

Phyllis & Andrea's

# TOP TOOLS LIST

For Social Media Managers



Phyllis Khare & Andrea Vahl

 SOCIAL MEDIA MANAGER SCHOOL

[www.socialmediamanagerschool.com](http://www.socialmediamanagerschool.com)

# PHYLLIS AND ANDREA'S TOP TOOLS LIST FOR SOCIAL MEDIA MANAGERS

The one thing we don't want to do is overwhelm you with a list of 200 tools! We've seen those lists; we know how time-sucking it is to have to explore them all.

And to help you out: At least once a year we do a webinar on the **current tools** we think will help you the most in **9 categories**; time management, project management, social scheduling, reports, image creation, file management, CRM, online meeting systems, money management and a bonus section we call New Tech. If you are on our email list you'll be notified when those training webinars happen.

**This short list** are just the tools we use almost every day for our own social media marketing and management clients. Also, the members of our Social Media Manager School Facebook Group (one of the great features of our School) was polled and we included some of the tools they use everyday in their businesses, too.

This is not a list of tools for managing your social sites per se (but we did include a few); it's a list of tools to manage YOUR life as a social media manager.



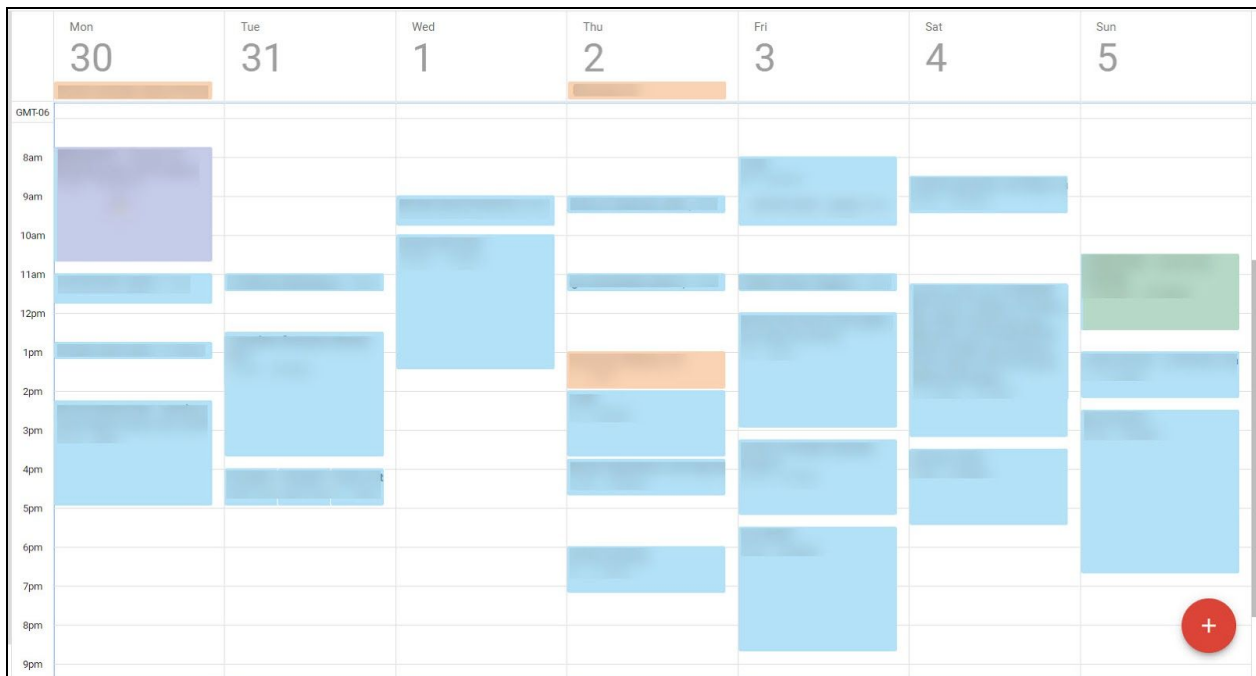
To Your Success  
**Andrea Vahl and Phyllis Khare**

# GOOGLE CALENDAR

<https://www.google.com/calendar>

You absolutely need to have a calendar system to keep all your tasks organized. You can use any calendar system that works for you, but if you haven't landed on one yet, use Google Calendar.

