

Social Networks



Facebook



Instagram



Twitter



Google+



Pinterest



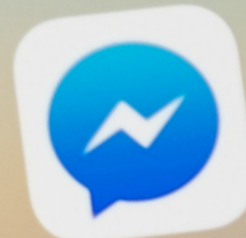
Tumblr



LinkedIn



WhatsApp



Messenger

Social Media Tools and Tips



Local
Enterprise
Office

Waterford



Waterford
in your pocket

Social Media Tips

There are so many tips and apps out there that you can use to enhance your presence on Social Media and we're going to give you our top apps to help you to make the most of your Social Media.

Stock Photos and Videos

We are often looking for photos to use on social media and while it's always a great idea to take your own photos sometimes this is not possible. If you are looking for royalty and licence free and free to use stock photos or videos then you can use pixabay. You can access at www.pixabay.com



Graphic Design

Now that you have your photos and videos you will want to add text or add content.

Canva is probably the best graphic design tool that is around at the moment. There is a free and a paid version.

The free version is brilliant to start off with and you may find that it is all that you will need.

Access Canva at www.canva.com



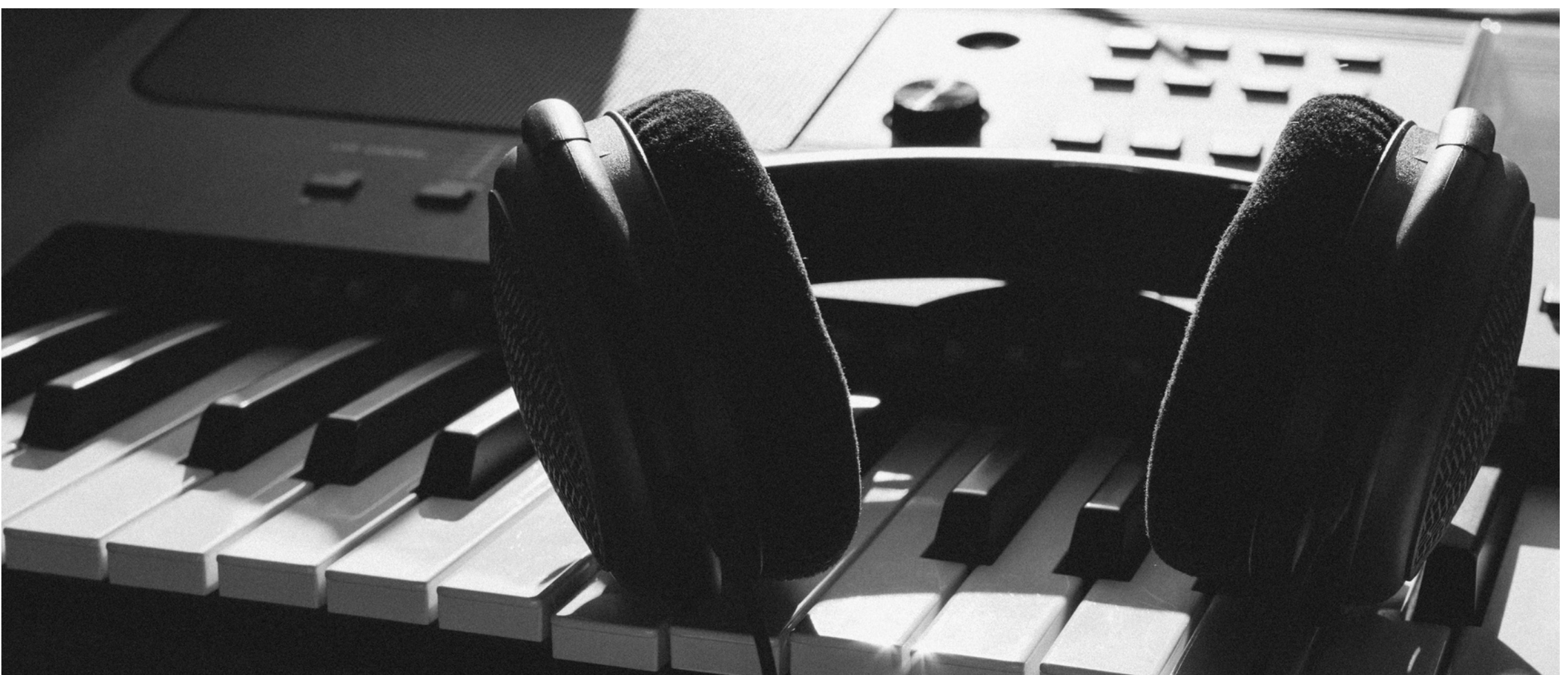
Free Music

If you are making a video or even a photo collage then you might want to add music.

Pixabay also has a great video library which also includes sound effects. Access at www.pixabay.com

Facebook Creator Studio also offers a 'Sound Library' where you can download free music.

Access the Creator Studio through your Facebook Business Page.



Meme Generator

Mememes are always popular as they provide a little light hearted fun. But they can also be used to promote your business, service or product.

One of the easiest tools to use is Meme Generator which you can access at <https://imgflip.com/memegenerator>

Or simply Google Meme Generator.



Blogging

It's often hard to come up with ideas on what you should be blogging about and a great tool to use is Answer The Public.

There are lots of other web tools out there that will help you come up with some topics.

You can access Answer the Public at the following link <https://answerthepublic.com/>



Add Links to your Social Media

When you look at a bio in Instagram or Twitter you don't want to have to many links there and so a great tool is Linktree which lets audiences connect to all of your content with just one link. "A Linktree not only points followers in the direction of your choosing — to your other social profiles, eCommerce store, or content you want to share — but it helps hold followers within your online ecosystem for longer. It allows users to share more, sell more, curate more and grow more".

