

DIY YOUR SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

There are many useful tools that can help you create, organize, and schedule your social media. Here are a few that will save you time and help you with the creative side of creating social content:

- Canva is a great program to help you create graphics for your social media. It has free templates for you to use. You can upload your own pictures and logo to brand your graphics. The paid version has more capabilities including uploading special fonts, collaboration tools, and setting up your brand colors. As a bonus, you can post directly to Facebook, LinkedIn, Twitter, and more.
- Trello can help you organize your social media content. You can upload your graphics and pictures. If you are working with employees or consultants, you can create checklists and due dates. You

can also use Trello to keep track of content ideas.

- Google Tools is another great place to organize your ideas and plan your content calendar.

There are also sites that will batch schedule social media to different platforms for you. This allows you to schedule your social for the month at once across several platforms.

- Hootsuite allows scheduling to Facebook, Instagram, Twitter, and LinkedIn.
- Planoly will help you plan and schedule to Instagram and Pinterest.
- Facebook Creator studio posts to Facebook Instagram, and IGTV.

Every business is different, so evaluate these tools according to your own needs. If you want extra help, I offer Social Media Coaching to help businesses create a plan that works. Head on over to my website at www.MintzerSolutions.com for more information and to schedule an appointment.

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