

10 Free Tools to Help Simplify Your Social Media Strategy

The following list provides tools that will help in various ways when it comes to social media marketing along with descriptions and a link for with more details of the product/service.

1. [Hootsuite](#)

Hootsuite is a social media management tool that is great for automating posts to keep a consistent presence on social media. The free version allows up to 3 social media channels at a time. Hootsuite's dashboard also includes analytics, a free link shortener and streams for social listening.



2. [Bitly](#)

Bitly, similar to Hootsuite, lets you schedule posts but not quite on the same scale. Bitly is great for creating shortened links and having a quick glance at how your social media posts are performing. They also offer a paid subscription with more in-depth analytics.



3. [Union Metrics](#)

Union Metrics is specifically designed for social media analytics. They provide insights such as which hashtags are most effective for you and which thought leaders you should engage with. This is an excellent social listening tool as well.



4. [Google Analytics](#)

Google Analytics is not specific to social media but is very useful for identifying the sources of your web traffic. Here you can drill down into the various social media channels and see which channel brings the most users to your website, how long they stay on each page and where they went next. This is excellent for tracking leads and conversions.



Google Analytics

5. [Canva](#)

Canva is the tool that makes graphic design easy for everyone. Here you can create custom images as well as add graphics, color and text to your current images.



6. [Unsplash](#)

Unsplash offers free stock photos for everyone. You can search by keyword or topic and find dozens of images to use for your social media channels and website.



7. [Scoop It](#)

Scoop It is a free option for content curation. During your free trial, you can follow thought leaders and industry influencers and have access to all the content they save and share. You maintain access to these resources even after the trial ends.



8. [Google Alerts](#)

Google Alerts is another tool for social listening and content curation. Simply enter the topics of your choice, choose the frequency and the content shows up in your inbox. This tool is easy for anyone to use.



9. [SlideShare](#)

SlideShare is great for repurposing that long piece of content you wrote a few months back but is still relevant. Here you can break things down and put them into a more visual presentation that allows viewers to easily find what they're looking for.



10. [IFTTT](#)

IFTTT is a genius automation tool with dozens of combinations for you to choose from. This tool is great if you want automatically add a social media blog to a google doc or if you want to automatically send a tweet once your blog is posted. The options are practically limitless here.

IFTTT

While there are plenty more free tools to make social media marketing more attainable for you, these are my top picks. Please feel free to share this guide if it was useful to you or tweet me your favorite tool [@biancalynch](#).