

Social Media Tools

The best affordable online tools for editors

Presented by:
Lauren Reyes-Grange, Digital Strategist



Let's connect!
@Lauren_RG

Agenda



Tool #1: Crowdbooster



Tool #2: Wiselytics



Tool #3: Canva

Crowdboost

Measure & Optimize Your Social Media Marketing



Crowdboost



- Real time analytics for Facebook and Twitter
- Metrics include: likes, comments, shares, retweets, replies, potential impressions, reach, followers +more
- Provides data on Influencers: who are your most valued followers and how are they engaging with your content?
- Provides recommendations on who to engage with and what time to post content
- Cost: \$9.00/month

Alerts & Recommendations

Influential mention [Engage](#)








An influencer just mentioned you. Take this opportunity to engage.

Unusually high number of new followers [View](#)

You gained 16 followers yesterday. Your average is 6 followers per day.

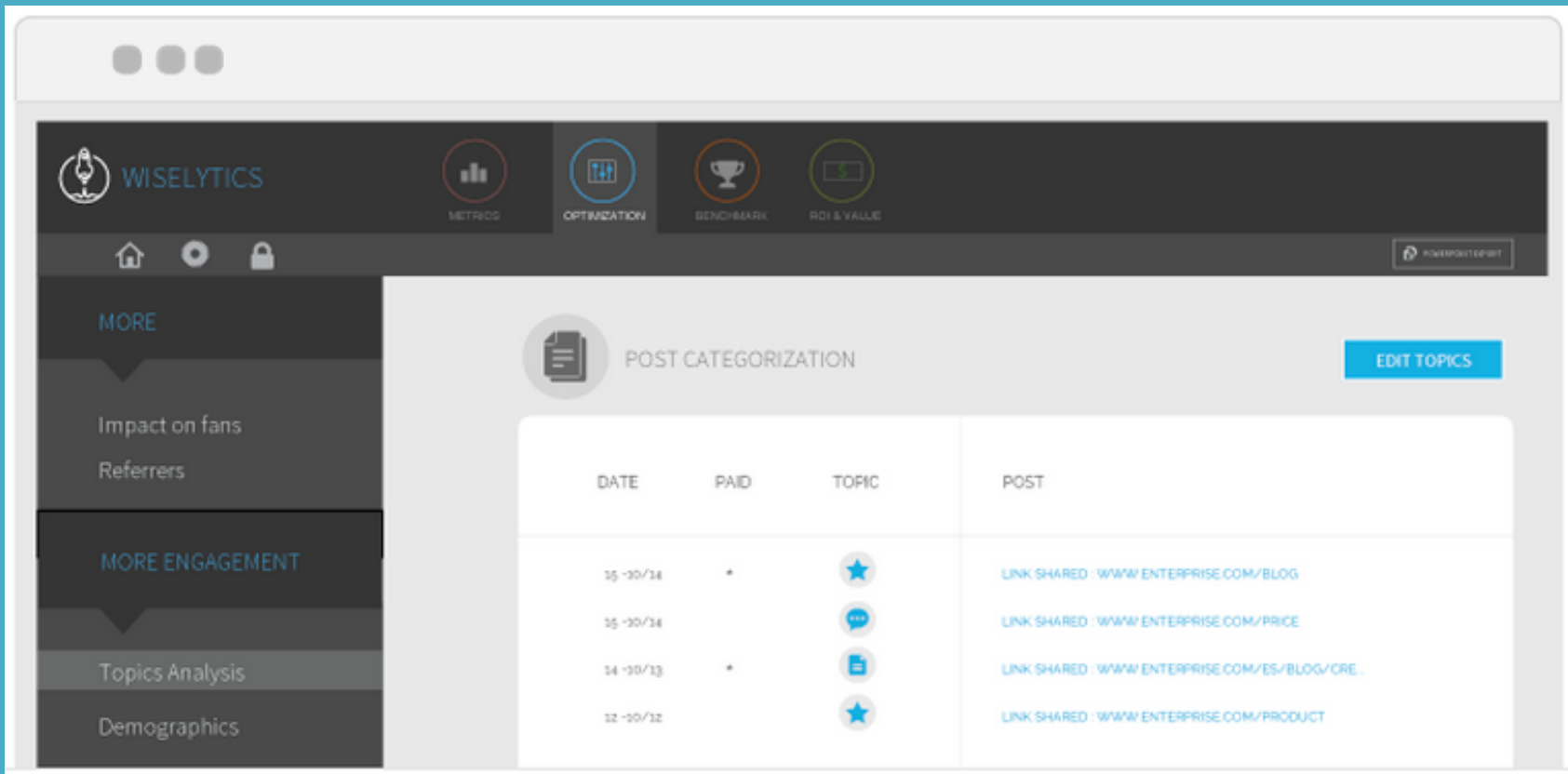
Influential mention [Engage](#)

