



Social media tools & resources

Below is a compilation of (mostly free) social media tools and resources to help you manage your social media accounts and enhance the content you share with stakeholders online.

Social media strategy, management, monitoring

University Communications

UNL social media plan template; social media guidelines and best practices

https://ucomm.unl.edu/10StepSocialMediaTemplate_20161005.pdf

<https://ucomm.unl.edu/brand/social-media>

Followerwonk

Twitter analytics - Search bios, track/sort followers, compare users

<https://followerwonk.com/>

Hashtagify

Identify popular and trending hashtags in your subject

<https://hashtagify.me/>

Buffer

Scheduling & collaborating on social media content

<https://buffer.com/>

Hootsuite

Scheduling & collaborating on social media content

<https://www.hootsuite.com/>

Later

Schedule posts on Instagram

<https://later.com/>

Crowdfire

Discover and schedule content, and manage all your accounts

<https://www.crowdfireapp.com/>

Answer the Public

Discover what people are talking about online

<https://answerthepublic.com/>

Tools to create engaging visuals

Canva

<https://www.canva.com/>

Story Swag

<https://apps.apple.com/us/app/story-swag-moving-text/id1450470539>

BeFunky

<https://www.befunky.com/>

Adobe Spark

<https://spark.adobe.com/>

Social media size guide for 2021

<https://www.socialmediatoday.com/news/social-media-size-guide-update-2021-infographic/595752/>

Landscape – Free social images resizer

<https://sproutsocial.com/landscape/>

Life Lapse – Stop-motion animation creator

<https://apps.apple.com/us/app/life-lapse-stop-motion-maker/id1281464378>

GIF generators

<https://giphy.com/create/gifmaker>

<https://apps.apple.com/us/app/giflab-gif-maker-editor-share-to-ig/id975415947>

Free stock photography

**Deeper Learning – American Education: Image Library of Teachers and Students in Action

<https://deeperlearning4all.org/images/#images>

Pexels

<https://www.pexels.com/>

Unsplash

<https://unsplash.com/>

Negative Space

<https://negativespace.co/>

Burst

<https://burst.shopify.com/>

Public Domain Pictures

<https://www.publicdomainpictures.net/en/>

Video tools

Loom – Record video messages of your screen, cam or both

<https://www.loom.com/education>

PowerPoint – How to record your screen

<https://www.youtube.com/watch?v=ZMhHtrnd27k>

Other

How to name your project – tips and inspiration

<https://businessnamegenerator.com/project-name-generator/>

<https://www.articulatemarketing.com/blog/choose-a-great-company-name>

<https://www.igorinternational.com/process/brand-naming-expert.php>

Shorten links

<https://go.unl.edu/>

<https://bitly.com/>

<https://tinyurl.com/app>

How to give good press interviews

<https://www.articulatemarketing.com/blog/how-to-give-a-good-interview>

Need more support?

Reach out to the CYFS Web, Technology & Communications team!

We offer a variety of technology and communications support services to effectively share your research with the right audiences: <https://cyfs.unl.edu/grant/support-services.php>

- Computer, technology and web support
- Database development
- Website design and interactive learning modules
- Articles, press releases and social media promotion
- Videos, photography, animation, graphics and other materials for print and web

Seth Teager, Communications & Media Manager

steager2@unl.edu