

# SOCIAL MEDIA AUTHORITY



**RESOURCE CHEAT SHEET**

To help you further, here are some top resources and guides that we've gathered.

# General Social Media Marketing Resources

## Social Media Examiner

[www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

Social Media Examiner is the number one social media marketing blog where you can find lots of experts sharing their tips and experience.

## HootSuite

[www.hootsuite.com](http://www.hootsuite.com)

HootSuite allows you to automate and sync various different social media accounts from a single dashboard meaning that you have one place you need to check and post instead of 50...

## Shareaholic

[www.shareaholic.com](http://www.shareaholic.com)

Shareaholic is a 'content amplification' tool that makes it easy for people to share your site content across a number of different sites.

## IFTTT

[www.ifttt.com](http://www.ifttt.com)

IFTTT stands for 'If This, Then That' and allows you to create recipes that enable an event on one social media account (or web app) to trigger an event on another.

## **Buffer**

[www.bufferapp.com](http://www.bufferapp.com)

Buffer is a post scheduling tool that works with Twitter, Facebook, Google+ and LinkedIn.

# **Facebook Resources**

## **The Official Facebook Blog**

<https://blog.facebook.com/>

If you're looking to get the latest and most up-to-date news on Facebook then you might as well get it from the 'horse's mouth' as it were.

## **Buzzsumo**

[www.buzzsumo.com](http://www.buzzsumo.com)

If you're looking for inspiration for what kind of content to share on Facebook, then Buzzsumo can help by showing you the most popular content in terms of shares.

## **LikeAlyzer**

<http://likealyzer.com/>

LikeAlyzer is a tool that helps you to analyze your Facebook content to see what's working as well as to measure the effectiveness of your page against other uses.

### **Moz 'Driving Traffic from Facebook'**

<http://moz.com/blog/driving-traffic-from-facebook-whiteboard-friday>

A very in-depth recent post on how to do Facebook marketing properly and how much traffic to expect from Facebook. A good up-to-date overview.

Fanpage Karma – [www.fanpagekarma.com](http://www.fanpagekarma.com)

Fanpage Karma is a tool that gives you even more metrics for Facebook pages including growth, engagement and response time.

## **Twitter Resources**

### **Tweetdeck**

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

Tweetdeck is excellent for helping you stay up-to-date with your followers and the topics that matter to you. Instead of spending a long time looking around Twitter or relying on the main feed, you can use Tweetdeck to see tweets from specific users, with specific hashtags and more at a glance.

### **Social Rank**

[www.socialrank.com](http://www.socialrank.com)

Not all Twitter followers are made equal. With Social Rank you can see which of your followers is most 'valuable' in terms of their engagement with your posts and in terms of the number of followers that they have.

### **SocialBro**

[www.socialbro.com](http://www.socialbro.com)

SocialBro is a 'Twitter management tool' giving you access to tons of analytics and information about individual posts and followers.

### **Twitter Blog**

<https://blog.twitter.com/>

Twitter also has its own official blog if you want to get the most accurate information ahead of the pack.

### **Followerwonk**

<https://followerwonk.com>

Followerwonk gives you tons of useful information regarding your followers which includes such things as the time of day that they're most active.

# LinkedIn Resources

## LinkedIn Blog

<http://blog.linkedin.com>

The official blog for LinkedIn.

## LinkedIn Marketing Solutions

<http://marketing.linkedin.com/blog/>

A separate blog for LinkedIn's 'marketing solutions'. If you're thinking of doing paid B2B advertising on the network then this is a useful resource.

## LinkedIn Pulse

<https://www.linkedin.com/today/>

Pulse is a place on LinkedIn where users can share content to promote their site. There's lots of useful stuff to read here but it's also a valuable platform for marketing.

## FiveHundredPlus

<https://www.linkedin.com/today/>

If you're interested in using LinkedIn for networking, then FiveHundredPlus may be a useful tool. This site gives you reminders to contact specific contacts so that you don't lose touch and allows you to organize those contacts by various metrics.

## Rapportive

<http://www.razorsocial.com/linkedin-tools/>

Rapportive is a plugin that you use alongside Gmail so that when you get contacted by a new person you can see a little information about them from LinkedIn. This also makes it easy to connect with them and thus expand your reach.

## Google+ Resources

### Vlogg

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

The obtusely named 'Vlogg' is a blog for Google+ news, updates and how-tos.

### Rival IQ

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

Rival IQ allows you to see the social media efforts of your competitors and is particularly useful for checking up on their Google+ activities.

### Google+ Best Practices

<http://moz.com/beginners-guide-to-social-media/google-plus>

A useful and in-depth guide from the ever-reliable Moz.

### Google Toolbar

<http://www.google.com/+/learnmore/better/toolbar/>

Among other things, the Google toolbar makes it very easy for you to share content you find and appreciate on the web and to see what your G+ contacts are sharing.

## **CircleCount**

<http://www.circlecount.com>

CircleCount allows you to find circles, communities and popular pages on Google+.

# **YouTube Resources**

## **The Official YouTube Blog**

<http://youtube-global.blogspot.com>

A good spot for news as well as advice.

## **Creators Blog**

<http://youtubecreator.blogspot.com>

Another official blog from YouTube focusing on its partners and creators.

## **Creative Cloud**

<http://www.adobe.com/creativecloud.html>

Adobe's Creative Cloud suite is not cheap by any means but if you're going to create truly high quality, professional videos then you really will need Premier and After Effects at least.

## **Shawn Barry Creative**

[https://www.youtube.com/channel/UCZ83dgNeSbm3k6tvu7\\_7rGw](https://www.youtube.com/channel/UCZ83dgNeSbm3k6tvu7_7rGw)

Shawn Barry is a web designer who provides some truly excellent advice that makes complex topics understandable and interesting.



## **YouTube Tools**

<http://www.youtube.com/yt/creators/tools.html>

YouTube actually provides a ton of great free tools itself.

# **Instagram Resources**

## **Instagram Blog**

<http://blog.instagram.com/>

Of course Instagram also has its own official blog for staying up to date with the platform.

## **Compfight**

[www.compfight.com](http://www.compfight.com)

Compfight is a tool that makes it easy to find creative commons images to use that only require you give credit.

## **Creative Bloq**

<http://www.creativebloq.com/tag/Photography>

Creative Bloq (that's not a typo) is a site that provides tons of information and advice for photographers.

## **Pixlr**

<https://pixlr.com/>

Pixlr is a great piece of photo editing software that can help you get even more from your photos before you stick them on the site.

## **TOTEMS**

<http://totems.co/>

TOTEMS gives you in depth analytics for your Instagram efforts as well as helping you find influential users in your niche.

# **Pinterest Resources**

## **The Pin Post**

<http://blog.pinterest.com/>

The official blog for Pinterest.

## **Top Group Boards**

<https://pinterest.com/topgroupboards/>

This page will help you find the top Pinterest group boards at any given time. Useful for getting inspiration and seeing what works.

## **PicMonkey**

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

Web based photo editing tool for all your images. Great tool for editing before publishing your images on Pinterest.

## **PinAlerts**

<http://pinalerts.com>

Get instant alerts whenever someone pins an image from your website. Tell those who pinned your website content “Thanks”. Determine the frequency of your alerts.

### **Pin Search**

<https://chrome.google.com/webstore/detail/okiaciimfpgbpdhndllhdkicpmdoakm>

A Chrome extension that lets you quickly and easily find more photos in your niche to share.