

7 FREE TOOLS to become more PRODUCTIVE ON *Social Media*

Ian Cleary
CEO & Founder
RazorSocial.com





Hootsuite for Twitter

www.hootsuite.com

We have tried out many tools for managing Twitter but we have always ended up back using Hootsuite.

It provides a lot of great functionality for free so it's hard to ignore. And while their user interface is not brilliant they do make up for it with their free functionality.

Here are some productivity tips for Hootsuite.

Scheduling

You can schedule your tweets using Hootsuite. This is particularly important if you've got a global audience and you want to promote your content at different times. You can even get an email when the tweet has been sent.

Scheduling content on Twitter is important. You don't want to send out all your great content at the same time.

Hootsuite also allows posting to other platforms as well so this can save some of your time.

The screenshot shows the Hootsuite interface for composing a tweet. On the left, there is a search bar labeled 'Find profile...' with a dropdown menu showing profiles: 'ianCleary' (selected), 'Ian Cleary', and 'RazorSocial'. Below the search bar is a '+ Add social network' button. The main composition area contains a text input field with the text 'Check out my latest post on monitoring tools -> www.razorsocial.com/social-media-monitoring'. Below the text field is an 'Add a link...' button. To the right of the text field are icons for adding a link, calendar, location, and lock. Below the text field is an 'AutoSchedule' section with a gear icon, the text 'AutoSchedule your message for optimal impact.', and an 'Off' toggle switch. Below the 'AutoSchedule' section is a calendar for 'March 2015'. The calendar shows the days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and the dates (1-31). The date '9' is highlighted. To the right of the calendar is a date and time selector showing '2015-03-09' and '11 : 10' with 'AM' and 'PM' options. Below the date and time selector is a checkbox labeled 'Email me when message is sent' and a link 'Want to save time? Try the bulk message uploader'. At the bottom right of the composition area is a 'Schedule' button. The bottom left of the interface shows a Twitter icon and the number '70'.

Filtering

There is so much noise on Twitter, at times, you'll want to filter it to find the relevant content. Hootsuite allows you to set up really useful filters so you can find what you want.

For example:

- Only view tweets sent from a particular location – e.g. you are a restaurant and you want to find people tweeting in your area.
- Display tweets sent at a particular time or time range
- Containing particular keywords and also links to content.

Here are examples of how to apply these type of filters and more:

Examples	
Query	Show results...
twitter search	containing both "twitter" and "search".
"owls rock"	containing the exact phrase "owls rock".
ninjas OR pirates	containing either "ninjas" or "pirates" (or both).
super -man	containing "super" but not "man".
#followfriday	containing the hashtag "followfriday".
from:Hootsuite	sent from person "hootsuite".
to:invoke	sent to person "invoke".
@memelabs	referencing person "memelabs".
colbert	containing "colbert" sent since
since:2008-07-27	"2008-07-27"
w00t until:2008-07-27	containing "w00t" sent up to "2008-07-27".
unicorns :)	containing "unicorns" with a positive attitude.
fail :(containing "fail" and with a negative attitude.
bacon ?	containing "bacon" and asking a question.
rainbows	containing "rainbows" and linking to
filter:links	URLs.

Here's a column filtered based on a hashtag #SMMW15





Dlvr.it

www.dlvr.it

Some automation makes perfect sense and some is damaging.

When you create a blog post you are generally going to want to share this out to your social networks so it makes perfect sense to automate this.

In Dlvr.it you set up a source which is where the data comes from and then a destination to where the content is going to.

Dlvr.it will then automatically monitor the source for new data and send out the relevant tweet, Facebook update etc.

This saves time and it means you don't have to remember to do the initial share of content as soon as it is posted.

My New Route active X

Sources + add

Social Media Tools «

route to

Destinations + add

Twitter - IanCleary «

3 TOOL

Canva

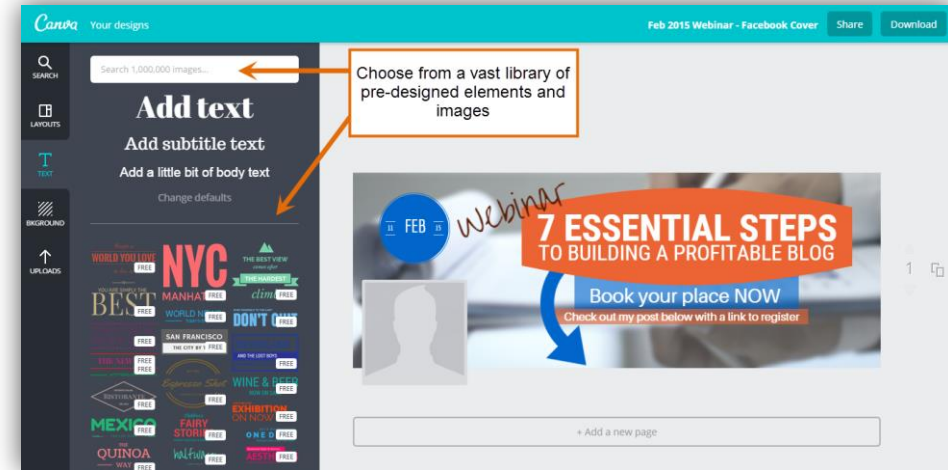
www.canva.com

This is a fantastic tool for creating images without any graphic design skills required. Even I can create them! Imagery creates more attention on social media and thus drives more traffic.