Access Linktree at <https://linktr.ee/>



Shorten your URLs

Sometimes when you are limited to the amount of characters that you can use and you want to share a URL then it's a great idea to shorten the URL.

What Bitly does is it takes longer URLs (which can be over a hundred characters long) and transform them into manageable links that almost never exceed 20 characters and so saving space.

You can access Bitly at <https://bitly.com/>

(once you enter Bitly scroll down and you will see a space to enter the URL you want to shorten).

The Bitly logo is rendered in a bold, rounded, orange-red script font. The letters are thick and have a playful, rounded appearance. The 'b' is particularly large and rounded, and the 'y' has a long, curved tail that loops back under the 'g'.

What is your Website Ranking?

Have you ever wondered how many hits your competitors' websites are getting?

Well you can check it out using a website called Similar Web. It's a great way to compare your reach against others.

You can access Similar Web at <https://www.similarweb.com>



Tweetdeck

If you are an active Twitter user then take a look at TweetDeck.

This tool allows you to really see what's going on, on what is a very busy platform making the time you spend researching and engaging on the platform much more efficient.

You can access Tweetdeck at <https://tweetdeck.twitter.com/>



TweetDeck

Hashtag #Research

While it's often easy to see what hashtags are trending on Twitter it's not always easy to see what hastags are trending all over the world.

So to find out what's trending and to start using those hastags in your content check out <https://www.hashtags.org/>

The screenshot displays the homepage of #hashtags.org, which is dedicated to organizing the world's hashtags. The site features a search bar at the top for finding specific hashtags, along with navigation links for Analytics, Articles, Dictionary, Support, and Profile. The main heading is "Hashtag Analytics for your Brand, Business, Product, Service, Event or Blog".

Key sections include:

- Featured Article:** "Breaking information on the #breaking hashtag" with a "Read More Articles" button.
- Trending Hashtags:** A section for tracking popular hashtags.
- Free Membership:** A "Register Now" button for users.
- Hashtags Verified:** A process for verifying hashtags, including "Follow #hashtags" and "Click to add your hashtag definition".
- Track Your Hashtags:** A section for measuring and engaging in Twitter conversations, with a "Start Tracking Now" button.
- Pricing Plans:** Four options are shown: Individual (\$49.00/month), Business (\$99.00/month), Enterprise (\$189.00/month), and Agency (\$349.00/month).

