

MANAGING SOCIAL MEDIA BROADCASTING

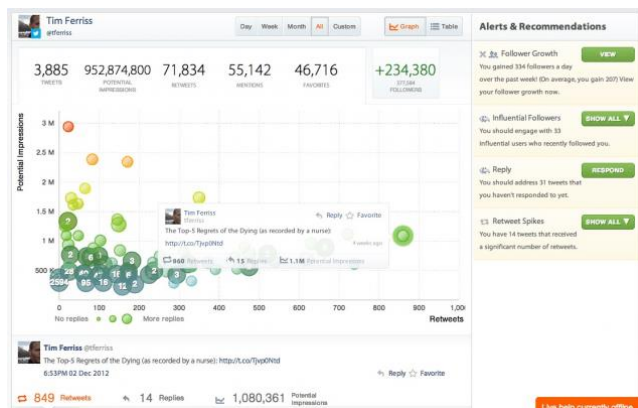
Attempting to juggle each and every one of your social media accounts can be tricky, scary, and time-consuming. For example, while you're busy updating your Facebook status, you might have forgotten to favourite a tweet.

Thankfully, we live in a world and time where developers are rectifying that problem! Now there are plenty of tools so we can update and monitor all of our accounts in one convenient location. The only downside is that some great tools have been disabled or acquired by some of the major brands – TweetDeck belongs to Twitter and Summify was acquired and will be shut down by Twitter, for example.

But, that doesn't mean there isn't awesome software still available to manage all of your social media accounts.

To make your life easier, are here the top 10 tools for managing your social media accounts.

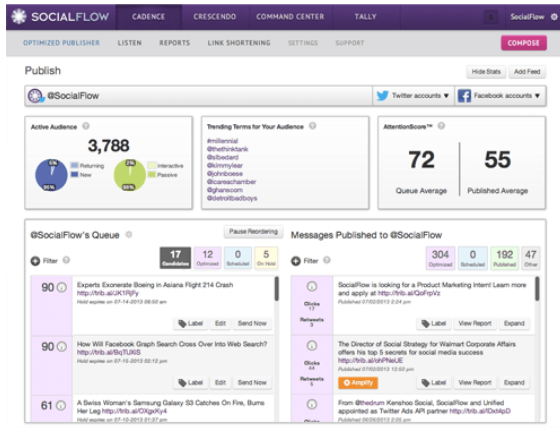
10. Crowdbooster



Unlike other selections on this list, Crowdbooster focuses on gathering data from your Facebook and Twitter feeds. While it will not compile different social media accounts into one convenient location, it will give you some vital information regarding your social media strategy, such as when people are most likely to view your latest images or video uploads. Other features include being able to analyse impressions, total reach, and engagement. This will allow you to modify and improve your strategy by knowing what is working and what is not. Another cool feature is alerts about new Twitter members who may be interested in you or your brand.

Unfortunately, Crowdbooster does not offer a free option, but the lowest plan will only set you back \$9 a month and allows up to 50,000 followers. It may be worth the investment if you run a business.

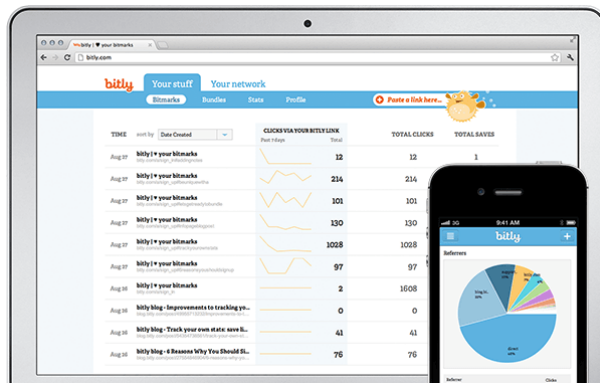
9. SocialFlow



If you run a business or an online marketing campaign, you already know how important it is to share content on social media. By utilizing its unique optimization algorithm that taps into your Twitter and Facebook data, SocialFlow takes into consideration three factors: “relevant message (which of your messages is most likely to connect), right audience (who’s online now), and right time (when’s the perfect moment to publish this content).” In short, SocialFlow makes sure your message is sent out during the optimum time.

SocialFlow is another service you’ll have to pay for, but they offer flexible plans that begin around \$99 a month.

8. Bitly



Bitly does a lot more than just shortening links to post on your social media accounts, which keeps them neat and clean. It also features real time-analytics, bookmarking your favourite sites and pages, and the ability to track clicks.

Bitly works across multiple platforms, such as Twitter and Facebook, and is free. Yep. **Free.**

7. Everypost



Everypost is a handy app that allows you to post all of your updates onto the major social networks from one place at one time. Simply write your message, add photos or videos, and hashtags then send off to Twitter, Google+, Pinterest, Facebook, LinkedIn, Tumblr, or via e-mail (even all at the same time, if you want). Another cool feature is the Twitter text shortened. This will automatically shorten tweets so they are under 140 characters. While there may be some glitches to correct, this is a useful, and free, app.

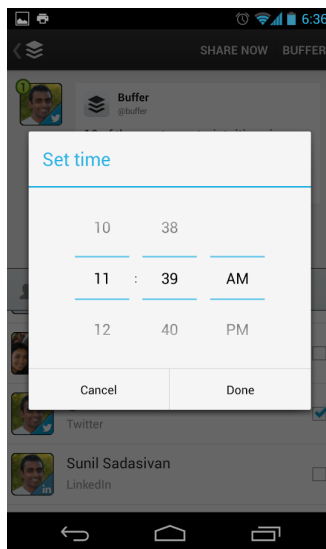
6. Sprout Social



Sprout Social is another nifty tool that can manage, post, monitor, and analyse multiple social media accounts from one location. For example, you could search for content within its Feedly integration, schedule posts, and reply to messages on Facebook and Twitter. You can also monitor messages across Facebook, Twitter, Google+, and LinkedIn personal profiles all through on streaming inbox. But, that's not all. Sprout Social also offers analytics so that you can visualize important metrics.