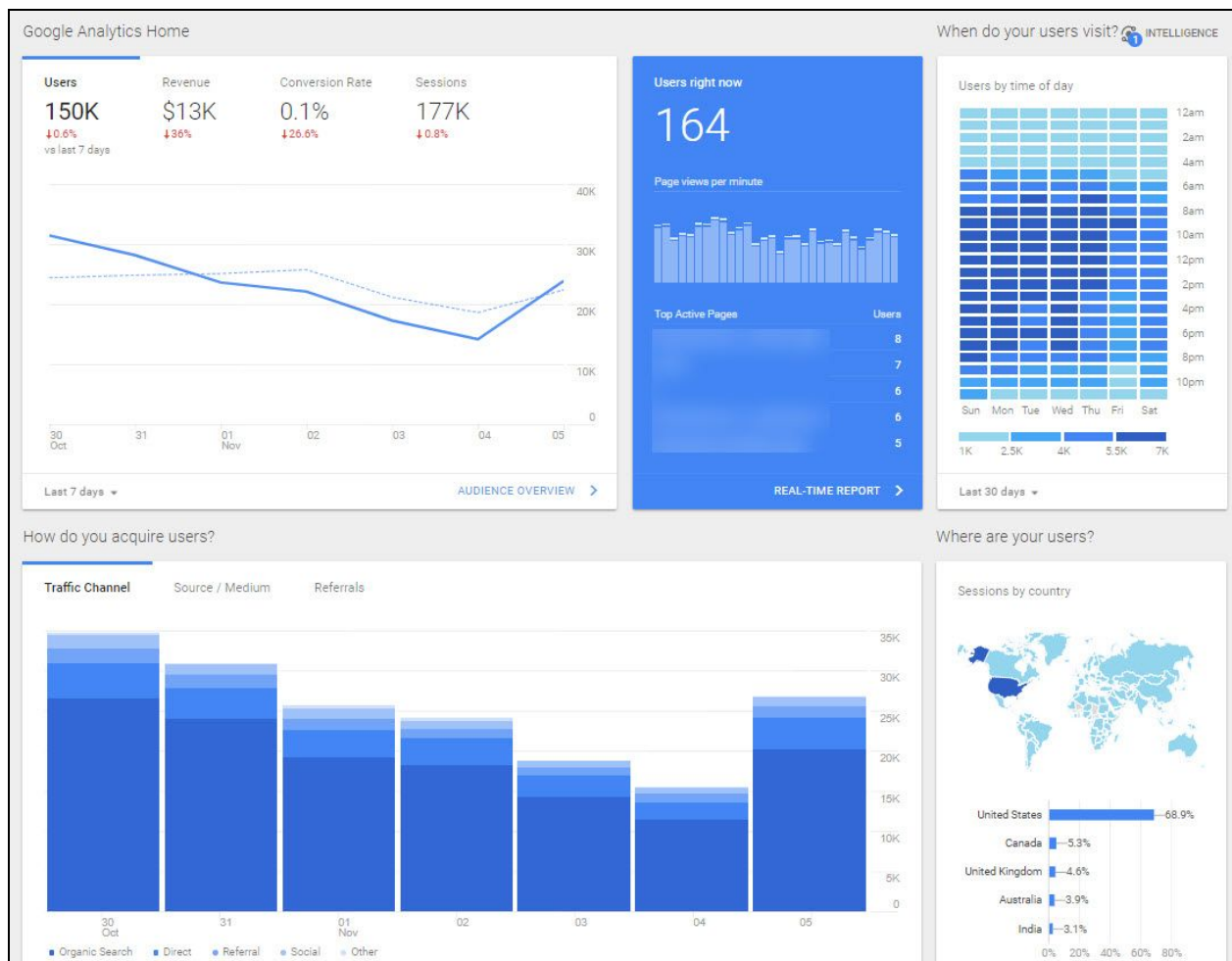
You can create a new calendar for each client to document your work and organize your time (we have several video tutorials in our School's Business Building Module 3), or put everything on one calendar and color-code them by client.