Google Alerts

Google Alerts is one of the marketing gems out there that not enough people utilise, and the best part about it is that it's free. Simple to set-up and use, Google Alerts can and should become part of your daily routine.

All you need is a Google/Gmail account, and you can have valuable information flowing into your Inbox in minutes.

Here's how to set up Google Alerts
<https://bit.ly/37u8CZi>

(See what we did there? We used Bitly to shorten the URL).



Free Teleprompter

When you're shooting a video have you ever found it hard to remember what you are going to say even though you wrote a script?

Well there is an easy way around that. You can use a teleprompter. Now there are a lot of teleprompters or autocues out there but some can be expensive but we found one that you will like and it's free version is very versatile. It's called Easy Prompter which you can use on your laptop or mobile and you can access it at <https://www.easyprompter.com/>

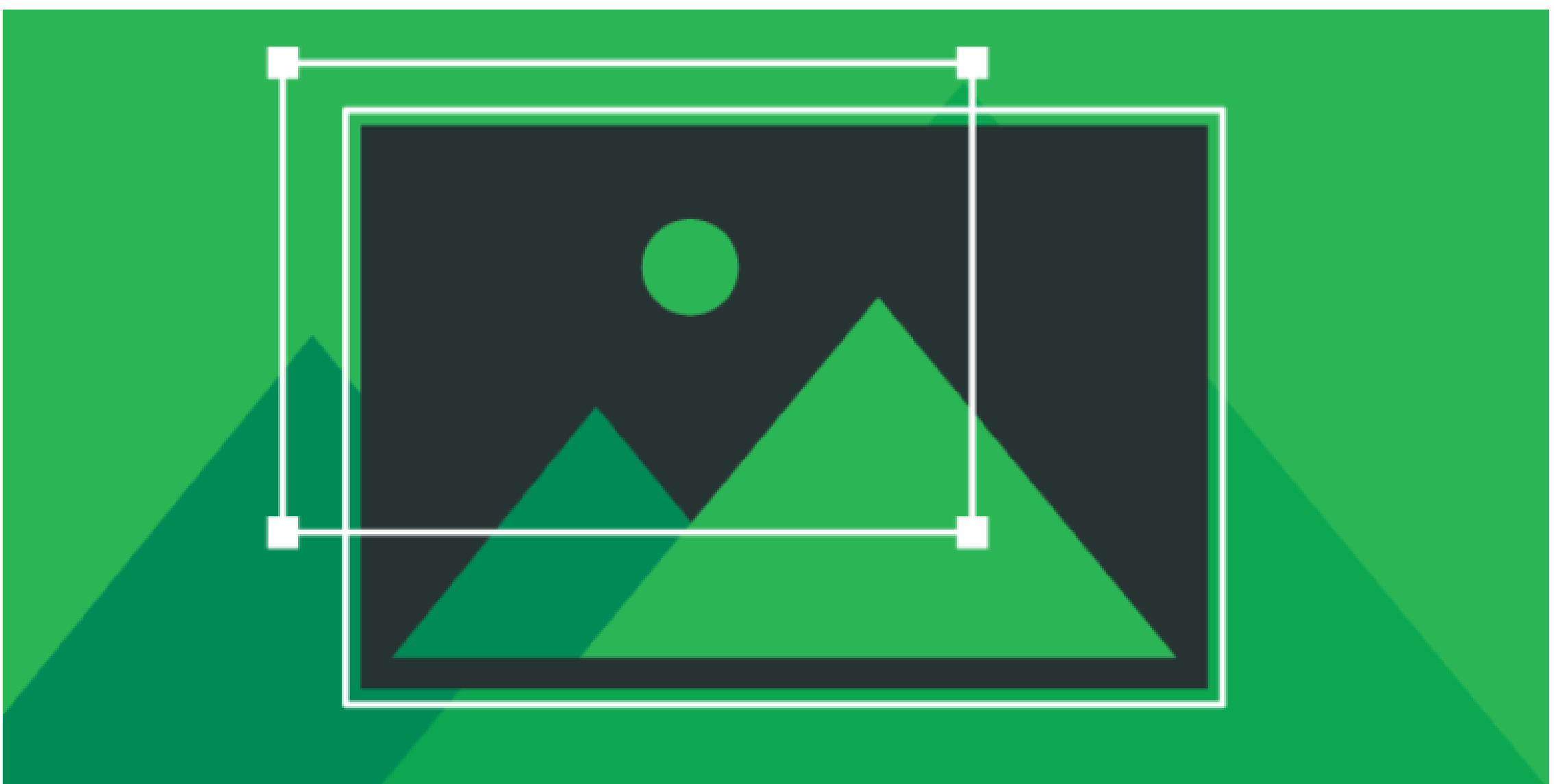


Photo Size Matters

Have you ever noticed that photo sizes change across platforms? It's often hard to find out what size should go where.

