

## Resources to support social media users

### Photo Skills:

- YouTube Series (iPhoneography by Adorama) focuses on the iPhone's camera:

[https://www.youtube.com/playlist?list=PLwm6LvGc5xq2F4XY7mRBR0MghgR1\\_yPdH](https://www.youtube.com/playlist?list=PLwm6LvGc5xq2F4XY7mRBR0MghgR1_yPdH)

### Photo Editing Apps:

- Canva – Lots of formatting & cropping features. Useful for overlaying text.
- Snapseed – My favorite – Ability to edit, crop, filter, etc. I like it for portraits.
- Ripl – Useful for text overlay and creating mini animations

### Scheduling Tools:

- Hootsuite – manage multiple platforms and accounts in one place. Great for collaboration. Advanced analytics. \$19.99 / mo.
- PromoRepublic – No Instagram. \$15/mo. Scheduling tools and analytics AND they have created content and templates that you can use as well as ideas
- PostPlanner – maybe be better option as is only \$3/mo. Downside: Not as many users allowed & only good for FB & Twitter
- SmartSheet – They offer free downloadable calendar templates to use to outline strategies & to schedule (on paper, not in reality) posts. This is super important tool to use to form your campaign strategies.  
(<https://www.smartsheet.com/social-media-templates>)

### Resources to learn more & stay up to date:

- SproutSocial.com – they have a 'resources' page with lots of trainings & information
- HootSuite.com – They also have a great 'resources' page
- CopyBlogger.com – blog to learn more about writing good copy
- DesignSchool.canva.com – Canva's learning site to create engaging visuals & content

### Hashtags:

- Tagboard.com – All platforms
- Hashtagify.me – Twitter
- Keyhole.co

### Banned #'s on Instagram:

**#dogsofinstagram #boho #costumes #tanlines #humpday #tgif #brain  
#saltwater #petitie #curvy #singlelife #thebaligroom #elevator  
#astreetphoto #books #meme  
#newyears #todayimwearing #snapchat #skype #sallyhansen #shesquats  
#pushups #easter #curvy #kindredparents #dedicationstudio #hairychest  
#ineedhelplol**