An influencer just mentioned you. Take this opportunity to engage.





	Lennar	
	House & Home	128337
	CrowdDesigner	83548
	Marky	50742
	Lisa Ferguson	33038
	Laura Bielecki	17502
	Meredith Heron	16841

Wiselytics

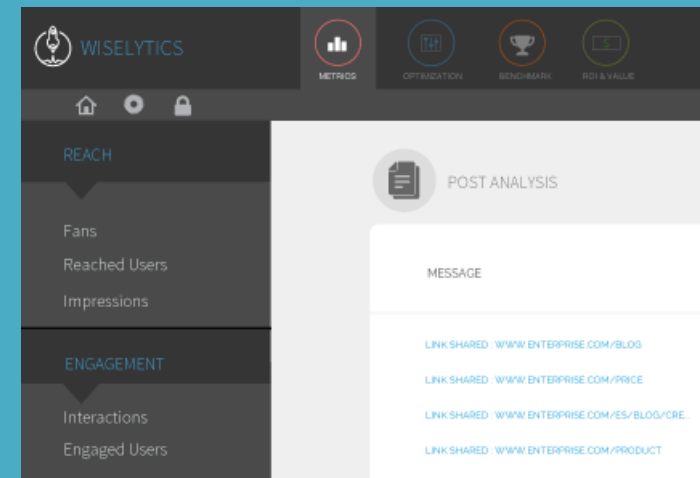
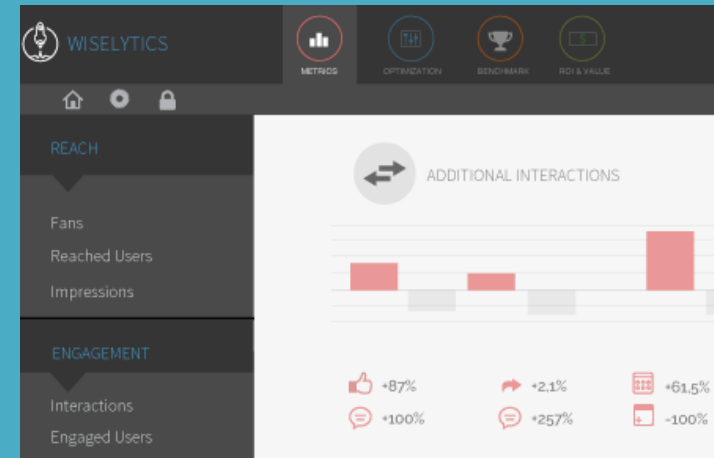
Optimize your Editorial Strategy!



The screenshot displays the Wiselytics dashboard interface. At the top, there is a navigation bar with the Wiselytics logo and four main menu items: METRICS, OPTIMIZATION, BENCHMARK, and ROI & VALUE. Below this is a secondary navigation bar with icons for home, a gear, and a lock, and a 'POWERPOINT EXPORT' button. On the left side, there is a sidebar menu with sections for 'MORE' (Impact on fans, Referrers) and 'MORE ENGAGEMENT' (Topics Analysis, Demographics). The main content area is titled 'POST CATEGORIZATION' and includes an 'EDIT TOPICS' button. Below the title is a table with the following data:

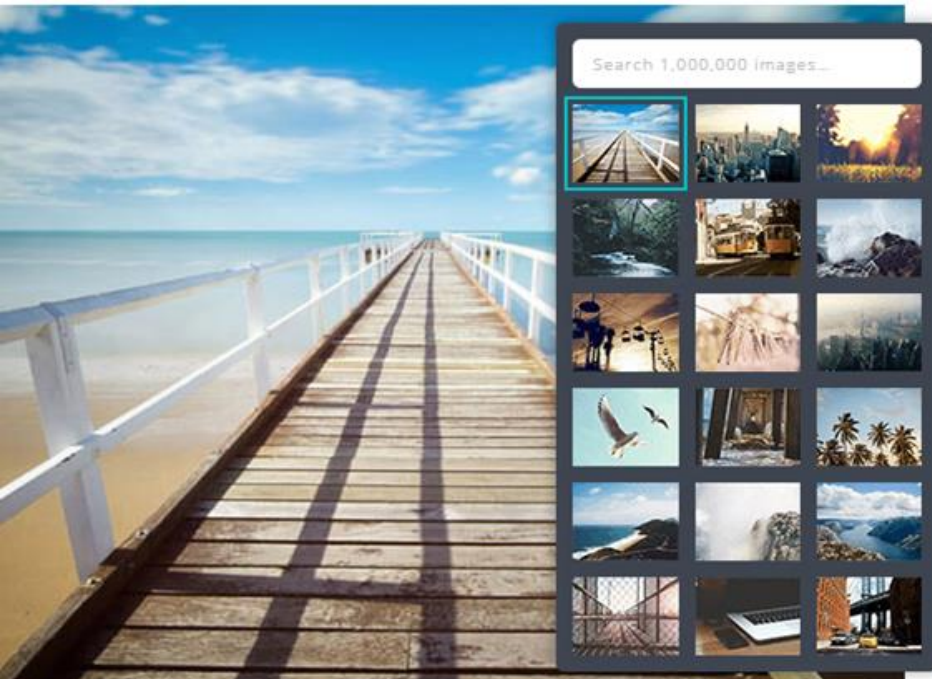
DATE	PAID	TOPIC	POST
15 -10/14	*		LINK SHARED : WWW.ENTERPRISE.COM/BLOG
15 -10/14			LINK SHARED : WWW.ENTERPRISE.COM/PRICE
14 -10/13	*		LINK SHARED : WWW.ENTERPRISE.COM/ES/BLOG/CRE...
12 -10/12			LINK SHARED : WWW.ENTERPRISE.COM/PRODUCT

- Detailed Facebook analytics (Twitter coming soon)
- Metrics include: Competitor benchmarking and Community moderation activities, in addition to 100's of other metrics
- Provides estimates on the value of the visibility generated by your social media efforts in dollars
- Time saver: You can export your analytics into a ready to go PowerPoint presentation deck
- Cost: \$0.00/month



Canva





Millions of Images

Design with millions of stock photographs, vectors and illustrations. You can even upload your own.



Photo Filters

Edit your photos using preset filters or get advanced with photo editing tools, you'll never be stuck for choice.



Free Icons & Shapes

Use icons, shapes and elements with ease. Choose from thousands of elements for your designs, or upload your own.



Hundreds of Fonts

Access a great selection of fonts perfect for every design. All ready to go and accessible within Canva.

55,398,893

DESIGNS CREATED

7.6M

USERS

59M

IMAGES

889

DAYS LAUNCHED

Canva



- Offers a drag-and-drop feature and professional layouts to design consistently stunning graphics
- Social media images, infographics, business cards, magazine covers, resumes, album covers, wedding invitations etc. – you can design pretty much anything on Canva
- Bonus: creators, illustrators and photographers get paid for their contributions to the platform
- Cost: \$0.00/month for free images and templates, premium images and templates start at \$1 each



Thank you!

Presented by:
Lauren Reyes-Grange



Let's connect!
[@Lauren_RG](https://twitter.com/Lauren_RG)