

10 Free Tools To Help You Save Time On Social Media Tasks



To be effective at social media is about so much more than setting up accounts and letting them tick over.

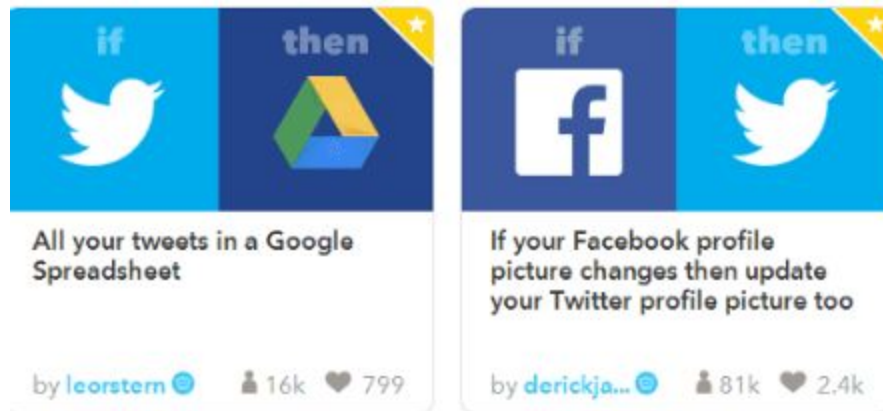
I know you know this.

I know you also know that managing social media is a time-consuming task.

This is where the right tool comes into play. With the right tool in your box, you can manage your time online so much more effectively and efficiently.

Read on to discover ten tools to help you better organize your social media activity.

1. Automate Tasks With IFTTT



Automation is the process of setting up systems to work whether you're around or not.

[IFTTT](#) (an acronym for If This, Then That) is a handy tool which allows you to sync up multiple apps so that when a certain activity happens, it kicks off a separate activity in another app.

There are lots of ways to use this tool, for example, I use IFTTT to add my tweets to a Google Spreadsheet to create a Twitter Bank of tweets to draw on.

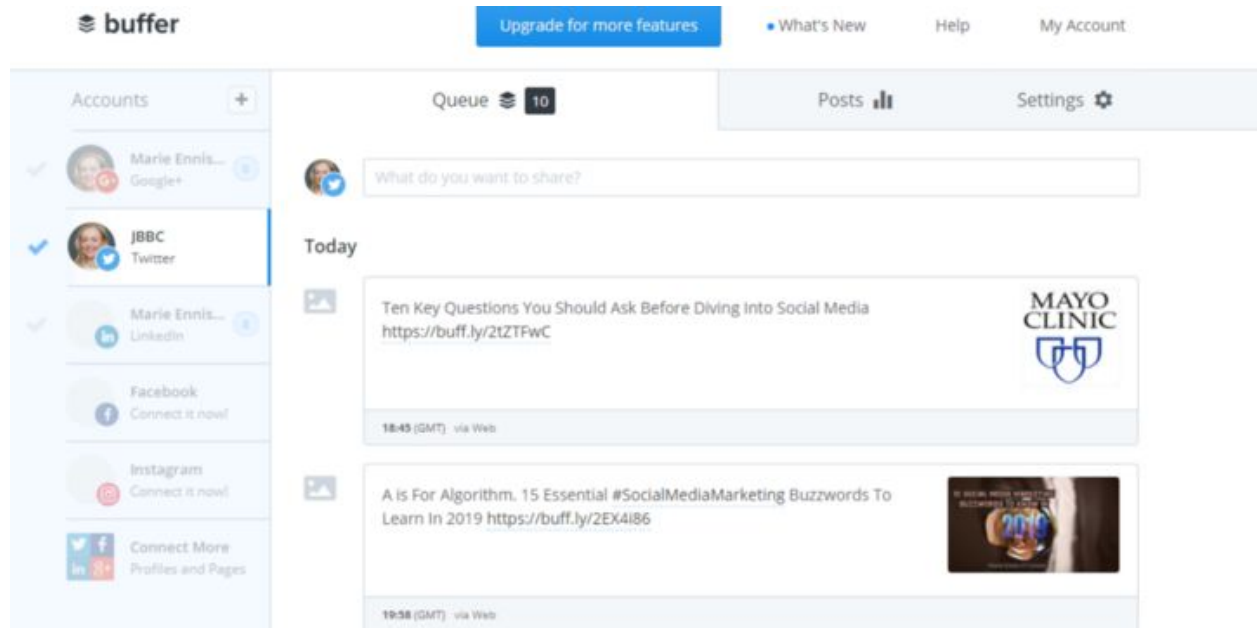
2. Manage Multiple Accounts With Hootsuite



[Hootsuite](#) is a very useful application for managing all your social media channels in one place. It enables you to view and monitor multiple streams in a single dashboard and allows you to keep tabs on key phrases, terms, keywords, brand mentions, etc. You can manage your social media on the go with the Hootsuite mobile apps for Android and iPhone, iPad & iPod Touch. These can be downloaded from your device's app store.