We use Canva to create **all** the images for our blog posts, social media images, webinar promotional images, and much more. For example, for our recent webinar we used Canva to create the images for our Twitter & Facebook headers, the signup image on our website and our Facebook ad.



- ★ 'Search and drag' functionality that makes it easy to create an image
- ★ The tool is online so there is no need to download software



- ★ Free to use (though users can choose to pay for particular images)
 - ★ One million images and hundreds of fonts
 - ★ Photo editing options, including filters, and controls for saturation, brightness, contrast, tint and vignette

4 TOOL

Buffer

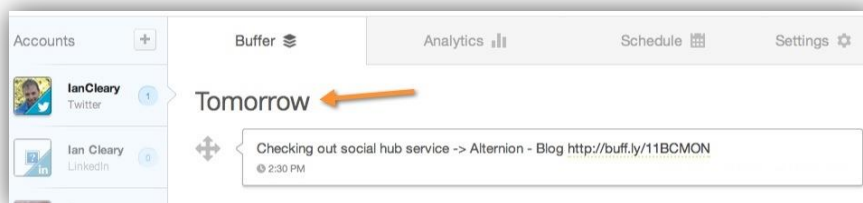
www.bufferapp.com

Buffer is a content sharing tool. You set up various times you want content sent out on and also set up where you want it sent (e.g. Facebook, Twitter etc).

You then install a browser extension which means there is a buffer button on your browser.

When you are browsing the web and come across good content you click on the buffer button and it's automatically added to a queue and sent out at a later time. This is a real time saver!

When you click on the buffer button the title is automatically taken from the post and also the URL so with a couple of minor changes the content is ready to share.



For example, if you are browsing the web and come across 10 articles you want to share with your social networks it doesn't make sense to share them all at the same time.

You set your schedule based on the optimal times to post:



Key features include:

- Automatically schedule content to be delivered over Twitter, Facebook, LinkedIn or Google + (company page)
- View analytics on shares through buffer
- Automatic link shortening on any links shared
- Ability to add team members to fill up your buffer queue

5 TOOL

Postplanner

www.postplanner.com

Post Planner is a management tool for Facebook. It provides a very effective and simple interface for automatically scheduling content on Facebook. One of our favorite features is the content discovery engine which helps you discover popular/trending content from other Facebook pages across the web.

Key features include:

- ★ You set up a schedule and then when you post content it will be automatically added to the queue
- ★ Use the content discovery engine to find popular trending content based on a broad range of topics or from a range of Facebook pages that you want to track
- ★ Very useful and simple analytics provided



If Facebook is a big part of your business it's a real time saver. Extremely useful if you have multiple active Facebook accounts. We use the tool on a regular basis so it must be good!

The cost starts at \$29 per month.



Google Analytics

www.google.com/analytics

When you spend all that time on Social Media you want to make sure it's worth your while.

One way is to track any social media activity that comes back to your site.

What happens with Facebook traffic, Twitter traffic etc?

Don't waste your time on channels that are not produce results or, at least, monitor to find out what is not producing results and then try to improve these channels!

Are they staying on the site?

Are they signing up to your product, service or maybe even your email list?

It's important to check all this in Google analytics. You need to set up goals and then track the conversion of these goals from Google.

Social Network ?		Acquisition
		Sessions ? ↓
		11,364 % of Total: 13.14% (86,460)
<input type="checkbox"/>	1. Twitter	4,613 (40.59%)
<input type="checkbox"/>	2. Facebook	2,519 (22.17%)
<input type="checkbox"/>	3. Pinterest	2,360 (20.77%)
<input type="checkbox"/>	4. LinkedIn	783 (6.89%)
<input type="checkbox"/>	5. Disqus	360 (3.17%)
<input type="checkbox"/>	6. Google+	266 (2.34%)
<input type="checkbox"/>	7. Scoop.it	218 (1.92%)
<input type="checkbox"/>	8. Pocket	126 (1.11%)
<input type="checkbox"/>	9. StumbleUpon	33 (0.29%)
<input type="checkbox"/>	10. Netvibes	20 (0.18%)



Edgar

www.meetedgar.com

Edgar is a social media management tool for sharing your content out on social media channels.

It is not a cheap tool but it's a real time saver.

You create categories for different types of content you want to share (e.g. quotes, your posts, other people's posts etc) and then you add content to the categories.

You then create a schedule of content to go out across multiple social media channels at the times you specify.

Why use Edgar instead of Buffer? Edgar has some more advanced features. For example, the categorization of posts is a really useful feature.

Filter by Category:

- Current Influencer blog po...
- Entrepreneur Posts
- Funny
- My Guest Posts
- My New Posts
- My Older Evergreen Posts
- Personal Interests e.g. Fitn...
- Promotional
- Questions
- Quotes
- SME Virtual Summit
- Tips
- Use Once

Queue: 2 Weeks 260 Pause Queue

MARCH 09 MON GMT Time Zone

RazorSocial *Scheduled for: 1:00 pm*

How to Use Raven Tools to Manage Social Media and SEO
<http://bit.ly/1yTNIIC>

My Older Evergreen Posts

Ian Cleary *Scheduled for: 3:15 pm*

Why Facebook Application Providers will Disappear!
<http://bit.ly/1yTLHAq>

My Older Evergreen Posts

Ian Cleary *Scheduled for: 4:15 pm*

I asked my wife to produce a PDF of my blog post. She always delivers something more than I ask <http://bit.ly/185BGvc>

Produced by Ian Cleary
CEO & Founder of RazorSocial
www.RazorSocial.com