

TOP 30

SOCIAL MEDIA TOOLS FOR AUTOMATING, ANALYZING AND MANAGING YOUR PROFILES

BECOME AN AUTHORITY

STREAMLINE YOUR SOCIAL MEDIA MARKETING

GET MORE ENGAGEMENT

BUILD MORE FOLLOWERS



Social media is increasingly a huge part of a large number of businesses. Not only do social media channels provide an excellent platform for promoting your business and reaching new potential customers but it can also help you to better communicate with your existing contacts, to crowdsource ideas, to get feedback and more.

For these reasons, every business should be active on social media and looking to take advantage of the many different opportunities it presents. The only downside? It all takes such a long *time*.

That's where social media tools come in that can help you to streamline the process and to get more done in less time. In business terms these are 'force multipliers' and when used correctly they can send your social media ROI through the roof. Read on and we'll look at 30 of the best that can help you to get the most from your social media efforts, in no particular order...

1. IFTTT

<https://ifttt.com/>



IFTT stands for 'If This, Then That' and is an incredibly powerful tool for linking different social media accounts and other web apps together. What this means is that an event occurring on one platform can 'trigger' an event in another (all defined through what are known as 'recipes').

An excellent example of this would be to set up a recipe that automatically Tweets all your Facebook posts. More ambitious though would be something like a system that would add your Tweets to a Google Drive spreadsheet or that would add messages you need to respond to to a 'Todoist' list. The possibilities are endless.

2. Buffer

<https://bufferapp.com/>

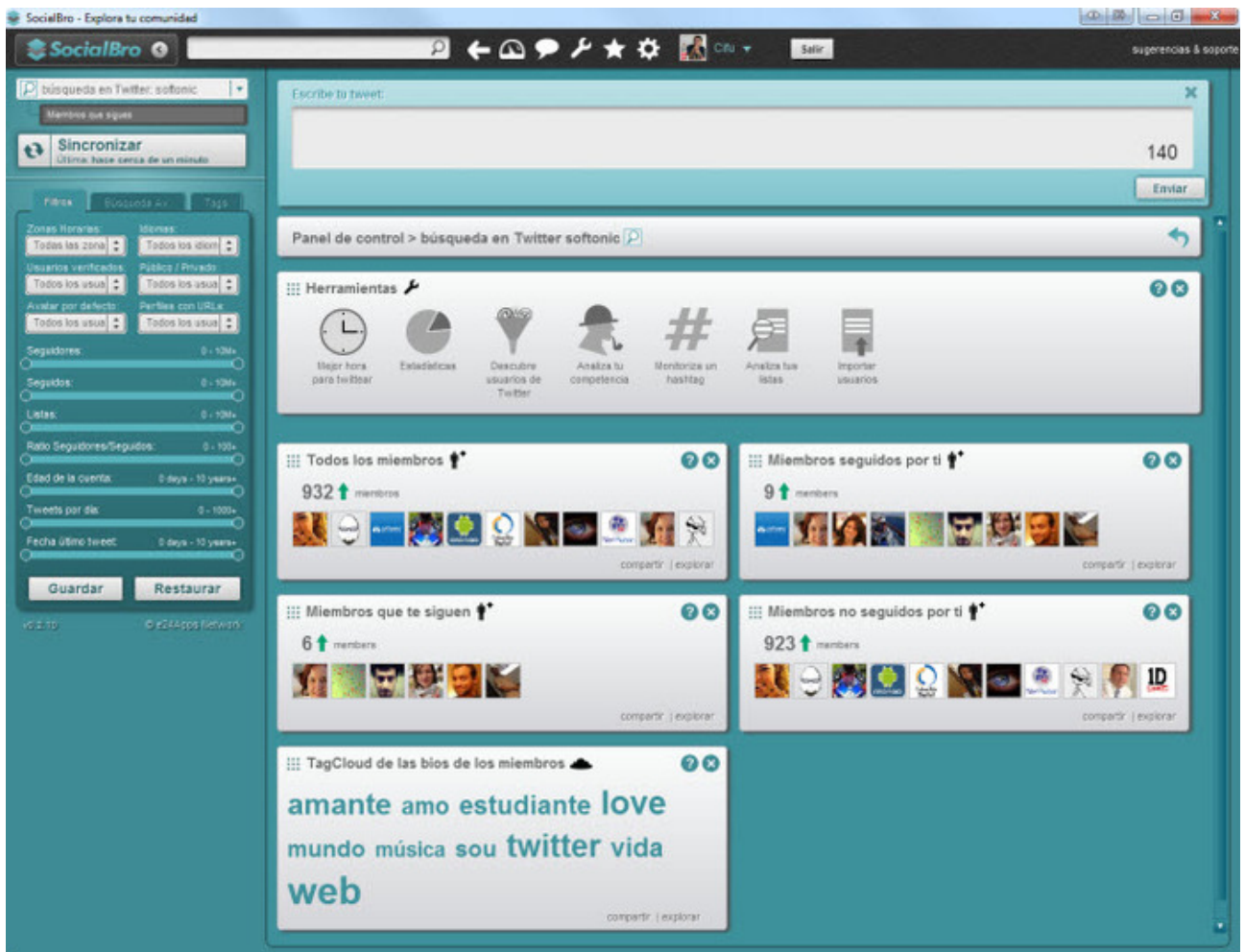


Buffer is a very popular tool that lets you create a queue of social media content. Write 20 Tweets, set a schedule for them to be posted and then watch as they are automatically uploaded over a given time period. It's not just for Twitter though: it also supports Facebook, Google+ and LinkedIn so that you can post across your social accounts simultaneously.

This way you can save a lot of time and make sure that your account never goes quiet. What's more though, it's also handy if you are outsourcing your social media as it means you won't need to give all your passwords out to your service providers. It's free to use but more features are available for those willing to pay.