# GOOGLE ANALYTICS

<https://analytics.google.com/>

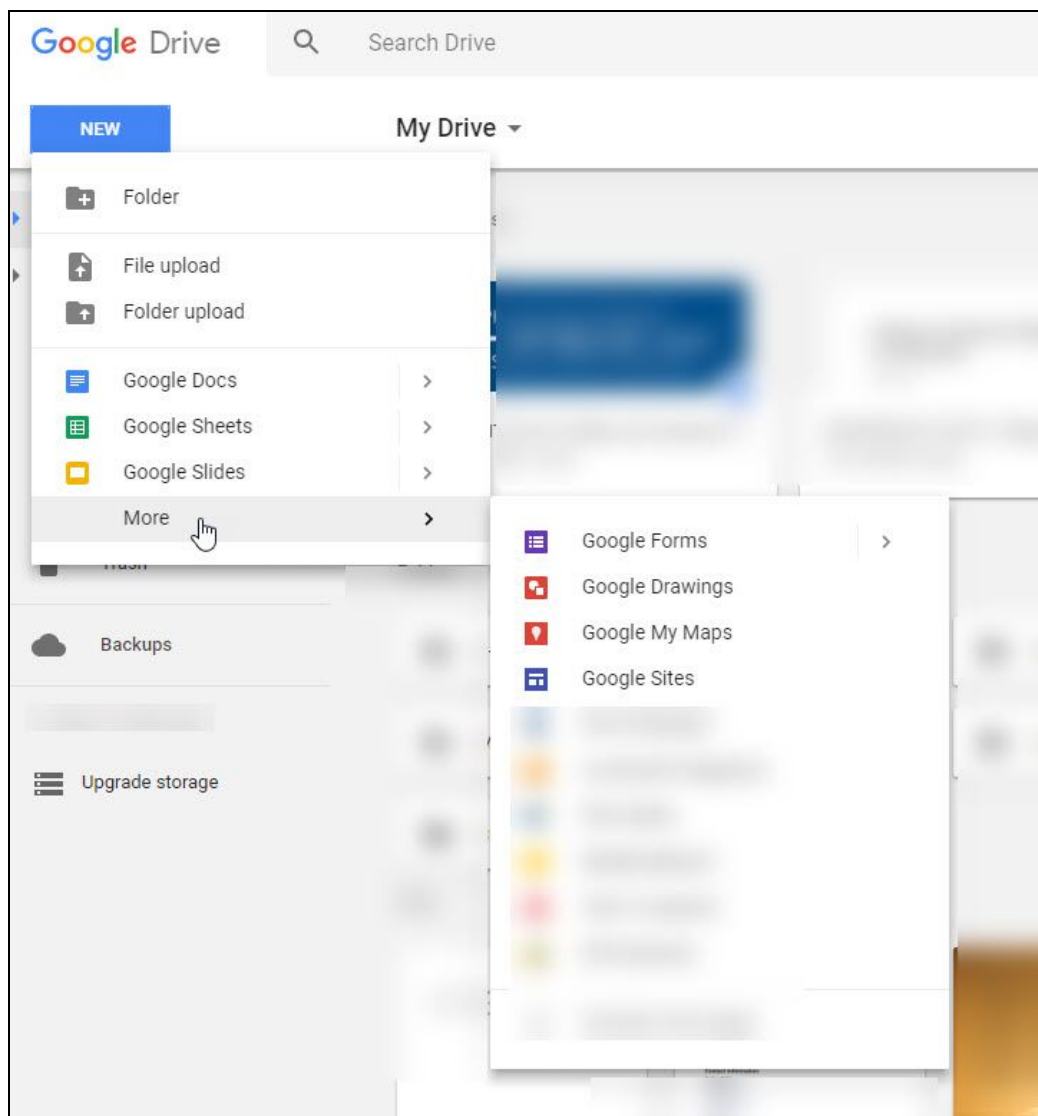
One of the tasks you might be asked to do as a social media manager is track ROI or leads. The best way to do that is to learn how to use Google Analytics. We have a section in our School called **Social ROI** where we teach you the basics of how you can set it up to track results from social media marketing. Knowing how to track how your social media marketing to support business goals is a valuable skill.