Sprout Social offers a great service where you can check to see what changes have been made or if you have the right size.

You can access the Sprout Social link at <https://sproutsocial.com/insights/social-media-image-sizes-guide/>



Email Marketing

Email marketing is often hard to start.

Gathering email addresses and trying to build a list is often a daunting idea and that coupled with GDPR it can be terrifying.

This is where Mailchimp comes in. You can add a button to your social media platforms and ask people to subscribe.

You can create your own weekly or monthly newsletter by building your own template. Access Mailchimp at

<https://mailchimp.com>



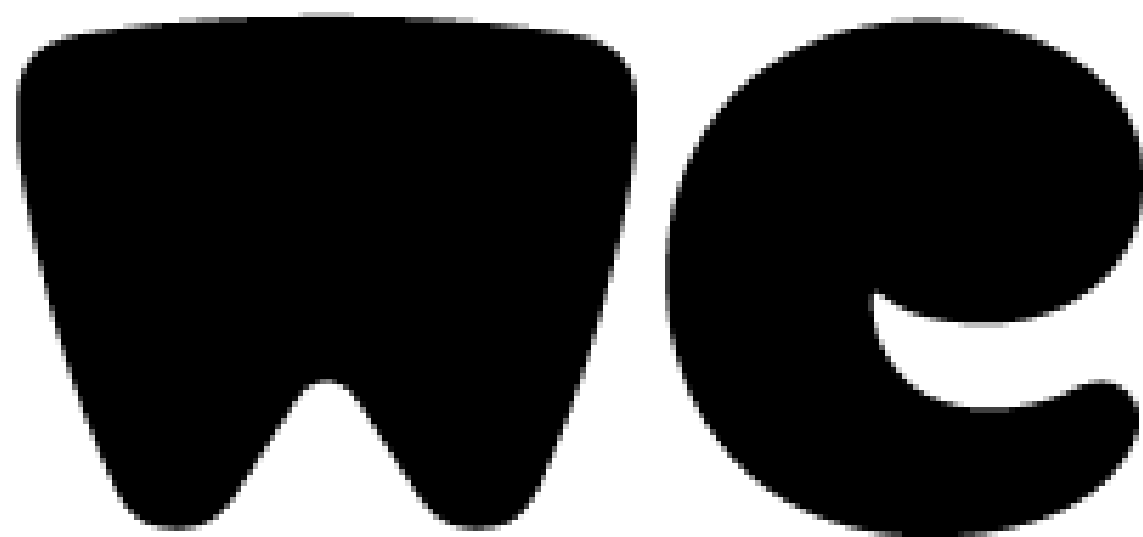
Sending Large Files

Have you ever wanted to send large files by email but you can't? Most email will only let you send files up to 25MB and this is where Wetransfer comes in so handy.

Wetransfer allows you to send files up to 2GB for free and it's so simple to use.

Simply add your email (sender) add the receiver, add your file and send. Simple.

