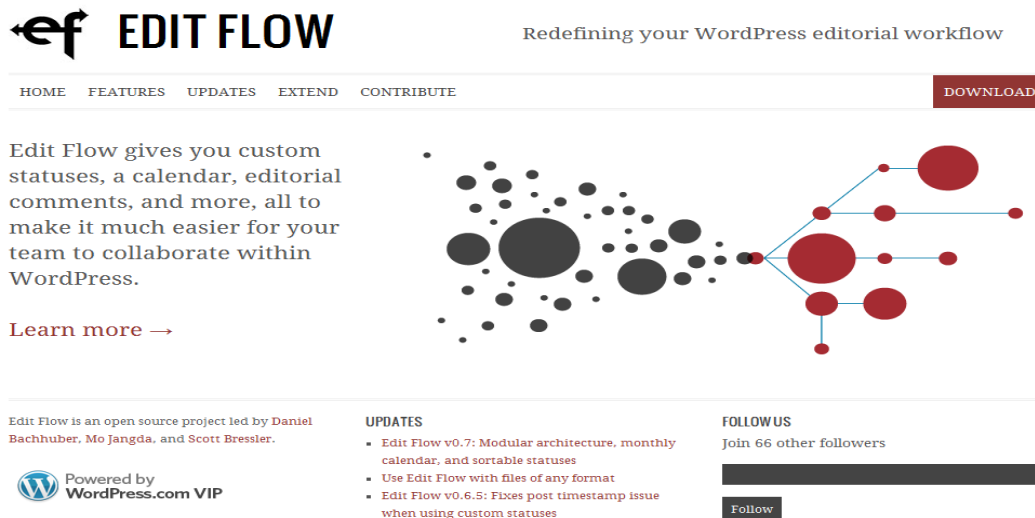


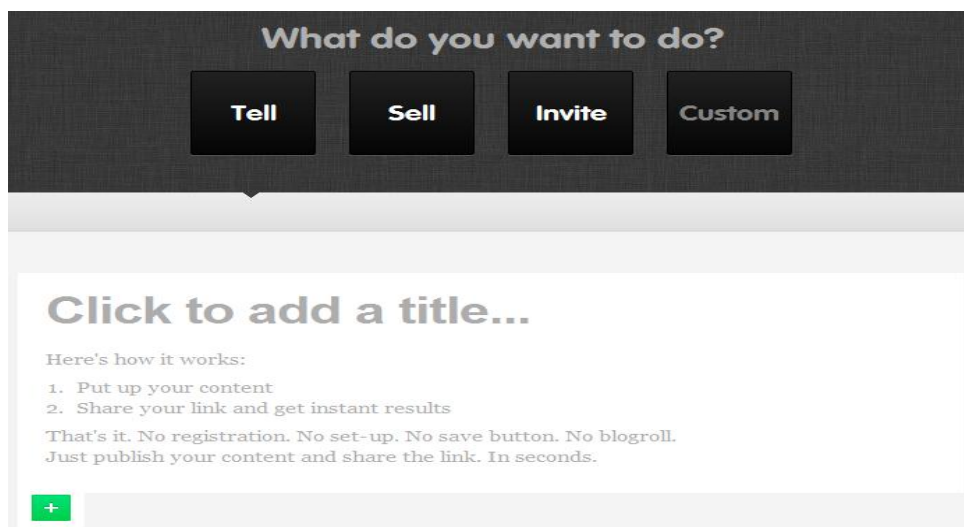
Module 8: Essential Tools For Social Media Managers



The screenshot shows the Edit Flow website. At the top is the logo 'ef EDIT FLOW' and the tagline 'Redefining your WordPress editorial workflow'. A navigation bar includes links for HOME, FEATURES, UPDATES, EXTEND, and CONTRIBUTE, with a prominent red 'DOWNLOAD' button on the right. The main content area on the left describes the plugin's features: custom statuses, a calendar, editorial comments, and more, aimed at making collaboration within WordPress easier. A 'Learn more' link with a right-pointing arrow is provided. To the right is a graphic of a network of black and red nodes connected by lines. Below this, three sections are visible: 'Edit Flow is an open source project led by Daniel Bachhuber, Mo Jangda, and Scott Bressler.' with the WordPress.com VIP logo; 'UPDATES' listing recent versions and their features; and 'FOLLOW US' with a follower count of 66 and a 'Follow' button.