3. SocialBro

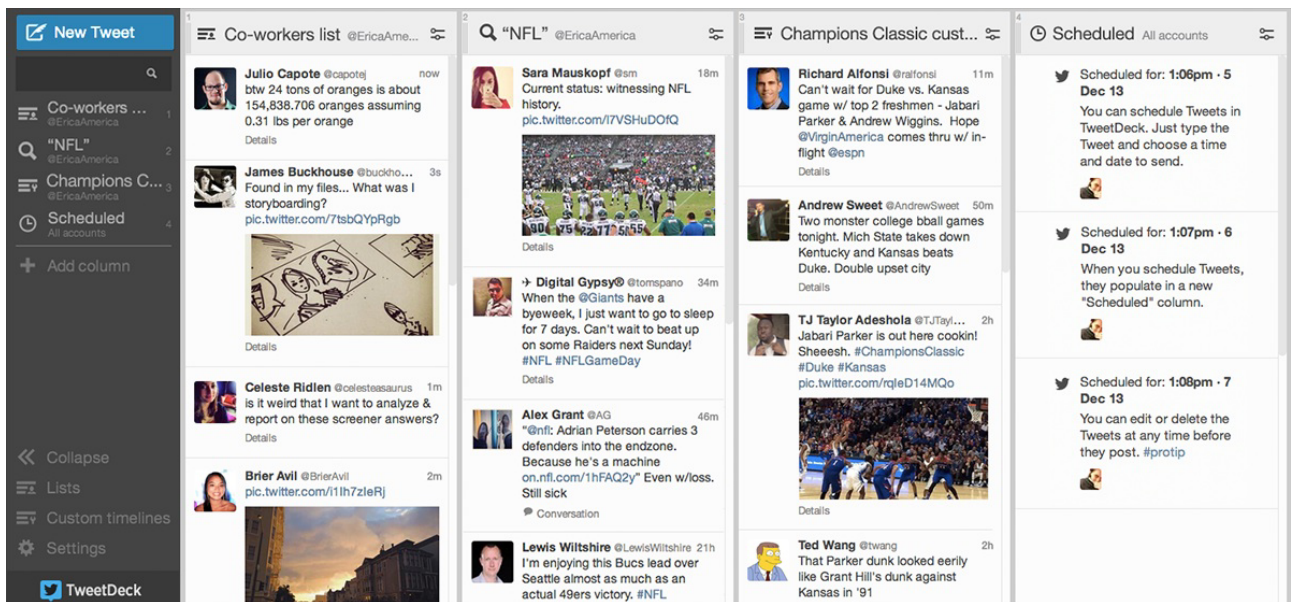
<http://www.socialbro.com/>



SocialBro is a 'Twitter management tool' that gives you analytics and information about individual posts, followers and more. It's free for the first 15 days, so give it a try and see if it fits into your workflow.

4. Tweetdeck

<https://about.twitter.com/products/tweetdeck>



Another very popular choice among internet marketers and Twitter fans alike. Tweeddeck allows you to track and organize the people you're following via an intuitive and customizable dashboard. You can see easily the activity of specific lists, follows and hashtags.

If you find yourself often searching for specific hashtags or users when you visit Twitter, then you can add these to Tweetdeck and then very quickly and easily see them as soon as you load up. This is particularly useful for those who use Twitter for research purposes and can potentially save you a lot of time.

5. SharedCount

<https://www.sharedcount.com/>



Social media marketing and content marketing are a match made in heaven. Just create your stellar piece of writing, share it to social media and then watch as it spreads around the globe. That's the idea anyway but how do you know if your plan has been successful?

SharedCount is a tool that lets you see at a glance how much your content has spread across various platforms and shows the number of Tweets, Pins, Diggs, FB likes and more all in one place at a glance.

6. Piktochart

<http://piktochart.com/>

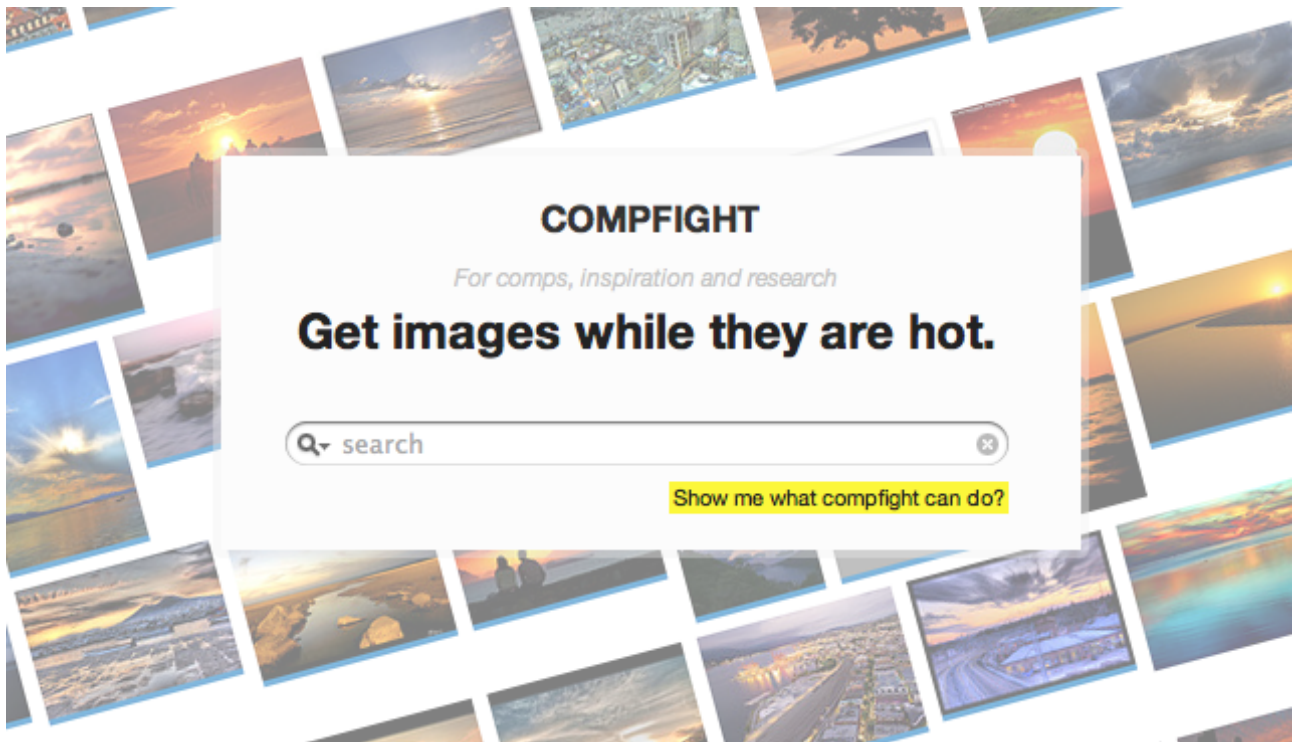


Social media marketing isn't all about sharing and tracking though. Just as important is the process of creating that sharable content.

Piktochart is a tool that is perfectly designed to meet this end. It's a very easy to use and free-to-try infographic creator that you can use to make professional looking, eye-catching infographics that will encourage lots of shares and likes.