Among the many benefits of using Hootsuite (either as part of a team or as an individual) is the ability to save time by scheduling your social updates in advance. Simply pick a day and time of your own choosing. This enables you to create a social media schedule that includes optimal times when your audience is online — even when you aren't.

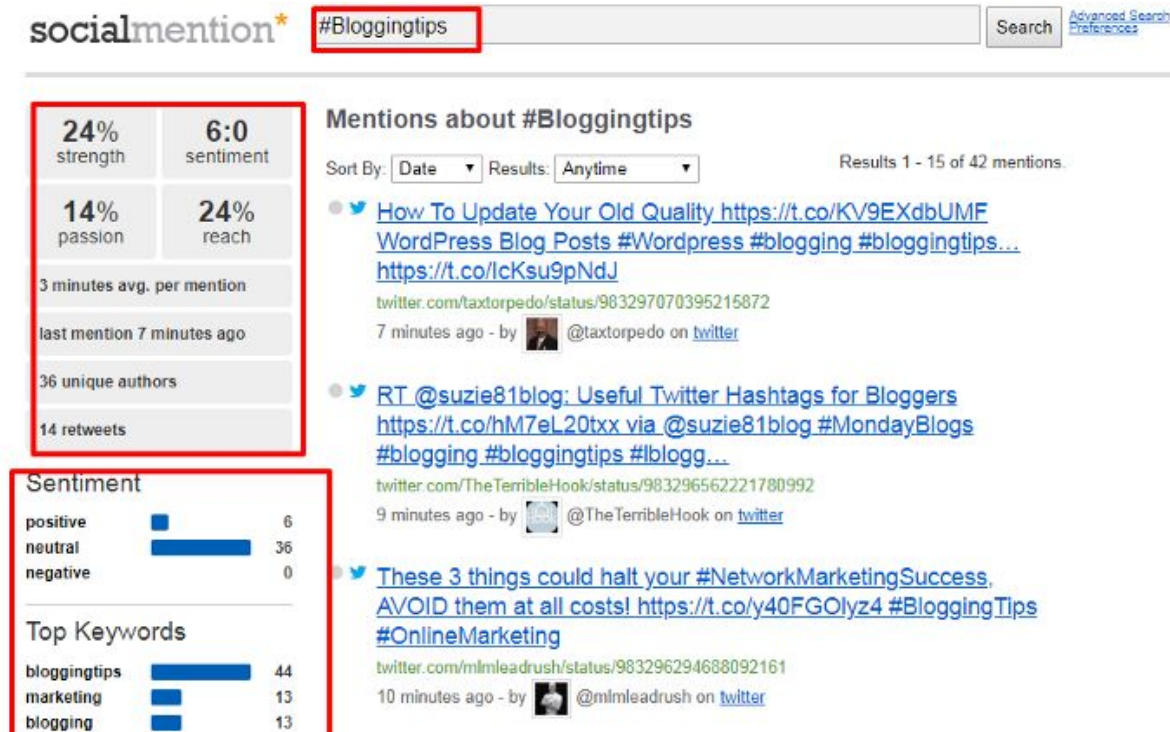
3. Schedule Posts With Buffer



Alongside Hootsuite, I use [Buffer](#) on a daily basis to schedule my Twitter posts. Posting updates across multiple social media channels can be time-consuming. With Buffer, you load up your posts in a queue and they will be sent out automatically, according to the posting schedule that you put in place.

The free account allows you to connect 3 social accounts and schedule 10 posts per account per day. Pro plans start at \$15 pm.