# GOOGLE DRIVE: GOOGLE DOCS/SPREADSHEETS/FORMS/SLIDES

<https://www.google.com/drive/>

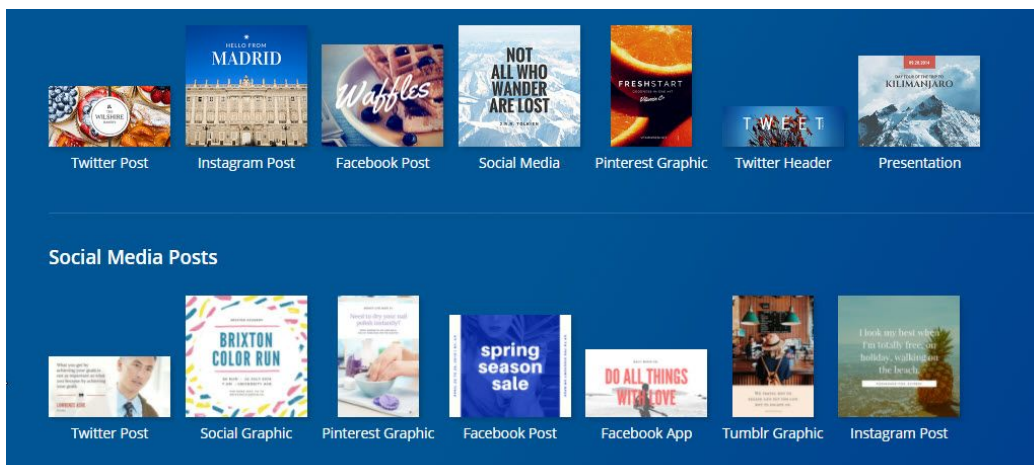
...and well, ALL the Google systems really. The convenience of being able to edit one document at the same time, or to share a spreadsheet with live dynamic updating from you, or to build a form that allows you to vet potential new clients, or to create presentations that end up in promotional videos -- all of this can be done using the Googleverse. We are big fans of this entire suite of free services.



## CANVA

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

This position could also be taken by PicMonkey.com or any number of new image creation/editing apps, as they all allow you to create an image to use on Pinterest, Facebook, Twitter, your website – anywhere you need an image. Canva seems to be made for those of us who are not trained in graphic design. If you use your own images and the free fonts and backgrounds they provide, Canva is a free service. You only pay a little bit (currently \$1) for images you end up using from their stock images and backgrounds. The Canva PRO account gives you more features and is well worth it if you are using Canva everyday.



## SNAGIT

<https://www.techsmith.com/screen-capture.html>

We used this tool at least 10 times a day when we were building our School. It's also an invaluable tool for our work for clients. You can also use the free Snipping Tool if you use a PC, or any number of screen capture systems, but Snagit is a breeze to use. We used the video recording feature of Snagit to create many of the video tutorials we created for Social Media Manager School. Highly recommended. If you need a higher-featured system its sister tool Camtasia can do the trick. <https://www.techsmith.com/video-editor.html>




# FRESHBOOKS

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

You need an invoicing system as a social media manager. You might already use QuickBooks or any number of software programs, but this one is very easy to set up and has a very nice user interface. In Social Media Manager School Business Building Module 4 we help you manage the money component of being a social media manager. And having a system in place as you create invoices and track your time gives you time to do your work.

New Invoice Cancel Save Send...