1. EditFlow

Having EditFlow in your collection helps you manage your team effectively. You can take snapshots of your monthly content with the calendar feature. It boasts new and improved content status beyond Wordpress' default template and groups can help their writers organized by department or function. Business owners with websites who use multiple authors for their content should give EditFlow a try. It truly makes management easier and documented.



The screenshot shows the Checkthis.com website. At the top, a dark grey banner asks 'What do you want to do?' with four buttons: 'Tell', 'Sell', 'Invite', and 'Custom'. Below this is a white box with the heading 'Click to add a title...'. Underneath, it says 'Here's how it works:' followed by a two-step list: '1. Put up your content' and '2. Share your link and get instant results'. A paragraph follows: 'That's it. No registration. No set-up. No save button. No blogroll. Just publish your content and share the link. In seconds.' At the bottom left of the white box is a green square button with a white plus sign.


2. Checkthis.com

This website enables you to create a one-page website with minimal effort because it's so easy. No need to hire web designers and web developers who cost an arm and a leg HOURLY. Take a look at checkthis.com for your purposeful website needs.

A Smarter Way to Share.

Be awesome on social media. Easily add great articles, pictures and videos to your Buffer and we automatically share them for you through the day!

Sign in or Sign up!

 Sign In with Twitter

 Sign In with Facebook

 Sign In with LinkedIn

if you would rather create an account OR use your existing Bufferlog in details...

 Use Buffer Account

In Your Browser

Using the Buffer button and browser extensions for Chrome, Firefox and Safari share any page in seconds!



On Your Mobile

We have native apps for iPhone and Android that make sharing on the go super quick and easy.



Wherever You Read

We have integrations and compatibility with all of the major news reader apps - use Buffer from your favorite app.



3. Bufferapp.com

One of the most useful tools for social media managers is bufferapp. It works by scheduling your content and posts it on your Twitter or Facebook stream at regular intervals to prevent flooding. This is incredibly handy because no one wants an account that floods his or her news stream.


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Social Media Dashboard

The leading social media dashboard to manage and measure your social networks



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Hoot's Using HootSuite


"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."

- Pete Cashmore, CEO, Mashable

4. HootSuite

HootSuite is used to manage social media content for Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress profiles. It helps you to schedule messages, keep track of all the streams, and measure your performance.



5. TweetLevel

TweetLevel allows you to search for specific hashtags, helping you to compile insights on who to follow based on their conversations with other people. Upon finding someone to follow, TweetLevel allows you to measure his or her social influence on his or her followers. You can also use it to analyze the hype around certain topic to determine if it's something worth delving more into. This tool will help you monitor campaigns and determine where in the conversation the problem is, if any. It helps you gauge who to follow for his or her social influence.



6. Crowdboster

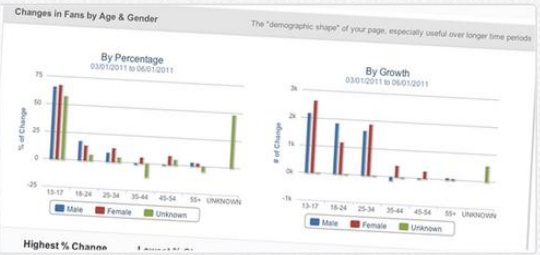
Crowdboster does wonders to manage social media activities on Facebook and Twitter. Not only does it auto-post content on both sites, it also tracks new fans and followers, provides statistics on how many times my status has been shared or retweeted. It shows who the most responsive fans are. Sometimes social media managers forget to answer posts because of the volume of messages they receive in a day. Crowdboster remind you to respond in a timely manner. Lastly, perhaps the most useful feature of Crowdboster is its ability to recommend the best time to post based on people engaged and number of shares and retweets.

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Better Facebook Analytics than you ever thought possible.

If you think Facebook Insights leaves something to be desired, you're not alone. Brands like YouTube and MTV use PageLever to measure how to drive:

- More Fans
- More Traffic
- More Comments
- More Newsfeed Impressions



4 of the top 10 Facebook Pages rely on PageLever

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7. Pagelever

This tool offers detailed analytics about your Facebook brand or business fanpage that goes over and beyond what Facebook Insights offer.

It's very affordable for what it does. If you want a clean look, with visually appealing charts that can be used in presentations, this is the tool for you. It easily integrates with changes Facebook makes such when the regular profile started changing to the timeline.