7. Compfight

<http://compfight.com/>



You can spend hours trawling the web looking for creative commons images. Compfight though has you covered and is an excellent resource with tons of images on every topic. Just make sure you remember to include attribution.

As a tip, you can save yourself time by creating a folder on your own computer of images you might want to use later so you can add them as you come across.

8. Followerwonk

<https://followerwonk.com/>

The screenshot displays the Followerwonk website interface. At the top, there's a blue header with the 'followerwonk' logo and a 'SIGN IN WITH' button featuring a Twitter icon. Below the header, a navigation bar contains five tabs: 'Search Twitter Bios', 'Compare Users', 'Analyze Followers', 'Track Followers', and 'Sort followers'. The main content area has a light blue background with a search bar containing the text 'social media' and a 'Do it' button. To the right of the search bar, there's a text prompt: 'Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after. Login with Twitter and we'll overlay your follow status. Want precise tracking of new/lost followers?'. Below the search bar, it says 'Or, see example searches for lovers & haters, CEOs, SEO, social media, actors, journalists, NYC architects, vampires?, most followers, and oldest accounts.' The search results are displayed in a table format, showing 'Showing 1 - 25 of 162,827 results (order by relevance)'. The table has columns for 'influence', 'tweets', 'following', 'followers', and 'days old'. The first four results are visible: CNN (@CNN), HootSuite (@hootsuite), Tony Rocha (@RealTonyRocha), and Peter W Bruce (@PeterWBruce).

	influence	tweets	following	followers	days old
CNN @CNN Connecting you to breaking news, the biggest moments and interviews from CNN TV, and the stories and videos garnering attention on CNN.com and social media.	92	26,674	687	5,454,285	2,010
HootSuite @hootsuite Updates about the social media management tool which helps teams to securely engage audiences & measure results. See also: @HootSuite_Help @HootWatch & more.	85	2,521	891,388	3,251,518	1,379
Tony Rocha @RealTonyRocha Web Marketer, Radio & TV director, Social Media Consultant.	80	173,005	83	1,427,521	858
Peter W Bruce @PeterWBruce Major Brand / Celebrity Marketing Specialist. Founder of the Largest Social	85	2,181	9,706	1,208,584	304

Followerwonk is entirely free and provides tons of helpful tools for analyzing your Twitter followers and optimizing your account. You'll have to check it out yourself to see all of the helpful features on offer but one of the best examples is the 'time-of-day' charts which let you see when your followers are most active and most likely to see what you're tweeting.

This is very helpful as you can then use this information to inform your buffer account – ensuring that you are sending your tweets at the optimal time.

9. Social Rank

<https://www.socialrank.com/>



Social Rank will help you to identify your top 10 followers in terms of their value (how many people are following them), their engagement (how often they retweet or favorite your posts) and those who offer both these things combined.

This can be a very useful tool for using Twitter to network. At the same time, it can help you to build a relationship with your followers who are the most valuable to you – which in turn can help you to maximize the effectiveness of your subsequent tweeting. If you've ever read '1,000 True Fans' then you'll know just how important it is to get a few influential followers behind you.

10. LikeAlyzer

<http://likealyzer.com/>



If it sometimes feels as though your Facebook efforts are a wild stab in the dark, then LikeAlyzer can change all that for you. Not only is this fun to say but it's also incredibly helpful as it shows you which of your Facebook page posts are getting the most attention and then provides a list of recommendations. It also lets you compare your success to other pages in your industry or niche.

11. Fanpage Karma

<http://www.fanpagekarma.com/>



The screenshot shows the Fanpage Karma website. The header is dark blue with the logo 'fanpage karma' and navigation links: 'Features & Pricing', 'Facebook Ranking', 'Twitter Ranking', 'About', 'Blog', and 'Login'. There are also flags for UK and Spain. The main heading is 'Analyze and improve Facebook pages'. Below this, on the left, is a computer monitor displaying a line graph with a blue line showing an upward trend. The y-axis is labeled from 150,000 to 250,000. A red starburst graphic says 'FREE FOR ONE PAGE'. Below the graph, it says 'ALL your competitors analyzed'. To the right of the graph, the text reads: 'Analyze your fan page - and your competitors. Use smart reports and instant alerts. Monitor your success and increase your social reach every day.' Below this is a link 'Start your analysis now' with an orange arrow pointing to a green button labeled 'Get free insights'. A text input field below the link says 'Enter your fan page name or id'. At the bottom, it says 'See examples: Coca Cola, Barack Obama, Allianz'.

Similarly, Fanpage Karma provides yet more metrics for your Facebook page. These include growth, engagement and response time. You are then given an overall 'Karam' score based on these various stats.

12. Klout

<https://klout.com/home>



Klout is another one of those very well-known tools for social media marketers that you might have heard discussed on various blogs or podcasts. What it does is to collect a range of information from a single user's various social profiles in order to calculate their overall 'reach' which is then scored out of 100.

This allows you to track your own score and aim to increase it but additionally it can also let you know who you should be engaging with *and* illustrate your worth to others if you are offering to promote their products or services. You can charge a lot more for a testimonial if your Klout score is high.

13. Canva

<https://www.canva.com/>



Canva is a tool you can use to create beautiful, sharable graphics. It makes the process very quick and easy with a drag-and-drop interface and it also gives you access to a range of stock images. You can use it to create infographics but also banners and other images. You can try it for free but you'll need to pay for more advanced features.

14. Adobe Creative Cloud

<https://creative.adobe.com/>



While tools like Canva are very intuitive and quick to use, for full creative control you'll need something like Adobe Illustrator which will let you create beautiful images that don't lose their definition no matter how much you zoom in or out. With a Creative Cloud subscription you'll also get access to things like Photoshop and Premier – the latter of which can be used to create YouTube and Vine videos of professional quality. The only downside is that it's very expensive – so it's only really one for bigger companies or successful entrepreneurs.

15. Mention

<https://en.mention.com/>

The screenshot displays the Mention web application interface. On the left, a sidebar lists various social media and web sources with their respective mention counts. The main area shows a list of mentions, with the top one selected and expanded to show details. The expanded mention is from 'Editor' and discusses 'Business start-up advice for working mums' on a website. The right side of the interface shows a preview of the mentioned article, titled 'Business start-up advice for working mums', which includes a sub-header 'New Business Technology' and a brief description of the article's content.