You can access Wetransfer at <https://wetransfer.com>



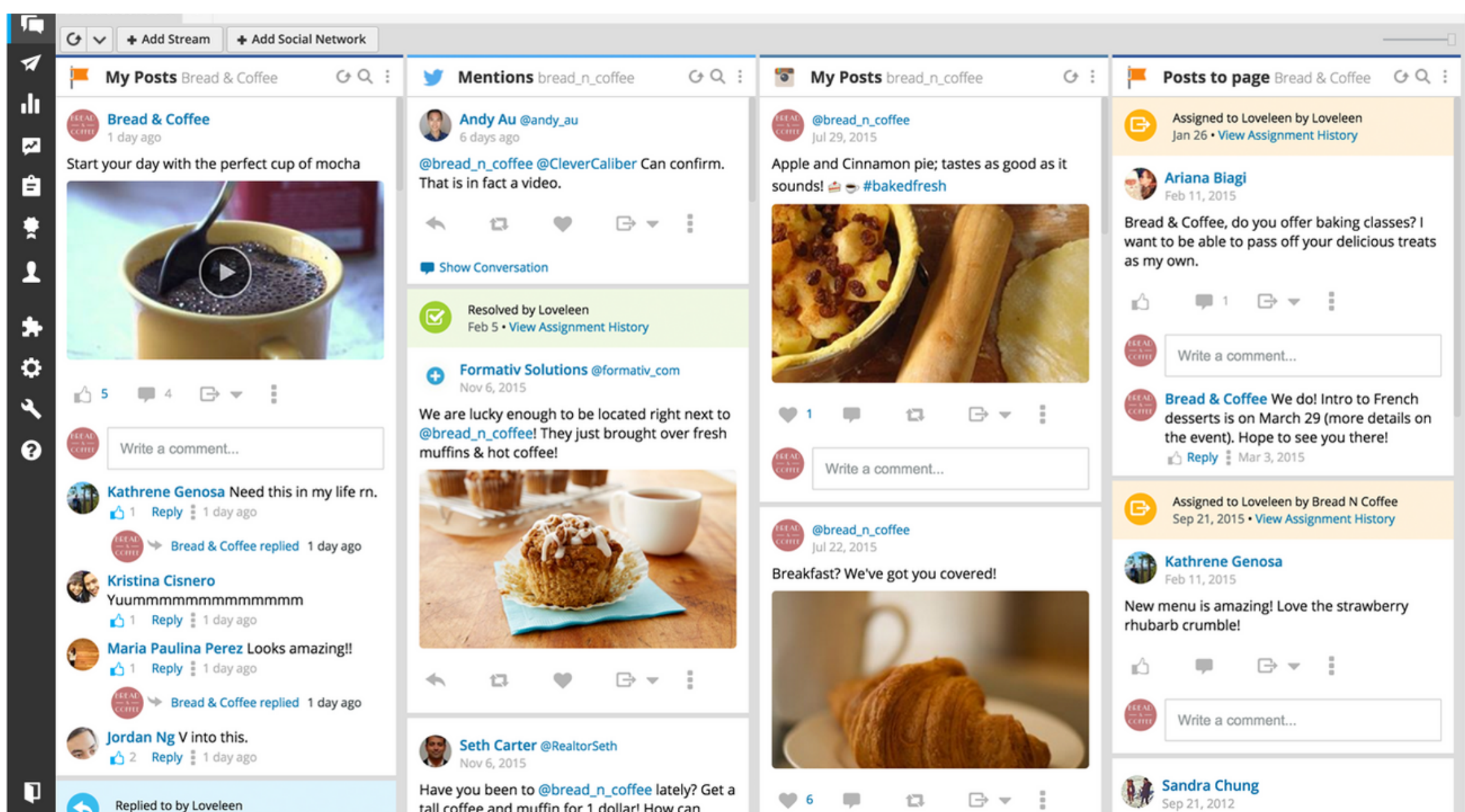
wetransfer.com

Post From One Platform

We all work with different social media platforms and we're constantly jumping around from platform to platform.

