
Social Media & Storytelling: Tools & Resources

Social Media Strategy

- Constant contact: designed to help small businesses with their email marketing efforts.
 - <https://www.constantcontact.com/account-home>
 - Features:
 - Email editor provides ready-made email templates
 - Organize your contacts into lists and segments to create targeted email campaigns
 - Analytics for click rate, open rate, sends, engagements, subscriptions, etc.
- Hootsuite: Manage all of your company's social networks in one dashboard. With this platform users are able to do the simple stuff like curate content and schedule posts all the way up to managing team members and measuring rate of interaction.
 - <https://www.hootsuite.com/>
 - Features:
 - Publishing features allow you to create new posts and schedule to multiple social networks at the same time
 - Analytics allow you to see which types of posts receive the most interaction
 - Can monitor comments, likes, and feedback across all social media platforms
 - Purchase ads
- Khoros: provides advanced analytics reports and all data is clearly presented in formatted graphics which you can easily export.
 - <https://khoros.com/>
 - Features:
 - Create and schedule content to be posted across social media platforms
 - Monitor the engagement with your campaign
 - Manage and purchase social ads
 - Customize reporting feedback
 - Share and coordinate work flow calendar with team
- Social Media Examiner: blog with helpful tips on how to create marketing content for beginners.
 - <https://www.socialmediaexaminer.com/category/tools/>
- Google Analytics: Discover which social sites are sending traffic to your website.
 - <https://analytics.google.com/>
 - Features:
 - Measure the traffic to your page through each campaign post
 - Track your goals through website conversions and user activity
 - Receive audience reports
 - Create customizable analytic reports specific to your organization's needs

Graphics & Visuals

- Canva: graphic design platform that allows you to create invitations, business cards, flyers, lesson plans, Zoom backgrounds, and more using professionally designed templates.
 - <https://www.canva.com/>
 - Features:
 - Create team accounts to share or work collaboratively on images and graphics
 - Templates available for all designs: infographics, video, posters, social media graphics, logos, etc.
 - Create data graphics by inputting numbers
 - Upload your own images and the site will generate a color palette to match your image
- Piktochart: allows users to easily create infographics.
 - <https://piktochart.com/>
 - Features:
 - Create charts and maps
 - Have design flexibility and resizing options
 - High resolution downloadable items
 - Create custom color schemes
- Adobe Spark: enables you to create social graphics and impact visuals.
 - <https://spark.adobe.com/>
 - Features:
 - Ready-made templates, graphics, and icons
 - Blog offers advice from graphics experts
 - Track trends and tips for increasing impact
 - Create webpages specific to your campaign
- Coolors.co: designed to help build and customize color palettes.
 - <https://coolors.co/>
 - Features:
 - Explore trending palettes
 - Adjust color schemes manually or have the generator select color schemes which best match the one selected
 - Upload images and the generator will automatically extract a color scheme to match
 - Export the color palette or get a shareable link
- Social Media Image Dimensions: discusses image sizes for each social media platform.
 - <https://sproutsocial.com/insights/social-media-image-sizes-guide/>
- Style Guide Example
 - https://www.nasa.gov/sites/default/files/atoms/files/nasa_graphics_manual_nhb_1430-2_jan_1976.pdf