SOCIAL OOMPH Boost Your Productivity *"It's refreshing to hear and experiment in truth site management," dnd4U wrote.* [Login](#) or [Register](#)

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Track keywords — Empower yourself [more]	✓	✓
Extended Twitter profiles — Promote yourself [more]	✓	✓
Save and reuse drafts — Save hours of typing [more]	✓	✓
dld.bz URL shortening — Track your clicks [more]	✓	✓
View @Mentions & Retweets — Efficiency [more]	✓	✓
Purge your DM Inbox — Keep it tidy [more]	✓	✓
Purge your Twitter Tweets — Start over [more]	✓	✓
Secure Twitter access — No passwords [more]	✓	✓
Personal status feed — Your own tweet engine [more]	✓	✓
Respect StatusNet site limits — Be nice [more]	✓	✓
Unlimited accounts — No charge [more]	✓	✓

8. SocialOomph

Another tool that helps schedule tweets to be published is Social Oomph. No one wants a one person or account to flood the news feed. SocialOomph schedules your content to post at regular intervals. If you choose to, you can assign other individuals to help manage your twitter account using this tool.

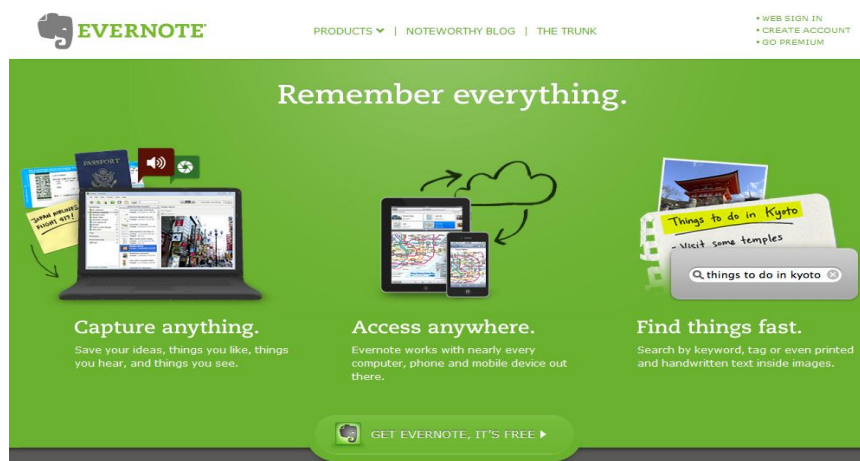


9. Zite

With the increasing numbers of smartphones such as the iPhone and the BlackBerry, as well as tablets such as the Galaxy and the iPad, Zite is a mobile app that helps our mobile devices stay active and connected in social networks.

This app is a “personalized magazine that gets smarter as you use it.” It allows you to gather content that is being shared in and by your community. It also integrates with your Google Reader account. With this, you can choose from numerous authors and media sites to build your personalized magazine. You can also plug in your social media profile credentials.

Another cool feature is that you can have more than one Zite profile. For those who have trouble managing accounts, this app can let you view content and share what is relevant to your networks. It lets you share on Twitter, Facebook, LinkedIn, Delicious, Instapaper and Evernote. These tools help you post on more than one site even while you’re on the go.



10. Evernote

Evernote is a cloud-based file-sharing app that is fast and reliable. With this app, you can create templates for future blog articles and save it to your iOS devices. It helps you create relevant elements within your blog articles to organize your writing like the subject, message, titles, examples, rationale, keywords, links, perspectives and so on. For people who like to organize the various components of blog entries into a logical sequence, this app is for you.

Overall, Evernote makes it so much easier to brainstorm when you're on the go because you can create a section of the article at a time. Your posts are synced to your computer and iOS devices so that you can continue working even if you switch devices or while on-the-go. All components of your article like the title, keywords, messages, are stored in Evernote.



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HubSpot's All-in-One Marketing Software

It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software gives you all the tools you need to make marketing that people will actually love - earning quality leads and loyal customers in return.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
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[Watch the video](#) to see how you can generate more leads with HubSpot software.