 **Phyllis Khare - Social Inc.** 1108 N B St  
561-628-8896 Fairfield, Iowa 52556  
United States

**Billed To** **Date of Issue** **Invoice Number** **Amount Due (USD)**  
+ Add a Client 11/06/2017 0000241 **\$0.00**  
Due Date 12/06/2017

Description	Rate	Qty	Line Total
+ Add a Line			

Subtotal 0.00  
Add a Discount  
Tax 0.00  
Total 0.00  
Amount Paid 0.00  
Amount Due (USD) \$0.00  
Request a Deposit

**Settings**  
FOR THIS INVOICE

- Accept Credit Cards **YES** >  
Let clients pay you online
- Customize Invoice Style >  
Change Template, Color, and Font
- Make Recurring >  
Bill your clients automatically



# DROPBOX

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

You absolutely need to have Dropbox or Google Drive or some type of online file storage system that you have the option to share with a client. We both use Drive and Dropbox everyday with our clients and between each other for the creation of our School. Having a Dropbox account is pretty standard now for social media managers and their clients.



# SOCIAL MEDIA MANAGER SCHOOL

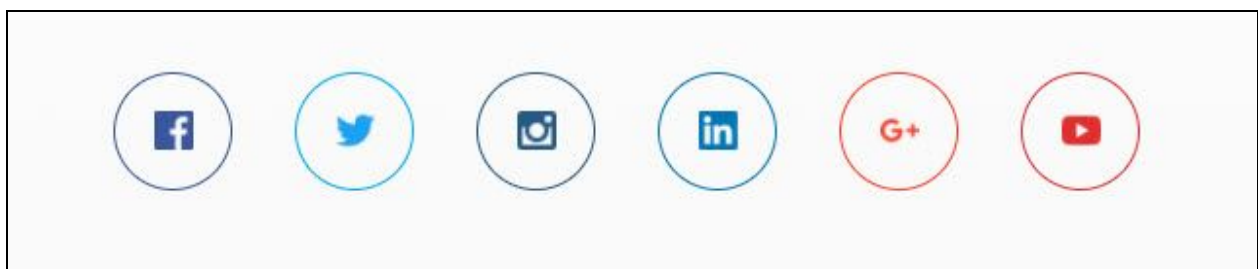
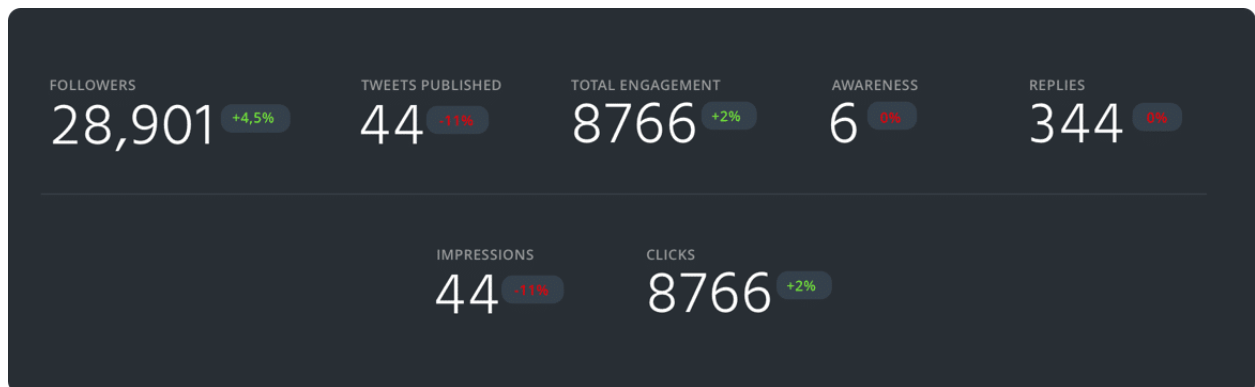
[SocialMediaManagerSchool.com](https://www.SocialMediaManagerSchool.com)

## AGORAPULSE

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

We really appreciate the wonderful user interface AgoraPulse has brought to this category of tool. You are very lucky if you can find one tool that gives you everything you need in your business as a social media manager, and this one comes close. They have beautiful analytics and reporting tools, rich data for research and strategy, plus a lovely interface for scheduling your posts across many of the platforms.

