

FREE & LOW-COST SOCIAL MEDIA MANAGEMENT TOOLS

Social Media Management

Social media management tools allow you to draft and schedule social media posts ahead of time in order to save time. Hootsuite & Buffer are both more advanced, providing an auto-schedule feature so that posts go out at an optimal time.



1. Hootsuite
2. Buffer
3. Facebook Post Scheduler (located within your Facebook fan page)
4. Facebook Pages Manager (Mobile app available on iPhone, iPad, Android)
5. Tweetdeck

Social Media Analytics & Reporting

Analytics and reporting tools allow you to easily track social media activity and progress over time. Some tools are native to their platforms, like Facebook Insights and Twitter Analytics, while some are third-party tools like Simply Measured and Social Bakers. In addition to being able to report on your own social media activity, many of these tools allow you to monitor similar organizations within your industry and competition.

1. Facebook Insights
2. Twitter Analytics
3. Twitter Counter
4. YouTube Insights
5. Pinterest Analytics
6. Statigram (for Instagram)
7. Wildfire Social Media Monitor
8. Simply Measured
9. Social Bakers

Social Media Conversation Monitoring

Conversation monitoring tools help track and monitor what people are saying about your organization and related topics, as well as the impact of marketing, press, and branding efforts. They can also be used as a way to measure demand for a new show or exhibit you might be considering.

1. Topsy
2. Social Mention
3. Twitter Search
4. Google Alerts

Promotion & Contest Management

These tools allow you to easily design and set-up promotions and contests seamlessly within your social media channels. Some of their options include polls, video upload contests, photo caption contests, and more. All of them offer a free option and/or trial, and the paid premium offerings are affordable.

1. Offerpop
2. Pagemodo
3. Tabsite
4. Antavo Viral Promotions

Content Curation & Organization Tools

These tools help with the organizing and curating of content. With Evernote and Instapaper, you can quickly and easily save content for later, similar to bookmarking, but more advanced. With Feedly and Flipboard, you can discover content that is relevant to your organization (like Google Reader). And with Storify, you can “collect” social media posts to create your own stories. For example, if you had an event with a lot of social media conversation, you could use Storify to organize and share the best posts as a cohesive story, serving as a recap.

1. Evernote
2. Instapaper
3. Feedly
4. Flipboard
5. Storify