

Social Media Crash Course | Online Tool Recommendations

Content Marketing Production Management

Google Calendar

Create shareable calendars for each channel of your marketing and public relations efforts, such as Blog, Email, Social Media, Op Eds, etc. You can toggle different calendars off and on to fit your needs, or leave them all visible for a master calendar view. You also can manage other shared users' permissions. (Free)

Asana

Assign production tasks to your team members and yourself. View your task list or a master calendar of your whole team. Check in on progress with comments, drag and drop tasks as deadlines change and get unicorns and rainbows when you check off tasks as completed. (Free)

Social Media Page Management

Tweetdeck

Use Twitter to your full advantage by creating a customized dashboard of streams that fit your needs. Just care about who's @-mentioning you, what your team members are tweeting and who's using your hash tag? You can create a dashboard for that, and you can publish and *schedule* tweets from this platform, too. (Free)

Sprout Social

Got Facebook, Twitter, LinkedIn, Instagram and Google+ to manage? Manage all of those platforms for your brand in one place—that means schedule, publish, discover, track, engage and report. You can queue your posts and the system will learn what times are best for your audience and automatically publish them then. This is the best all-in-one social media management tool I've found. (Freemium)

Message Amplification

Facebook and Twitter Ads

Boost the reach of your social media, blog and website content to highly customizable audiences. Pay as little or as much as you want. (Paid | Self-serve)

Content Creation

Infogr.am

Create your own static or interactive infographics to post or embed on your website or blog. Can also upload a CSV with data to ensure your charts are as accurate as possible. (Freemium)

Canva

Create your own images and even print materials, such as flyers or invitations, using their templates and customize for your brand. (Freemium)

Slideshare

Upload a PDF or powerpoint to create flip-able, interactive slide show that you can embed on your website or blog. (Freemium)

Picmonkey

This is like free photoshop. It's a user-friendly tool you use to edit your own photos and create your own graphics/images. (Freemium)

Image and File Specs

Facebook, Twitter and other social media platforms change these constantly, so always google "[social media platform] image size cheat sheet [insert year]." There are bloggers who create and update these regularly. (Free)

Search Engine Optimization (SEO) Tracking and Analytics

SEMrush

Track your website or blog's performance in search—meaning how visible is your website in Google search results for the terms that are relevant for your brand or issue *and thus* is it optimized to drive as much traffic to your website as possible? You can also pull keyword reports to inform the content you create in the future and compare your site to competitors. (Freemium)

Google AdWords Keyword Planner

Find out how much and how often people are searching for your brand or your key words/messages. (Free)