Left Sidebar (Sources and Counts):

- MAILJET: 2,591
- TEXTMASTER: 578
- MUXI: 108
- SENDGRID: 1,063
- SOEURSWAZIERS: 115
- TWEETDECK: 190
- STEPREP: 202
- PETERCAM: 387
- ZENDESK: 2,239
- Mentions: 3,508
- Web: 537
- Facebook: 0
- Twitter: 2,387
- News: 90
- Blogs: 378
- Videos: 116
- Favorites: 0
- Trashed: 11
- Tasks: 4
- Users: 4

Monthly usage: 329 / 5,025 (28 days remaining, Increase quota)

Top Mention Details:

- Source:** Editor
- Date:** lundi 12 mars 2012 23:05:01
- URL:** <http://newbusinesstechnology.co.uk/2012/03/business-start-up-advice-working-mums/>
- Content:** Business start-up advice for working mums | New Business ... - Related Posts: Free helpdesk software for startups from Zendesk. Tags: startups. Posted 12 Mar

Article Preview: Business start-up advice for working mums

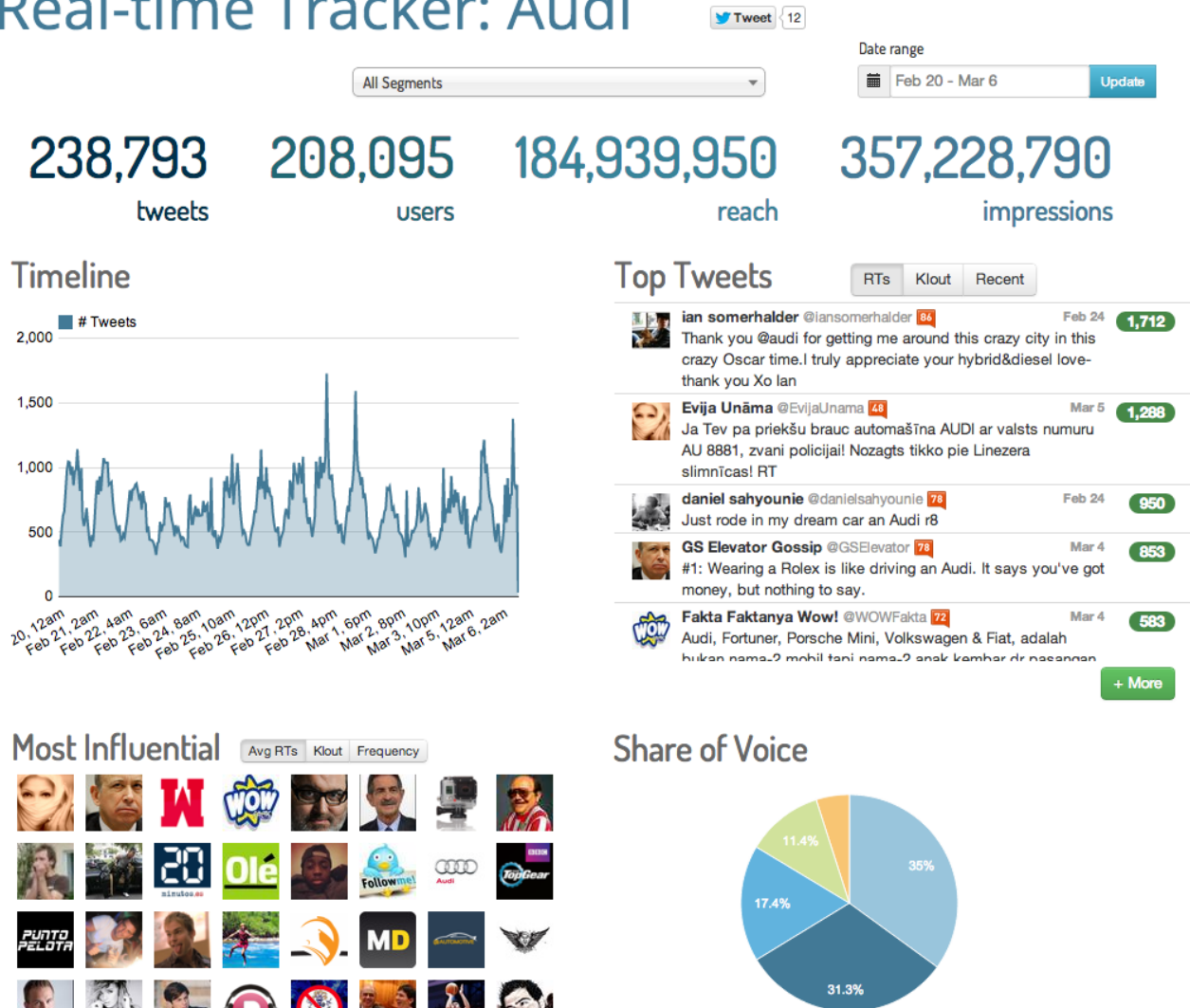
The article discusses the launch of a new section on the website 'workingmums.co.uk' dedicated to helping working parents launch their own businesses. It mentions a poll where 70% of visitors wanted more information about starting their own business or franchise. The article also highlights the 'Business Zone' which offers advice, business ideas, and interviews with mothers who have started their own companies. A quote from Gillian Nissim, founder of workingmums.co.uk, is included, along with a reference to a 2010 study by Yell Group and the London School of Economics.

Part of your job as a social media marketer is to be 'everywhere at once'. Mention is a tool that claims to 'go beyond Google Alerts' by making sure you are notified every time you or your business is mentioned anywhere on the web. That way you can make sure to respond to comments and to look after your digital reputation.