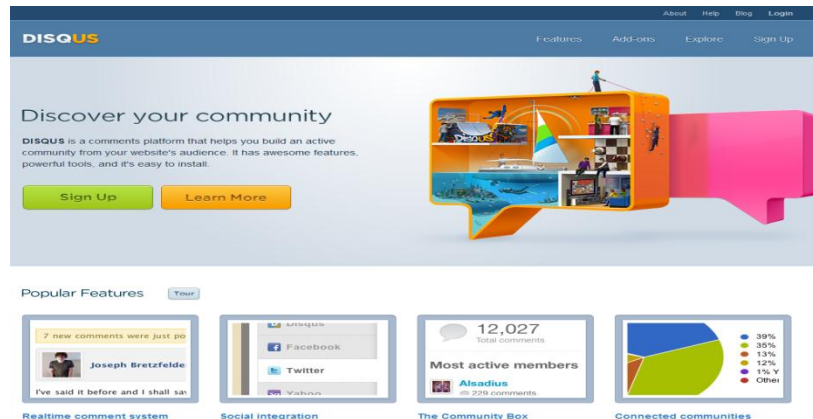
11. HubSpot

Hubspot is an all-in-one tool for businesses that are looking to generate more traffic, leads, and sales by making their online presence known. As a testament to this tool's potential, Google Ventures and Salesforce.com invested more than \$30 million in Hubspot because of its continued astounding growth in only a few short years.

This tool features a variety of components such as:

- A super-simple CMS (content management system) that enables “non-techies” to build and design their own site
- A blogging platform
- Lead-nurturing tools
- Lead-tracking tools
- Keyword and SEO tools
- Landing page creation
- And many other features

It's usefulness lies in its simple system such that newbies and novices can learn to use it as well as provide resources to train its users. 2012 seems to promise another huge leap for Hubspot.



12. Disqus

For blogs users, the Disqus comment plugin is one of the must-haves to generating multiple opinions from readers. You can comment with you OpenID, Facebook, Twitter, Yahoo, Google or Disqus account. Seeing as a blog is central to social media marketing, this helps encourage traffic from readers by letting them participate in the discussions without having an account with your blog host. With the comments enabled, this could increase the viral potential of your blog posts because comments are shared across networks such as Facebook and Twitter. Their comments track back to your site so that other people can join in on the conversation. The SEO benefits are huge as well.

SEO is boosted when engagement and commenting take place. Disqus helps a discussion longer because readers can like and/or dislike comments for more of an interaction. Disqus also lets you what members of your community are saying on other blogs. If you want to form real relationships with your readers, this is for you. It will help you expand your blog community. Disqus encourages the community to share by interacting with them even outside your blog network. Networking is key because this is what strengthens your bond with your readers and commenters.



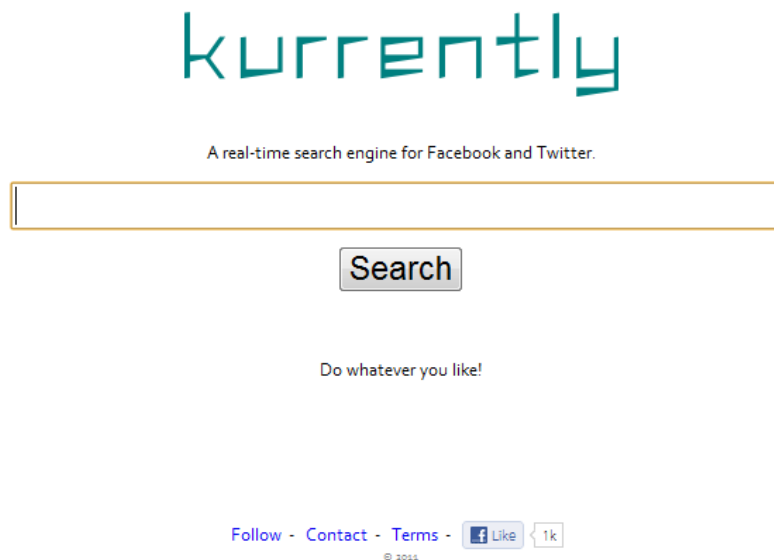
13. NutshellMail

One of the underrated social media tools is NutshellMail. It hasn't received much critical acclaim but it's a useful tool. It helps save time for people running small business as they have to keep up with almost every aspect of their business single-handedly. They're in charge of sales, marketing and a variety of other things. On top of that, they also have to deal with social media. NutshellMail sends you a message of your recent followers, comments on your posts and all your other updates as well as links so as soon as you wake up, you have an update ready to help you manage your time.