Hootsuite offers you a single platform where you can post to all your social media and it's free for a single user.

Access and sign up for Hootsuite at <https://bit.ly/3brbes5>



Edit Photos on your Phone

A great app for your phone is Snapseed which is a complete and professional photo editor developed by Google.

== KEY FEATURES ==

29 tools and filters, including: Healing, Brush, Structure, HDR, Perspective (see list below) • Opens JPG and RAW files. • Save your personal looks and apply them to new photos later. Download the app at <https://bit.ly/3synjm2>



Snapseed

Google LLC Photography

★★★★★ 1,328,601

Everyone

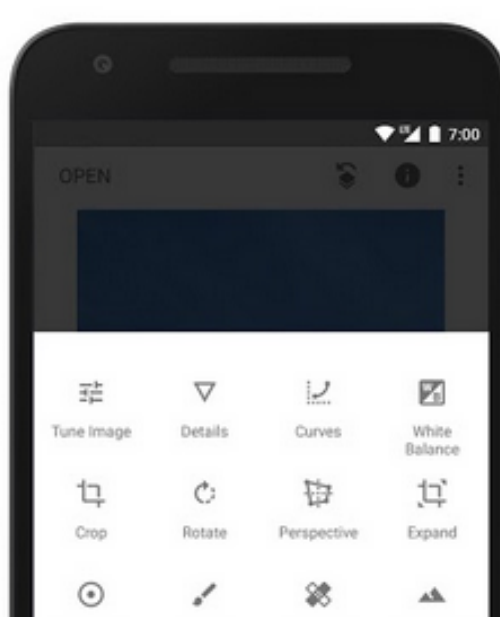
This app is available for your device

Installed

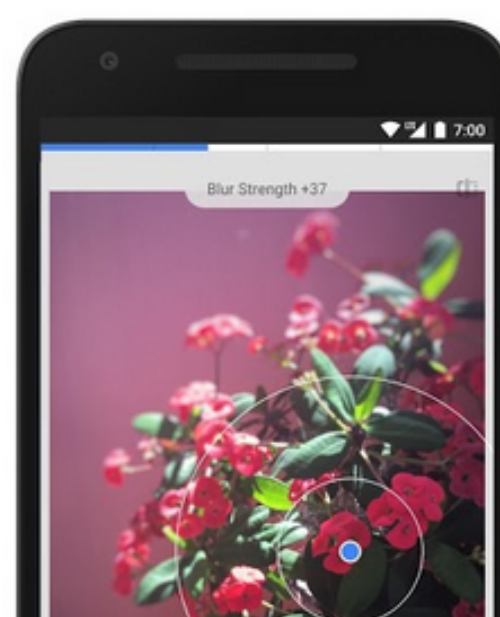
Save and share your favorite looks



Perfect any photo fast using tools and filters



Tune any effect with precision



Pro-level e.g. Curves, V and RA



Conclusion

We hope that you find these links and tips useful. We have chosen free to use tools but there are a lot of apps and tools that you can pay for and we understand that all these €10 or €20 per month charges for tools add up.

If you have any questions feel free to
contact us at
paul@waterfordinyourpocket.com



What is the Local Enterprise Office?

What is the Local Enterprise Office? We are here to help you start a business, expand an existing business and help you reach new markets.

We provide advice, information and support to you in starting up or growing your business as part of a network of 31 Local Enterprise Offices across Ireland.

Call us at **0761 102905**

or email

info@leo.waterfordcouncil.ie

<https://www.localenterprise.ie/Waterford/>



Social Networks



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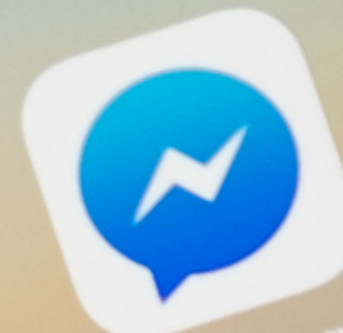
Tumblr



LinkedIn



WhatsApp



Messenger