

**Tools that can help you**

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Social media can be a full time job. In fact, really big companies and organisations have multiple people managing accounts, creating content, engaging with their followers and all of that. But you're quite possibly managing social media on your own, or as part of another role. So how do you make it as efficient as possible when you've 1,000,001 Other things to be doing? Let's take a look at some of the wonderful tools are around to help you just be brilliant at social media. There's so many, it's impossible to do that holistic justice. So I'm going to cover off ones I've used and have experience of. Before we get into that, what should you consider when selecting a tool? Here are some questions to ask yourself. How much does it cost? This sounds the most obvious but not always the easiest to judge. Something may look expensive, but deliver a fantastic result, so could still be worth the money. Most tools have what we call freemium pricing that is a free tier with limited functionality, and a paid or premium tear for all the features. What is the effort to learn? And what is the effort to use? There's always a learning curve, but how quickly can you get up to speed and when you're using it? Is it intuitive? Does it work with how you work? But it save you time? Some tools are great at making things easier? Others? Well, they can feel a bit clunky. Make sure it's fall actually saves you time? What are the outcomes? Does it make something look more branded or consistent? Will it help you grow your following? Make sure it's actually doing what you need it to do? And what did the review say? Check out what others are saying about a product on the app stores and enables you feel about using it could be easily solved with a bit of extra knowledge where it might just not be you. It's the tool. Don't waste time and effort on something everybody is saying is frankly a bit ropey. Right, let's get some tools looked at. Two tools that will help you create better social media graphics for posts, stories, and even video, a Canva and Adobe Express. Both provide templates for the exact sizes for things like Instagram portrait posts, LinkedIn cover photos, YouTube thumbnails, posters pop up banners almost endless. If you need a size, they have them. They also have pre designed templates that are a great starting point for your designs. That's perfect if like me, you're not a graphic designer, but know your brand colours and fonts and the style you're looking for. Recently, both of these tools have introduced creation of basic video and animation, which is awesome. If you're trying to grab people's attention for a tick tock or real or even just a post. Remember, we're trying to stop the scroll. Think about how you could create a graphic with details of a vacancy with the call to action and how to apply it stare in front of someone quickly without them having to click see more or investigate. Remember, let's make life easy for your potential candidate. And remember, we spoke about how carousel posts increase dwell time and how they can be used to explain a process or even a list of number of positions. While these tools will help you create that easily. There's also access to stock imagery that you can use if you don't have some of your own search for Canva or Adobe express to find out more. Some other places that you can search for stock images are Pexels and Unsplash. Both of these are free to use and allow images to be used for commercial use, including alterations, and often without the need to provide a credit. You do need to be a bit careful that you're not claiming something that isn't true. So for example, it's better to use your own images of your care home or setting if you're talking about that, rather than use a stock image that shows a place that doesn't exist. But it can be helpful when you just can't find that picture you want. We've talked about the importance of video in social media. So how do you create great video without being Steven Spielberg levels of greatness? I've mentioned Canva and Adobe express as having video components. But here are a couple of extras for you to consider. Lumen five creates video from text, paste the text you want to create a video about or even just give it a website address to scrape the content from and lumen five, we'll come up with something that you can edit and amend or just download. This is good for any blog posts that you might want to promote. If you've ever seen those whiteboard style doodles that explain the process at all like doodlee alternately can create that for you. Similarly, picture a or byteball can create animations in different styles. So when you need to explain the application process, or perhaps you want to talk about your organization's vision and values, these tools can help you do this without the need to ask your CEO to get on camera. Now, I know you were really waiting for this next list. Perhaps the things that people managing social media want the most is an easier way to manage the process of posting content. There is something to be said for posting content in the moment capturing the things as they happen. But when you're not just waiting around for the next exciting moments take place. Most of us rely on Scheduling and Management tools to do some of the heavy lifting. A Scheduling and Management Tool is one that typically allows you to link your different social media accounts, the tool, and then create content to be posted in the future at a time that you choose. What we call batch creating content in one session for say the week or month ahead tends to make the process of social media more efficient for you. So perhaps you decide Friday afternoons or your content creation session, and you create the posts for the week ahead. You create them and sheduled them for Instagram, Facebook, LinkedIn, or whatever. You can set into posts at the agreed time, and pretty much forget about it, the tool will publish it without you. Nearly all platforms allow you to schedule content in advance. So actually, you could also do it this way directly on the platform too. But the advantage of a scheduling tool is managing it all in one place for the different social media platforms. Here's a few you could look at Buffer as a simple interface, you can set a schedule, just create content for the next slot. Hootsuite is also popular a bit more involved than buffer, but offers lots of functionality later is increasingly popular and offers different views for you to look at what's going on. And Adobe express in Canberra also offers scheduling from within that all so you can create the graphic and just post it from that they're all much of a muchness and have similar functionality. So go and try a few and see which one you get on with. There are hundreds if not 1000s of possible tools to help you with your social media activity. As I said at the start, think about what you're trying to achieve, what efficiencies you need, and what budget you may have. Take advantage of free trials and see what others say about them. Thanks for watching. See you soon.