You can sign up for a free trial, but after that you'll have to select one of three packages that range from \$39, \$59, and \$99 per month. It costs a bit more than other tools, but it can be a great investment for businesses that are super social.

5. Buffer



Buffer is one of the most popular social media message scheduling and sharing applications available. With one easy click you'll be able to share content and schedule posts via Twitter, Facebook, LinkedIn, and Google+. Basically, it allows you to stagger content throughout the day so that social media feeds have consistent updates – plus you can schedule ahead of time, which is really handy. And, there's analytics about engagement and reach of your posts.

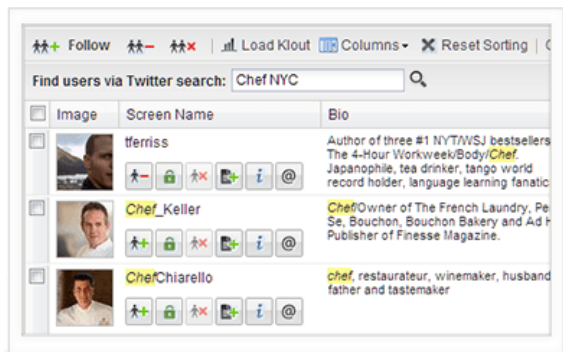
Buffer offers a short free trial period. After that, for just \$10 a month you can schedule as many posts as you want, use up to 12 social profiles, and have two team members assigned to one account.

4. Spreadfast

Mon 6/10	Tue 6/11	Wed 6/12
8:30 Courtney Doman Check out slides from	9:10 Jordan Viator RT @mediapost Managir	7:55 Adrienne Gallman We're looking forward #C
8:45 Courtney Doman Check out slides from	9:34 Courtney Doman How does The Worldwid	8:54 Jennifer McNabb Reply to @stephaniescot
9:00 Courtney Doman Check out slides from	9:40 Auto Import Ever wonder how ESPN	9:05 Adrienne Gallman We're looking forward #C
9:05 Courtney Doman Helping Beats Selling, Cl	9:47 Courtney Doman I sat down with	9:40 Sarah Moore Secrets to ESPN's social
9:27 Courtney Doman Retweet @Spredfast	9:55 Courtney Doman "At ESPN there are	10:00 Courtney Doman Get more from your

Spredfast is an outstanding tool if you're looking to measure data gathered from Facebook, Twitter, YouTube, and Flickr, such as being able to see how many people you've reached and whether or not your target audience is engaging with you. The data is clearly presented in formatted graphs. Besides the advanced analytics tools, there are other useful features, like a calendar that informs you of optimal tweeting times.

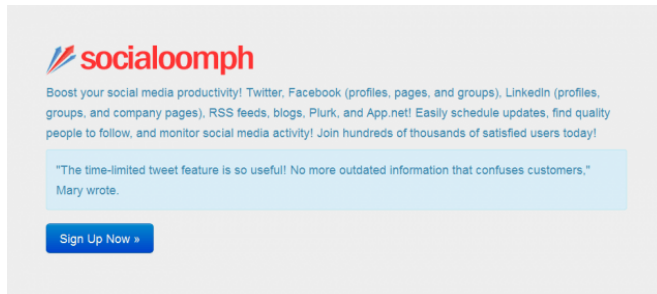
3. Tweepi



Of all the social media platforms, Twitter can be the most daunting. If that's the case for you, Tweepi is just what you have been looking for. There's a quick management tool which will allow to flush followers, clean-up inactive, reciprocate by following, and follow new interesting tweets. A simple, and sometimes brutal, way to keep your Twitter account tidy.

There are Silver (\$7.49 a month) and Platinum (\$14.99 a month) levels to choose from. However, if you purchase Tweepi annually, it's 17% cheaper.

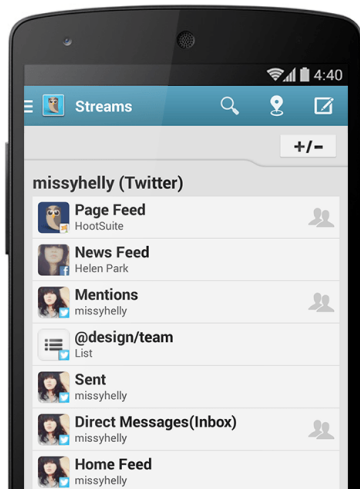
2. SocialOomph



SocialOomph has the ability to schedule tweets for the entire day and auto-follow your new followers. You can also use the dashboard to combine Facebook, Twitter, LinkedIn, Plurk, and your blog into one spot to schedule posts or monitor social media activity. While the app has a free version, there's a paid "professional" option that features a ton of helpful tools to boost your social media productivity.

1. Hootsuite

Organize your
Social Networks



If you're looking for the best, this is likely your top choice. HootSuite is the most popular social media management tool for a reason. Besides being able to execute campaigns across multiple social networks from one web-based dashboard, you can also manage social media, track conversations, and measure campaign results. HootSuite also offers a custom built-in analytics system and the capability to schedule posts on all platforms.

Hootsuite offers a free, pro (\$8.99 per month), and enterprise options to suit the needs of individuals, small businesses, and large organizations.