16. Keyhole

<http://keyhole.co/>

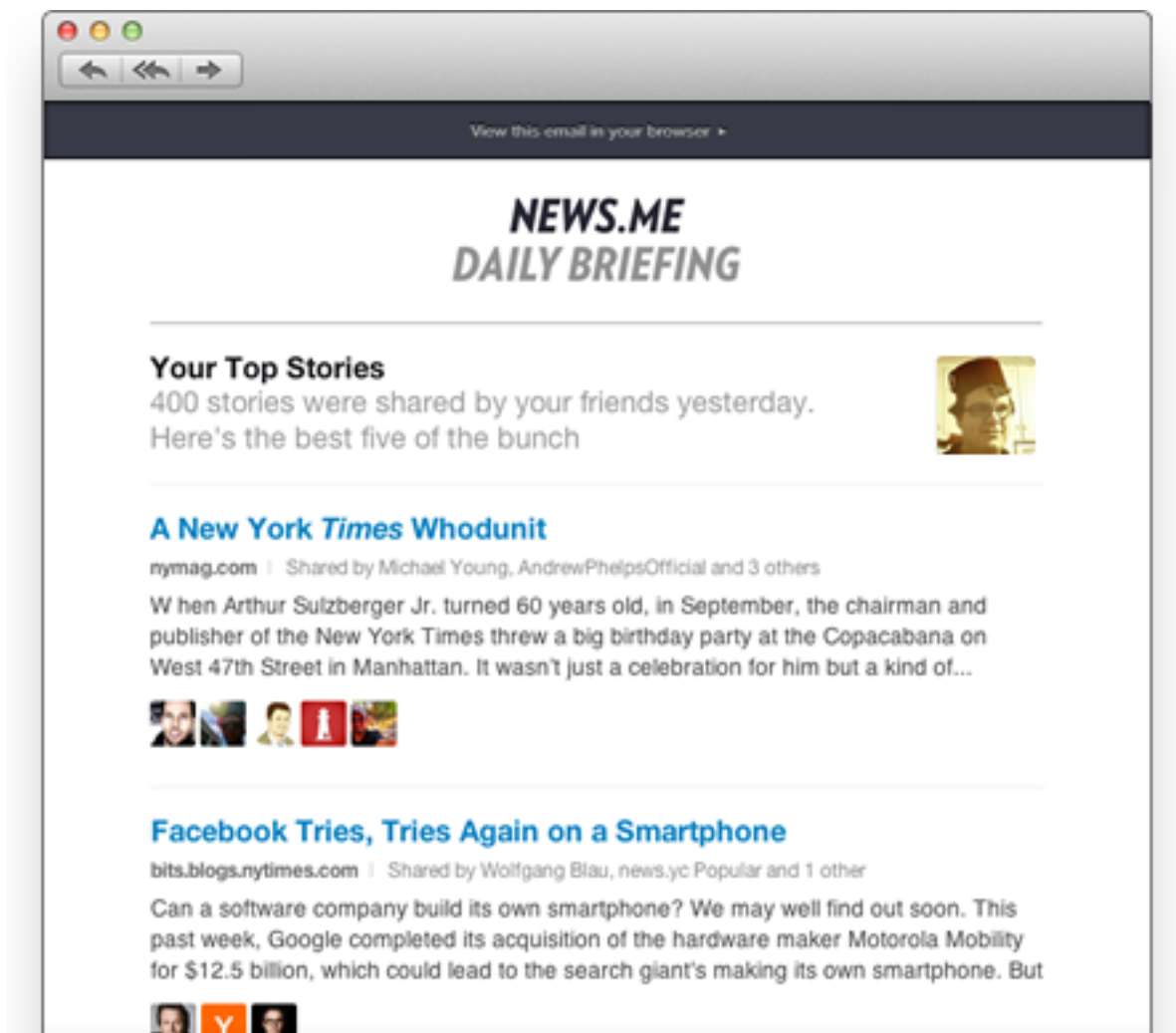
Real-time Tracker: Audi



If you're running a hashtag campaign on Twitter, Facebook or Instagram then Keyhole will help you to track it with a range of useful stats and graphs.

17. News.me

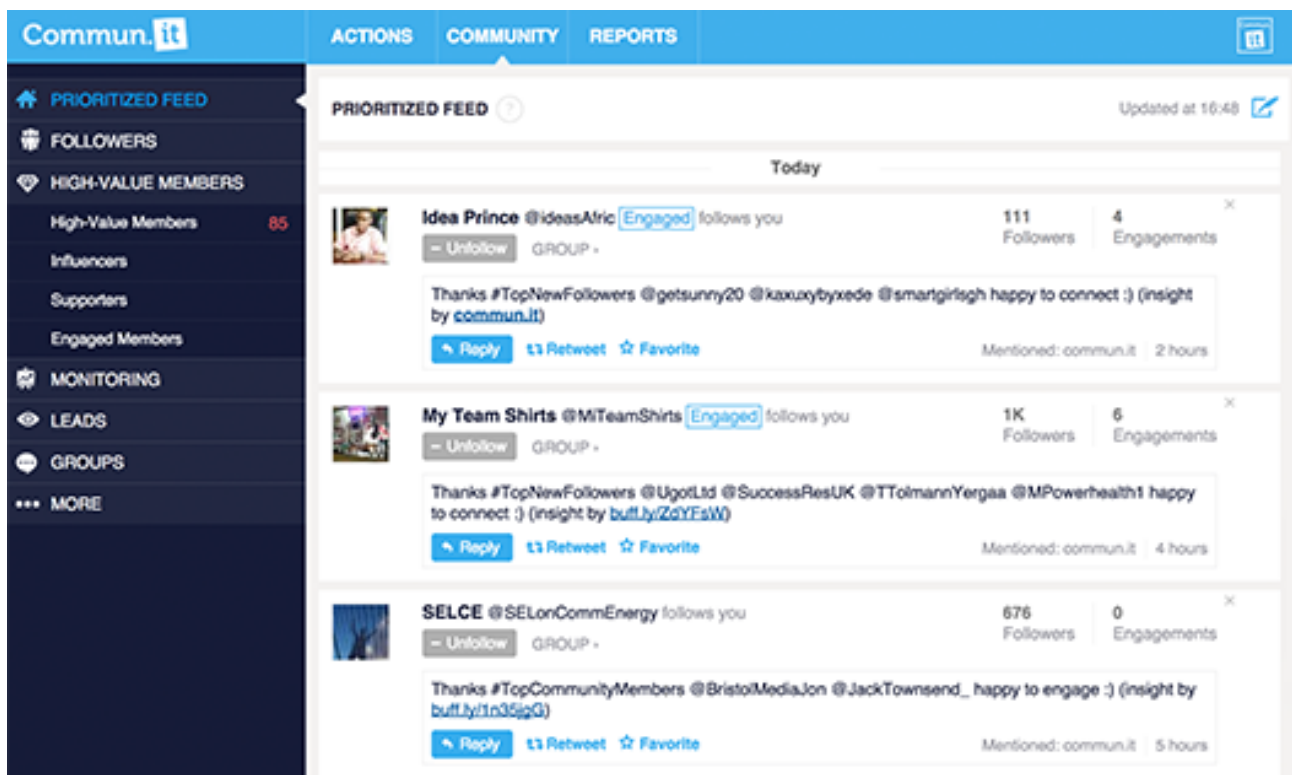
<http://www.news.me/>



Another tool that is useful for researching, News.me will show you the top five stories shared by your contacts on Facebook or Twitter.

18. Commun.it

<http://commun.it/>



Commun.it is useful for organizing and growing your list of followers and can be used for multiple accounts at once. It can also give you information regarding the most influential accounts in your niche telling you who you should be following. Remember, following someone is often one of the best ways to get followed *back*.

