

Social Media Tools and Tips

Twitter Tools

- Foller Me (<http://foller.me/>) – analyze all the data about your Twitter account
- Map My Followers (<http://www.mapmyfollowers.com/>) – locate your followers around the world.
- TweetBook (<http://tweetbook.in/>) – create a PDF of all your Tweets
- TweetStats (<http://www.tweetstats.com/>) – graph your Twitter stats
- Twitaholic (<http://twitaholic.com/>) – check your stats and ranking
- TwitBlock (<http://twitblock.org/>) – scan your followers for spam
- Twitter Counter (<http://twittercounter.com/>) - tracks the increase (or decline) in follower growth, the number of tweets about your organization, and can also help users identify how your messages are impacting followers. One of the application's best features is its prediction tool, which estimates how many users you are likely to gain within a specific time frame. It also calculates how long it may take to break certain milestones – such as achieving 10,000 followers.
- Twitter Feed (<http://twitterfeed.com/>) – This site allows you to add RSS feeds (yours and others) to be shared automatically through your Twitter, Facebook, and other social media accounts each time there is a new update to them.
- Visible Tweets (<http://visibletweets.com/>) – beautiful slideshow of your most recent Tweets

Twitter Tips and Tricks

- **Don't overwhelm your followers.** A good number of Tweets per day is between four and six.
- **Find out what your followers want.** Discover what Tweets gain you more followers and Tweet on that subject more often.
- **It's not all about you!** One-fourth of your organization's Tweets should be about the organization; three-fourths should be general information of value to those following you.
- **Don't look like a newbie.** Follow appropriate Twitter protocol with RTs and hashtags.
- **Reuse gently.** It's okay to reuse some of your Tweets on your Facebook page, but not all of them.
- **Check your followers for spam periodically.**

Facebook Tools

- Facebook Tab Creator (<http://www.fbfrienderblaster.com/go/fbtabs1>) - create multiple custom landing tabs for many Facebook pages
- HyperAlerts (<http://www.hyperalerts.no/>) - Hyper Alerts gives you email reports of posts and comments on a selected Facebook page. Very helpful for monitoring.
- Oorook (http://www.facebook.com/pages/Oorook/116578501734185?v=app_7146470109) - This tool will automatically scan your fan's comments: delete automatically bad content or send you an email notification for litigious content. Free version scans up to 20 messages a day.

Social Media Scheduling Tools

- Buffer (<http://bufferapp.com/>) – Buffer allows you to simply schedule your tweets to be spread throughout the day so you don't go through a reading spree and inundate your followers with 20 tweets within an hour. You can also get great analytics on your tweets which will help determine what your audience loves, or doesn't, out of the content you share as well as the times of day you get the most action on your tweets.
- HootSuite (<http://hootsuite.com/>) – social media dashboard; manage multiple accounts and social profiles. Users who sign up for the free basic plan get five profiles and two RSS feeds for Facebook and Twitter, as well as a 30-day free trial for its stats-tracking service, Ow.ly Pro. After the free trial expires, users can either purchase an upgrade or stick with the basic plan.
- Paper.li (<http://paper.li/>) - This is a unique application that allows you to collect tweets and curate them manually or automatically in a newspaper-style format which can be automatically shared daily on your Twitter account.
- Social Oomph (<https://www.socialoomph.com/>) – schedule your Tweets and Facebook updates, along with LinkedIn, blog feed, and Plurk. The Twitter scheduling feature is free while Facebook scheduling is available for \$29.97 a month with the Professional plan.

Social Media Analysis Tools

- CrowdBooster (<http://crowdbooster.com/>) - social media analytics with suggestions and tools to help improve your online presence.
- Klout (<http://klout.com/home>) – discover your influence.

Google + Hangouts (<http://www.google.com/+learnmore/hangouts/>)

- Hangouts are typically used for private video chats with another person or group of people. They are not recorded to YouTube and only visible to the people you invite to them.
- Hangouts on Air are publicly viewable and automatically recorded to the YouTube channel associated with your G+ account. You can invite individuals or circles to join the hangout and

up to 10 people (including you) can be on at one time. You cannot invite the public to join on air, but by default, they are able to be viewed by everyone.

- You want to mute, or unmute, yourself when you are not talking/talking, especially when more than two people are in the hangout.
- An external headphone and microphone are a must when hanging out with more than two people. You don't have to spend a fortune on equipment.
- Lighting is important. Have the light source in front of you, not in back of you.
- More tips and tricks are available at <http://ly.tcea.org/szhuz>.

Private/Members-Only Networks

- Listserv (normally done with Lyris software)
- Community (usually done with your membership database software)