Tools You Can Use

How to maximize your Social and Digital media approach.
What is YOUR biggest Social/Digital media pain point?
Strategy

• A Full Year Plan
• Brand Messaging
• Creative Content Ideas
• Key Dates / Timelines
• Content Calendar, Weekly / Monthly Themes
• Run of Show for Events
• Reporting / Optimization
Management Tools

• Scheduling
• Monitoring
• Engaging
• Reporting
Apps

• Loom: Snapchat style virtual filters
• Canva: Photo & presentation creator
• Snapseed: Photo editor
• Clips: Square video editor
• Bynd: Custom social feed curator
• TouchRetouch: Photo editor
• Hyperlapse: Timelapse video
Your Community

• Content Sharing
• Social Media “Phone Tree”
Your Brain… (And Google)

• Stay educated!

Instagram JustIntroduced Two Ways to Keep Stories Around for More Than 24 Hours
Stories can be added to users’ Archives or to a new Highlights space on their profiles.
By David Cohen | 22 hours ago

Did You Know That Facebook Rolled Out a New Feature?
Did You Know enables users to answer “fun or thought-prooking” questions about themselves.
By David Cohen | 17 hours ago
What is YOUR biggest Social / Digital Media hurdle?