19. Twtrland

<http://twtrland.com/>



Twtrland can show you what's happening on your Twitter, Facebook or Instagram profile at any given time. Not only will you see how many followers you have across accounts but you'll also be able to see how many of them are online at that moment, where in the world they're from and more.

20. NeedTagger

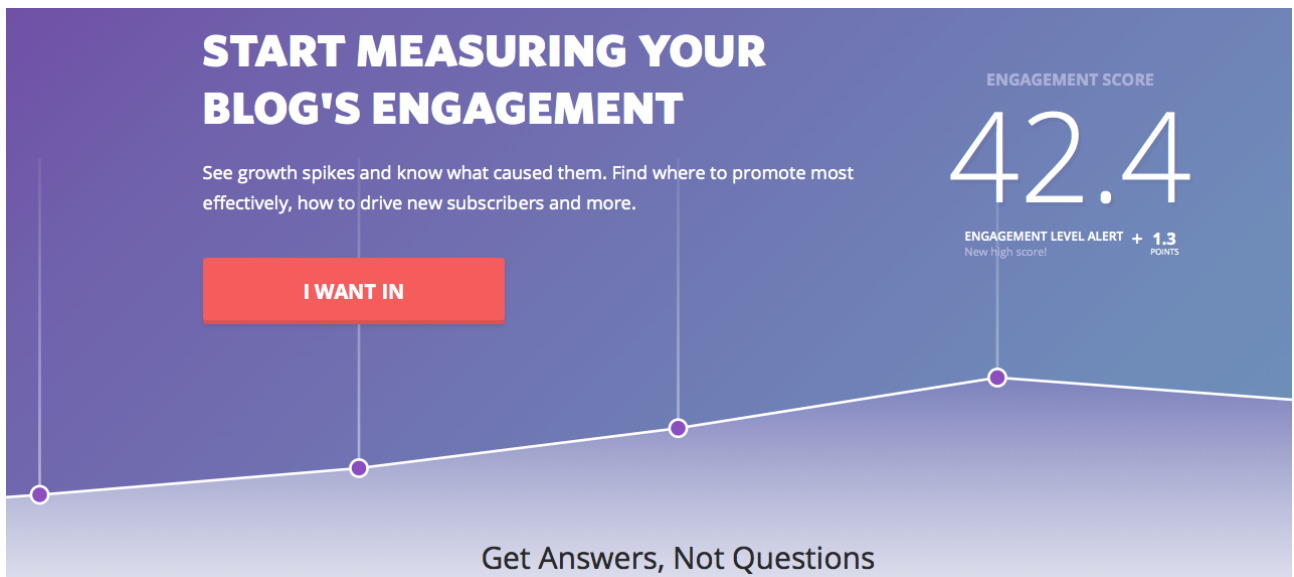
<http://www.needtagger.com/>



A useful one for finding new prospective customers: 'NeedTagger' uses filters to run a search looking for Twitter users who might be interested in your particular services or products.

21. Filament

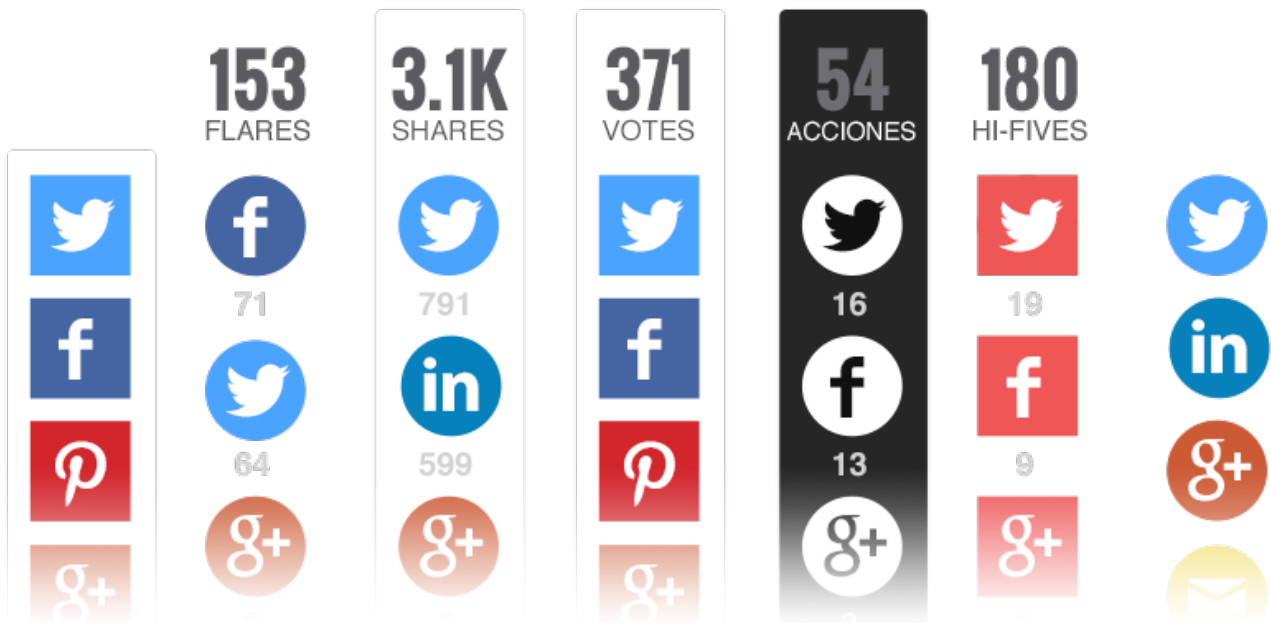
<http://filament.io/>



Filament allows you start measuring your blog's engagement. You'll be able to see growth spikes and know what caused them. Find where to promote most effectively, how to drive new subscribers and more.

22. Flare

<http://filament.io/flare>



There are lots of WordPress plugins that allow you to add social sharing buttons to your content. Flare gets the nod though for allowing a lot more control over precisely where you want to put those buttons. Literally drag and drop them anywhere on your site.

23. TF Social Share

<https://wordpress.org/plugins/twitter-facebook-google-plusone-share/>

General options

Auto Display: ☐ Enable Auto display of Social Share buttons at specified position

Code for Manual Display: `<?php if(function_exists('kc_add_social_share')) kc_add_social_share(); ?>`

Active share buttons: ☒ Facebook like ☒ Twitter ☒ Stumbleupon ☒ Google PlusOne
☒ LinkedIn

Show buttons in these pages: ☒ Single posts ☐ Pages ☒ Home page ☒ Tags
☒ Categories ☒ Author archives ☒ Search results ☒ Archives

Note: Left Floating is available only for single post and Static pages. By Default the bar will be displayed above the post.