4. Find Hashtags With Social Mention



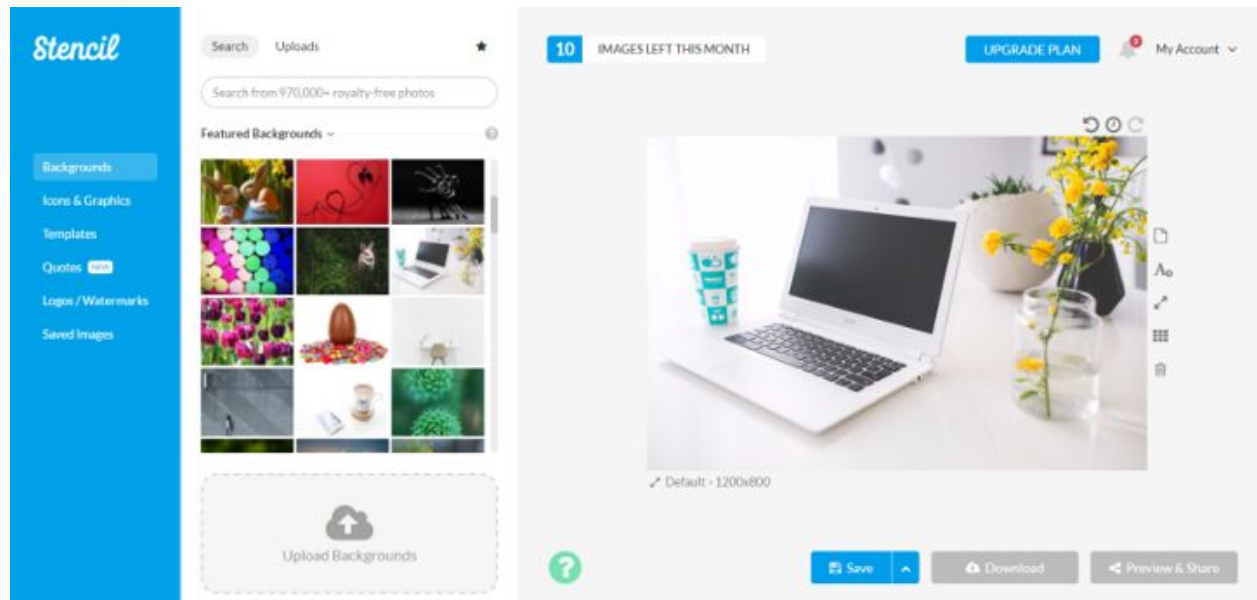
[Social Mention](#) is a real-time social media search and analysis tool. Use it to search for hashtags, track sentiment, lists of top keywords, top users, top hashtags, and the main sources of mentions.

5. Generate Ideas Quickly With Portent's Content Tool



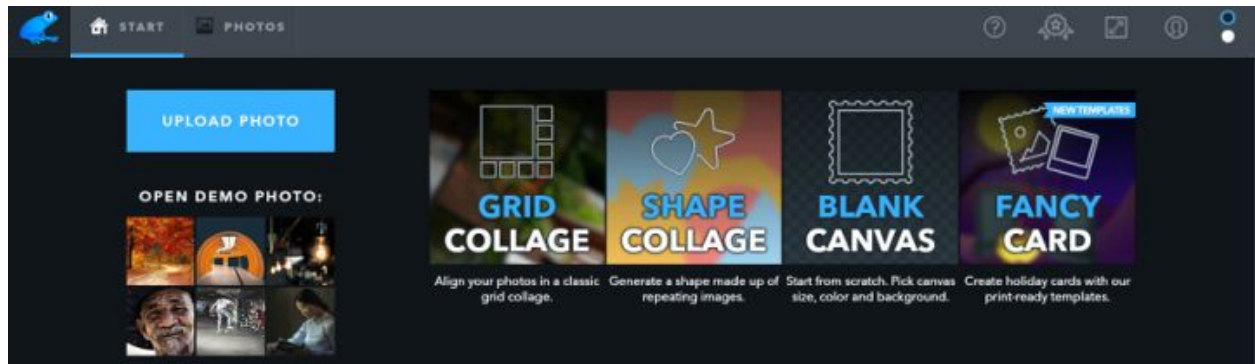
[Portent's Content Idea Generator](#) allows you to generate content ideas with just one keyword. Be prepared that the tool can throw up some quirky suggestions, but don't let that put you off. Keep playing around with it until you find one you can work with. I also really like how it shows you best practice tips, such as using metaphors in your writing.

6. Whip Up Quick Graphics With Stencil



There are a ton of [easy-to-use, free image creation tools](#) out there. I've chosen to share [Stencil](#) here because it is so simple and quick. The site has over 200,000 graphics and icons. If you like sharing quotes on social media you can take advantage of their ready to add quotes feature. It will save you a lot of time. It also has a browser extension that makes it easy to instantly upload any image from a webpage, modify it and then share it. You can save, download or share up to 10 images per month, for free. You can then upgrade to 500 images per month and unlimited plans if you wish.

7. Create Photo Collages With Ribbet



[Ribbet](#) is an online photo editor and collage maker with beautiful filters, seasonal effects, touch-ups, stickers, and fonts. You can upload up to 5 photos at once to create a collage effect.

