

irmingham
logging
<a>cademy

Public Relations Council of Alabama – West Alabama chapter
The Absolutely Essential Social Media Tools

April 28, 2016

Scheduling

Buffer: <http://buffer.com>

Hootsuite: <http://hootsuite.com>

Socialoomph: <http://socialoomph.com>

Slides: <http://itswa.de/prca-wa>

E-mail: wade@wadekwon.com

Twitter: @WadeOnTweets
<http://twitter.com/wadeontweets>

Web: <http://yallconnect.com>



A digital
marketing
conference

<http://yallconnect.com>
Aug. 11, 2017 · Birmingham



American Marketing Association – Birmingham chapter The Absolutely Essential Social Media Tools

Resources

Google Sheets: <https://www.google.com/sheets/about/>

Free online spreadsheets. Create editorial calendars and metrics reports. Collaborate with team members. All you need is a free Google account.

Tweetreach: <https://tweetreach.com/>

Hashtracking: <https://www.hashtracking.com/>

Compile searches around hashtags into reports complete with metrics and chat transcript.

Google Analytics: <http://www.google.com/analytics/>

Dig deep into the numbers that determine traffic on your site, including referrals from social media.

Learn how to use Analytics with Google's free training:

<https://analyticsacademy.withgoogle.com/>

IFTTT: <https://ifttt.com/>

Advanced: Create automated "recipes" that connect your social media accounts to each other, to your blog, to Google Sheets and more.

EBOOK

My free ebook, "The Absolutely Essential Social Media Tools," will have more recommendations for apps, software and sites that help manage networks and free up your time for more pressing matters.

It will be available in a few months, so sign up for the Y'all Connect newsletter to be notified when it's available for download: http://itswa.de/yc_news