolate and engage with potential customers.
8. **Openr** adds a personal touch to content you share from other sources. When the consumer clicks on a link you share, a personalized banner will come up at the bottom urging them to go to your website or click on your link. You can then track clicks on your message.
9. **ManageFlitter** is a tool that will help you manage your followers on Twitter. You can unfollow people who don't follow you back in mass amounts to manage your ratio. You can also follow people that similar accounts follow in large quantities. Similar tools are available for Instagram and other platforms.
10. **Edgar** helps you repurpose old content in an effective way. You can sort the posts you make into different categories so you can easily find them again. You can also schedule a specific number of posts to be sent out from certain categories each day. Once all posts have been cycled through, it will start posting them again from the beginning.