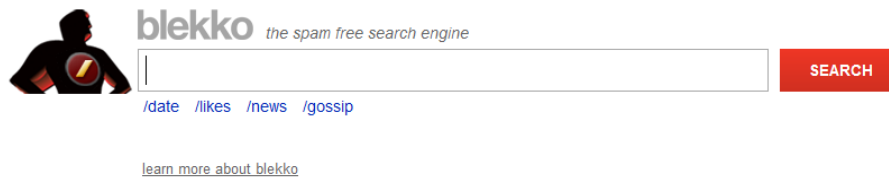
14. Socialbakers

Socialbakers offers paid Facebook statistics, as well as free statistics for Facebook and LinkedIn. It's a relatively inexpensive way of keeping track of where you are, how many comment on your posts and such.



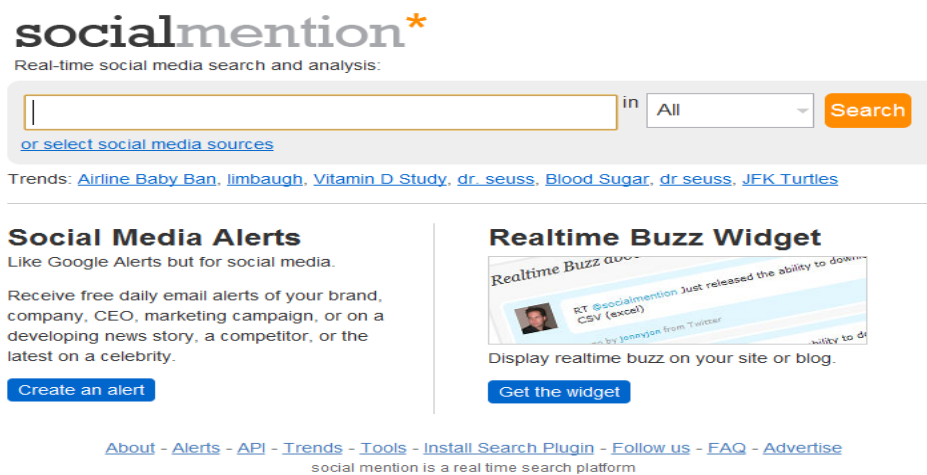
15. Kurrently

Kurrently helps you see what is currently being shared on social media. It's free, reliable and has a real-time search engine for Twitter and Facebook searches. It's also very easy-to-use and straightforward.



16. Blekko

With Blekko, you can select the websites you want to search through. “Slashtags” are used for URL,s friends, communities and you can “slash in” what you want to include in the search and “slash out” what you don’t want to include in the search. Blekko is essentially a tool that will help control and filter your search results thanks to “slashtags.”



17. Social Mention

Social mention makes social awareness a lot easier as a social media goal. This useful tool allows you to set up social media alerts so that you can measure awareness for certain keywords. It compiles user-generated content into a single pool of information.



18. Klout

Klout also measures awareness on Facebook and Twitter by graphing your score results. It’s another easy, simple, easy-to-use tool for social media managers.



19. PostRank Analytics

PostRank Analytics measures results in improving loyalty as a social media goal. It is marked as one of the favorites of social media marketers.



20. ReFollow

On Twitter, it's not so much the number but the people you follow or who follows you. ReFollow makes sure they continue to follow but notifying you if anyone unfollows you or follows you. It allows you to lock in to valuable followers you've connected with.

Another feature of ReFollow is a filtering search on Twitter for uncovering insights such as the things you have in common with followers. It will help connect with followers the user has had no interaction with. A simple message to that follower can build a great business relationship. For social media managers looking for a decent list of like-minded people, ReFollow is a helpful tool. It focuses on quality over quantity.

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Find the influencers who matter most to you



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**Tapping Into the Value of
Influencer Data**

Traackr was one of the very early
market-makers in the influencer
space and, yet, we...[\[Read more\]](#)

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[LipmanHearne](#) [@attitudesigns](#)
We're always checking out
our @traackr...also looking
into @traackr these days.

WHAT CLIENTS SAY ABOUT US

**"Traackr makes the
process of finding,
ranking and
tracking influencers
so simple!"**
Adam Turinas
Global Director, Emanate PR

21. Traackr

One way to find people who are influential in your community is to use Traackr. It allow you to pinpoint who in your industry has influence on your business and clients. It shows how social media leaders are contributing to your content. Traackr's unique intelligence helps you build engagement strategies and see the results of those campaigns.

22. SocMetrics

This web-based tool helps you to understand people and interact with them and their bearing on your campaign. The "Competitive Influence" feature lets you narrow your search into keywords so you can see who is or is not influential in your space. This tool can help you build a name for your brand and help you increase sales.