Position:

Above the post

Above the post

Below the post

Above and Below the post

Left Side of the post

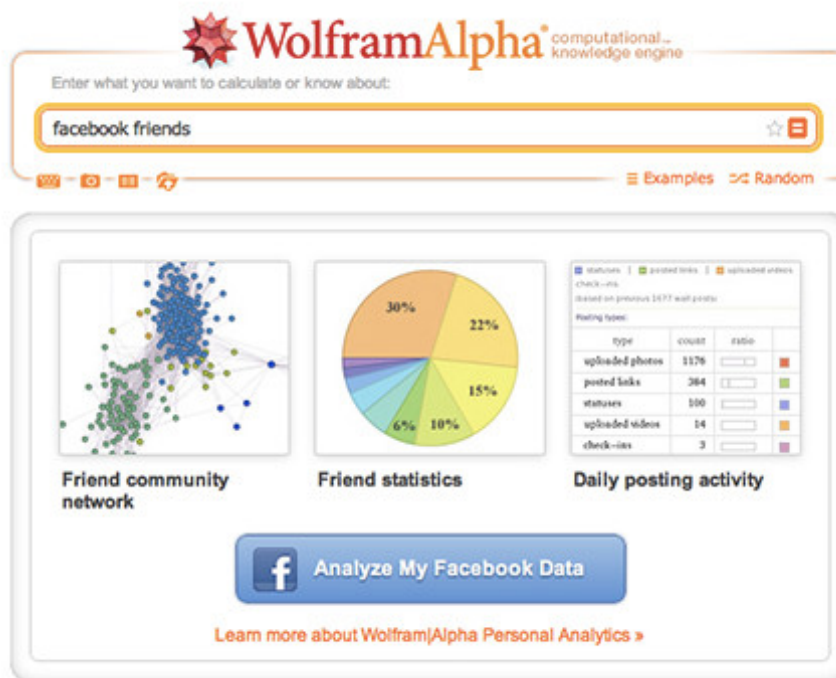
Border Style:

Show Background

This is a handy Wordpress plug-in that adds social like/share buttons on your posts and pages so your visitors can share your content with a click of a button.

24. Wolfram Alpha Facebook Report

<http://www.wolframalpha.com/facebook/>



Wolfram Alpha's knowledge engine includes a powerful tool for analyzing Facebook profiles. This can tell you everything from how much content you share to the relationship statuses of your contacts. This is for profiles rather than pages note but if you use your personal profile for marketing then this could be useful.

25. Rival IQ

<https://www.rivaliq.com/>



Rival IQ lets you track the social media efforts of your competition. You can that way see easily what they're up to on Facebook, Twitter, LinkedIn and Google+. It also provides some tools for spying on their SEO efforts. There's a 14 day free trial but you'll need to pay if you want to use it beyond that point.

26. Buzz Sumo

<http://buzzsumo.com/>

The screenshot displays the Buzzsumo Pro website interface. The top navigation bar includes links for Top Content, Influencers, Content Alerts, Reports, API, Help, Email Us, Blog, and Account. The left sidebar contains filters for content type (Article, Infographics, Guest Posts, Giveaways, Interviews, Videos) and date (24 Hours, Past Week, Past Month, Past 6 Months, Past Year). The main content area shows search results for 'content marketing'. The results are sorted by Total Shares and include columns for Facebook Shares, LinkedIn Shares, Twitter Shares, Pinterest Shares, Google+ Shares, and Total Shares. Three articles are listed:

Article Title	Source	Author	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
10 Words to Cut From Your Writing	entrepreneur.com	Shanna Mallon	29,750	3,058	7,039	542	729	41,118
The Ideal Length for All Online Content	blog.bufferapp.com	Kevan Lee	63	3,334	12,269	0	4,597	20,263
Writing Tips: How to Come Up With 50 Topic Ideas in 30 Minutes	entrepreneur.com	Neil Patel	11,525	1,142	2,025	146	522	15,360

Buzz Sumo lets you quickly find the most popular content for a given topic or website. This is very useful if you're looking for hot topics to tweet about or to respond to, or for places to comment for that matter!

27. Swayy

<http://www.swayy.co/>

The screenshot shows the Swayy dashboard for user Lior Degani. The interface is divided into several sections:

- Header:** Includes the Swayy logo, navigation links (About, Pricing, Blog, Help, Logout), and a 'Share Content' button.
- Left Sidebar:**
 - User Profile:** Lior Degani's Dashboard, Settings.
 - Your Accounts:** Lists connected accounts: Twitter (@liordegani), Facebook (Lior Degani), and LinkedIn (Lior Degani).
 - Add Another Dashboard:** A button to add more dashboards.
 - Invite:** A box to 'Invite up to 3 friends to Swayy's Beta'.
- Main Content Area:**
 - Your Trending Sources:** A list of sources like addicted2success.com, slideshare.net, dannybrown.me, leaderswest.com, and businessesgrow.com.
 - Topics matched for your Audience:** A grid of topic tags including Social Media, Facebook, Twitter, Google Plus, Content Marketing, Consumers, Google, Social Network, Brands, Startup, Case Studies, Fundraising, Social Media Marketing, Innovation, Web Apps, Lean Startup, YouTube, Research, Investments, Government, Target Audience, Website, Science, Space Exploration, and Revenue. An '+ Add Topic' button is at the bottom.
 - Suggested content for you to Share:** A carousel of three content cards:
 - Card 1:** 'Pin Notifications Make Pinterest Even More E-Commerce Friendly' (dated 08/02/2013).
 - Card 2:** 'Google Hangout: 'Best Marketing Advice You're Not Following' at 3PM ET' (dated last Thursday at 6:00 AM).
 - Card 3:** '7 simple apps to help everyone collaborate, gather and share photos from events' (dated Yesterday at 2:56 PM).

If you want to share interesting new content to your Twitter or Facebook network, then Swayy will help you to quickly find stories in your niche. Handy for keeping your page updated without having to keep generating new content of your own.