This category of tool is the most debated between social media managers. Everyone has their favorite and their own needs. No one tool seems to be able to do everything; scheduling, reporting, analytics, ads interface, research and ease of use on Every. Single. Platform. Our School's Private Facebook Group is a rich diverse bunch of new and advanced social media managers with so much experience with just about every tool known to woman - and they are happy to answer any questions you have on the tool you've decided to try.





## ZOOM.US

<https://zoom.us/>

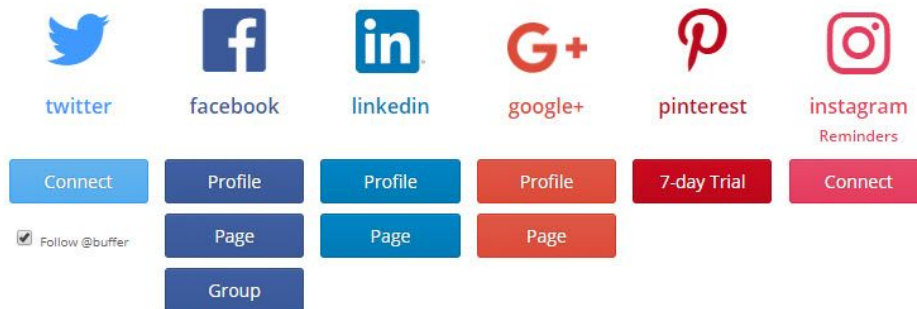
Having a reliable, easy-to-use online meeting space is a must for a social media manager. We have tried them all. Currently we are loving Zoom not only for a quick catch-up but also for those longer meetings with many people. Small group coaching works really well here and small group social media training and consulting does, too.



# [BUFFERAPP](https://buffer.com/)

<https://buffer.com/>

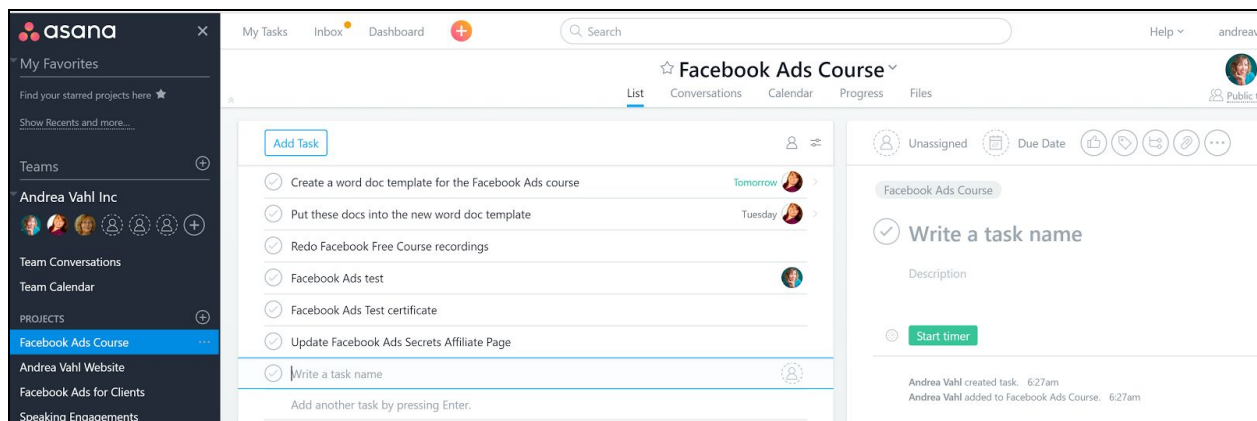
I bet one of the reasons you like your job as a social media manager is the ability to manage your own schedule. Using this app (and integrating it with your browser, your phone, and other services) you can add updates to your Buffer queue and it will be posted for you well-spaced out over the day - at optimal times. Using this one tool has saved us countless hours of time and given us the freedom to manage our time more effectively. The paid version “The Awesome Plan” has some great features, too, including posting to Pinterest. If you only have a few clients, this would be the best system to use.