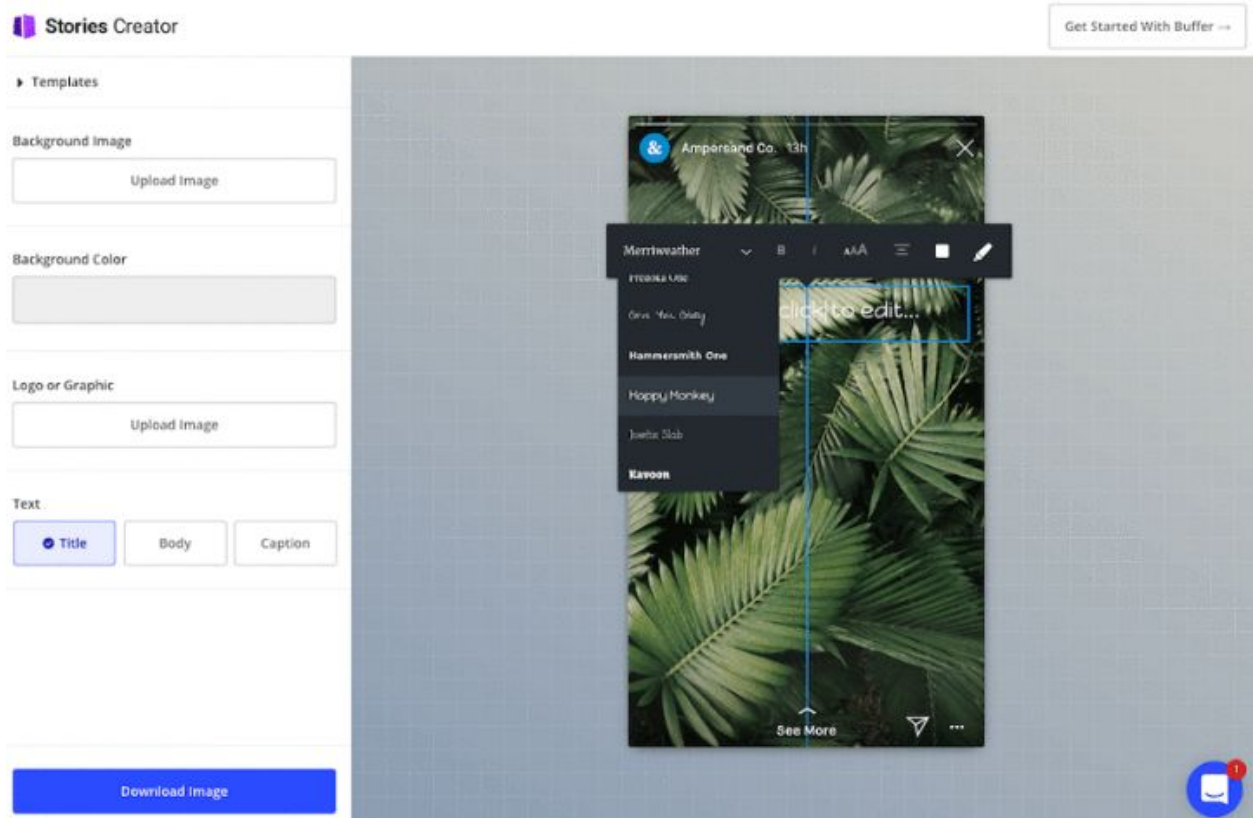
The interface is simple and intuitive and I really like that Ribbet is easy to use but provides all of the essential photo editing functions. If you're looking for a quick and easy way to edit your photos then I highly recommend you check out this tool.

8. Edit Social Media Videos With InShot



[InShot](#) is a mobile video editor for [iOS](#) or [Android](#) which works perfectly for any videos you create for Instagram, Facebook Stories, Facebook news feed, and so on. The app is free, but with in-app purchases, you can add effects, filters, stickers, and stamps. The app can work with vertical, landscape, and square video formats. It can even transform one format into another. Unlike some mobile video apps, you don't have to record video within the InShot app. You can import video, and even merge separate videos from your camera roll and arrange them in a specific order.

9. Create Instagram Stories With Buffer Stories Creator



[Buffer Stories Creator](#) is a quick way to create and download images for your Instagram Stories. A totally free, standalone tool with customizable text, graphics, and a background image or color.

10. Curate Content With Quuu

Over 500 interest categories

That's right, we hand-curate content in over 500 categories so you can rest assured knowing that what you are sharing is relevant and high quality



From Marketing to Social



From Law to Real Estate



From Sports to Health

Finding content to share on social media can be a time-consuming task. This is where a tool like [Quuu](#) comes in, a hand-curated content suggestion platform that connects to your Buffer queue. Select from over 300 interest categories to receive suggestions that matter to you and your audience. With the free account, you can choose up to 5 interest categories, get suggestions automatically sent to your connected accounts two times a day (six for a paid account). Relevant suggestions will be queued to your Buffer where you can choose to manually curate posts yourself or Quuu will post for you.



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