28. Zapier

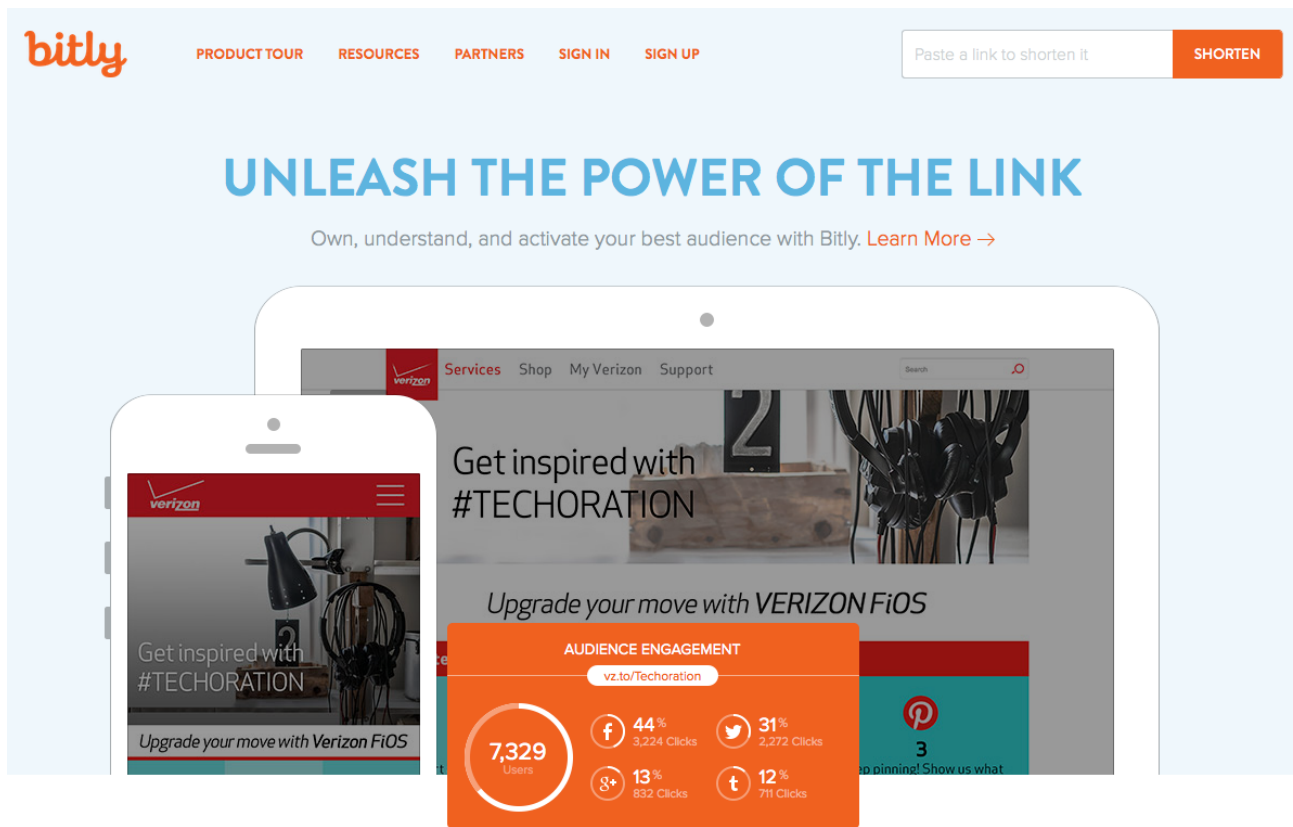
<https://zapier.com/>



Zapier is similar to IFTTT but offers more channels at the cost of no longer being free. You do get the first five recipes for free though and these will let you include services from MailChimp, Disqus and other tools you're probably using as an internet marketer.

29. Bitly

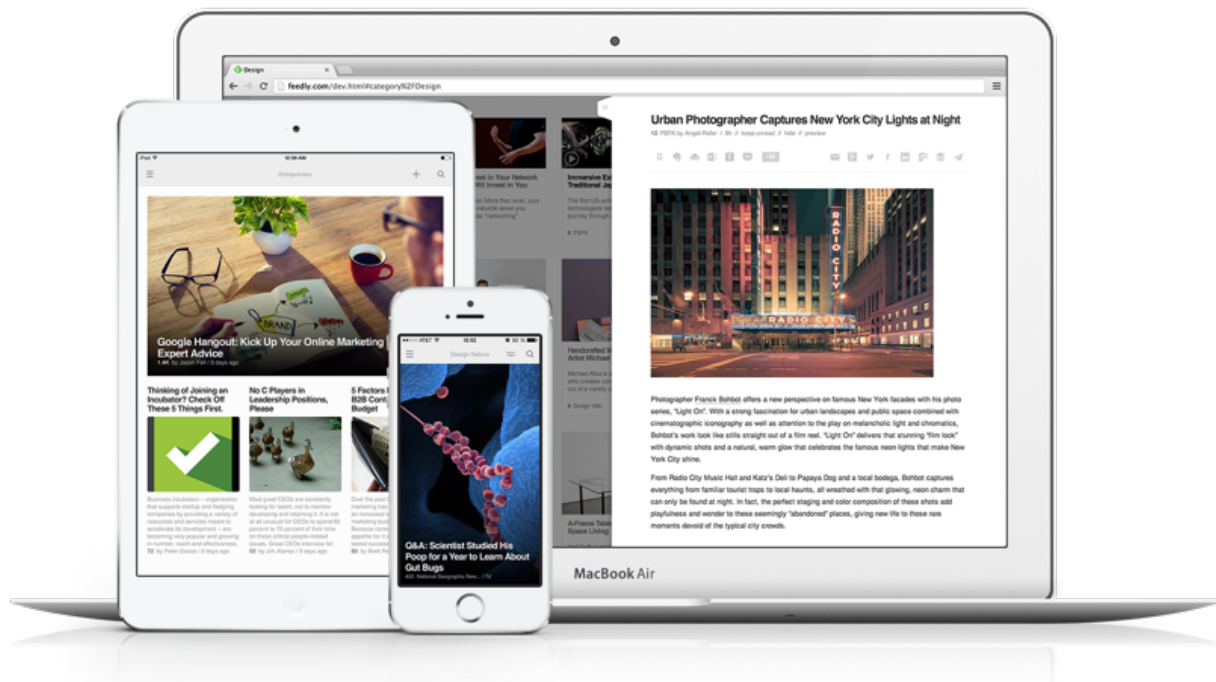
<https://bitly.com/>



One of the original and most popular URL shorteners. Handy for sharing links when you don't have much space, or for masking your URL if you should need to for whatever reason.

30. Feedly

<https://feedly.com>



Another great place for finding content to share, inspiration for new posts and more. Feedly works in the browser or as an app and lets you easily read feeds from multiple blogs in your niche. It also works with IFTTT which creates some interesting automated possibilities.

So there you go! Thirty different tools including apps, plugins, software and services that you can use to enhance your social media efforts.

Add any of these to your arsenal of social media marketing tools and experience more results in your business!