# [ASANA](https://asana.com/)

<https://asana.com/>

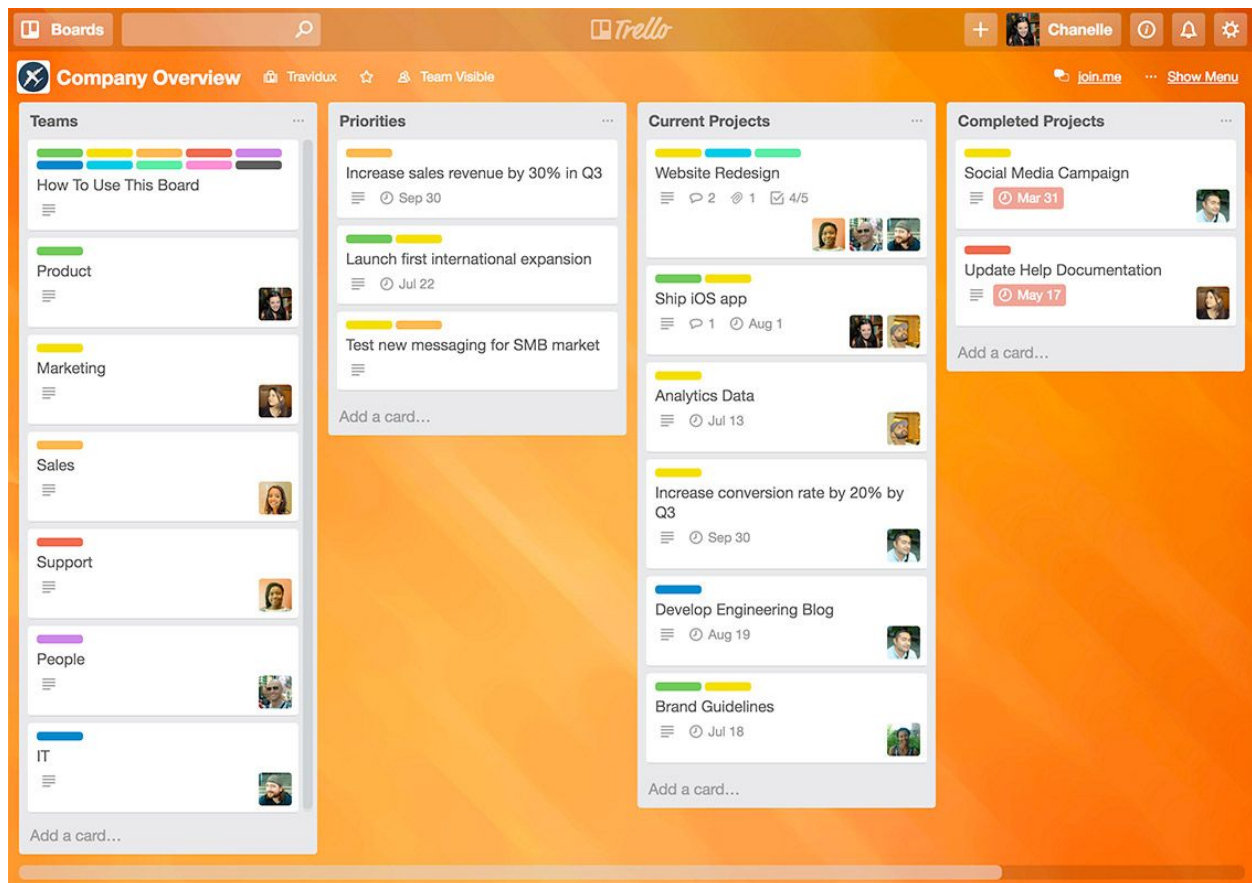
Asana is one of my favorite tools for managing projects. You can share tasks and keep track of your progress towards a goal. You can break your projects down and give access to different team members. You can also upload documents and have conversations about each task or project so you don't lose the conversation in email later.



# TRELLO

<https://trello.com/>

Some of the most productive online business people use Trello to track projects and tasks. You can use it just to keep yourself organized through time or use it with a team to see at a glance where a project stands and what needs to go forward next. If there are a lot of moving parts with a project you could consider using this tool. You have boards that contain your projects and you can assign different team members to different tasks and boards.



## SOCIAL JUKEBOX

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

If your clients have evergreen and/or seasonal social media posts Social Jukebox is built for you! We love how we can create a blog post, create the associated tweets, Facebook posts and LinkedIn posts and schedule them inside an easy interface and let it run. Yes, you also need to be on these social sites live and in person, but the marketing bit can be automated easily. If you have a client (or yourself) with a seasonal promotion - just turn the social posting on and off with one click. You can easily adjust the posting timing and see it all on a calendar interface, too.

My Jukeboxes (7)				
Action	Copy	Move	🗑️	
<input type="checkbox"/>	Jukebox Title	Post Qty	On/Off	Actions
<input type="checkbox"/>	9 Tools	47	<input checked="" type="checkbox"/>	Edit Copy Move 🗑️
<input type="checkbox"/>	Google Calendar 2016 Webinar	39	<input checked="" type="checkbox"/>	Edit Copy Move 🗑️
<input type="checkbox"/>	Manager School Straight to the Sales Page	68	<input checked="" type="checkbox"/>	Edit Copy Move 🗑️
<input type="checkbox"/>	Strategy School Straight to the Sales Page	50	<input checked="" type="checkbox"/>	Edit Copy Move 🗑️
<input type="checkbox"/>	The Social Classroom TW	101	<input checked="" type="checkbox"/>	Edit Copy Move 🗑️
<input type="checkbox"/>	TimeBliss.ME	39	<input checked="" type="checkbox"/>	Edit Copy Move 🗑️
<input type="checkbox"/>	SMMS MOM Spring 2016	7	<input type="checkbox"/>	Edit Copy Move 🗑️

## WORTH A MENTION

If you are already overwhelmed by the list of tools we have here, don't read this section. 😊  
But if you are looking for **more cool tools that we love**, we had to share just a few more!

Video creation: [Lumen5](#)

YouTube research and SEO: [VidIQ](#)

Pinterest Scheduling: [Tailwind](#)

Hashtag Research: [Hashtagify.me](#)

Content and Influencer Research: [Buzzsumo](#)

## **ARE YOU READY FOR WHAT'S NEXT?**

If you found this report valuable, you should know that our School is packed with excellent information to help you create a life and business you love. Join us now at [Social Media Manager School](#)

If someone forwarded this to you, be sure to go to [Social Media Manager School](#) and enter your name and email so you can get all of the goods in our Starter Kit.

## **SHARE THE LOVE**

Did you find this information helpful? If so, we'd love for you to share it with your friends and colleagues. [Click here to tweet and spread the good word.](#)

## WHO ARE THE FOUNDERS OF SOCIAL MEDIA MANAGER SCHOOL?



**Andrea Vahl** is the co-author of *Facebook Marketing All-in-One for Dummies* – all 3 editions. She was listed on Entrepreneur.com: **50 Favorite Online Marketing Influencers** — and on Inc Magazine: **21 Best Blogs That Will Help You Grow Your Business** and on Kim Garst's – **Top 30 Women in Social Media** and on many more social media influencer lists.

She's an international speaker and a top trainer for Facebook Advertising at conferences all over the world. And in her spare time does award-winning stand-up comedy in Colorado.



**Phyllis Khare** is a two-times Dummies Author – co-authoring *Facebook Marketing All-In-One for Dummies* 1st and 2nd Editions with Andrea Vahl and Amy Porterfield and she's the author of *Social Media Marketing for Dummies ELearning Kit*.

She's developed a highly acclaimed time-management program for entrepreneurs called **TimeBliss.ME** and she's the social media strategist for **Peaceful Media** — consulting with thought-leader brands all over the world – in many different industries.

