

Resources

Photos & Graphics

Canva [FREE & Premium] Create professional designs and graphics. Edit photos, add text, elements, stickers, borders, frames, and more. There are also hundreds of professional templates you can tweak to suit your need, as well as an extensive stock photo library. The Premium version allows you to share designs with other users, have greater access to templates, photos, and printing options, as well as other features.

Create [FREE] Mobile app you can use to develop sophisticated designs and graphics. Communicate ideas easily using images, typography, shapes, and icons; or draw your own shapes and lines. Create is awesome for adding graphics, text, and arrows to photos. You can create your own graphics, logos, stickers and even **Snapchat geofilters** from scratch using Create.

Layout [FREE] Mobile app (by Instagram) lets you easily combine multiple photos into a single image. Upload your photos, choose from a range of custom layouts, drag and drop photos to rearrange them, pinch to zoom or pull the sides of each photo to adjust its size, and get your layout just right. It is available on both Android and iOS devices.

MuseCam [FREE] Mobile app which helps you shoot and edit your photos on iOS. It features a bunch of professional feeling camera presets, manual camera controls, and advanced tools like HSL and Curves.

Over [FREE] Popular mobile app for editing photos and videos. With Over, you can design social media posts, ads, posters, and more, using their customizable templates. It is available on both Android and iOS devices.

Quik [FREE] Mobile app, best for: Editing live-action or GoPro videos

Snapseed [FREE] Mobile photo editing app by Google. You can edit pictures by using swiping gestures to select different effects and enhancements, or opt for an automatic adjustment of color and contrast.

Spark Post [FREE] Mobile app. Create professional looking graphics and animation.

VSCO [FREE] Mobile app; enables you to capture and edit photos. The app features a bunch of high-quality filters to help you get the look you want and also offers a host of free editing tools like fade, clarity, skin tone, tint, sharpen, saturation, temperature, and more, each with manual adjustments.

Scheduling

Buffer [FREE & Premium] Supports Facebook, Twitter, LinkedIn, and Instagram, and Pro users can schedule Pinterest updates too. Free users can connect up to three social accounts, including Facebook pages and groups. The service helps you with scheduling and also offers browser extensions so you can queue and share content directly from other websites.¹

Hootsuite [FREE & Premium] If you're looking for a complete solution to all of your social media management needs, Hootsuite will cover all your bases. The app is compatible with over 35 social networks, including Facebook, Twitter, YouTube, Instagram, and Pinterest. Includes scheduler, bulk uploads, analytics, custom social streams, and more.¹ In our experience, Instagram integration has been spotty and has resulted in us exploring other apps.

Later [FREE & Premium] Supports various social networks, but primarily focuses on Instagram. Allows you to schedule posts and stories, provides latest information on trends and new ideas via routine blog posts and emails, and provides post and account analytics.

Loomly [Premium] Loomly is a powerful social media management platform with a clean, intuitive interface. It supports Facebook, Twitter, Instagram, Pinterest, and LinkedIn. It offers four pricing tiers after a 15-day no credit card trial, beginning at \$20/month Base plan for those with 10 or fewer social accounts. Similar to Hootsuite, there is an “interaction screen,” where you can manage comments, messages, and track social handle mentions.²

Promo Republic [FREE & Premium] You can use Promo Republic to automate your social media publishing and scheduling. You enter all your posts and visuals in one social media publishing calendar, scheduled in advance and posted automatically to multiple social media. They integrate with Facebook, Instagram, Twitter, LinkedIn, and Pinterest. You also have access to a 100,000 post ideas library and graphics editing tools; not to mention the other features expected of social media management and planning software, such as analytics and reporting and smart posting using AI.²

SocialOomph [FREE & Premium] The free version allows you to manage multiple Twitter accounts, while the paid version adds support for Facebook, Pinterest, LinkedIn, and Plurk. Provides functionality to tweet via email, as well as support for scheduling and posting blog posts and pages. Allows supports timed updates (posts that auto-delete after a certain amount of time) as well as recurring updates.²

SproutSocial [Premium] Sprout Social is similar to HootSuite and other social media management tools in that it combines a variety of features. It has monitoring, scheduling, and analytics. Supports Facebook, Twitter, Instagram, LinkedIn.³

TweetDeck [FREE] Twitter’s solution to not having a built-in scheduling functionality, TweetDeck allows you to login directly with your Twitter account and schedule posts, monitor mentions and notifications, and more. A fairly basic service that is recommended only for those whose focus is primarily on Twitter.

Videos

Adobe Premiere Clip [FREE; Desktop] Adobe Premiere Clip can automatically create a video for you based on your selected photos or videos, or you can create a highly customized video yourself. If you subscribe to the Adobe Creative Cloud, this app also works with Premiere Pro CC, Lightroom, and Capture CC. It is also available on both Android and iOS devices; details below.

Adobe Premiere Clip [FREE; Mobile] Best for: Editing social videos. You can easily edit clips, add titles, transitions, slow motion effects, and audio to create high-quality social video on the go. With Adobe Premiere Clip, you can sync your videos across all your devices and upload content directly to social. The app has more simplified features than the desktop version, but you have the option to send it to Premiere Pro on your desktop to make changes or do final touchups before posting.

Boomerang [FREE] Ever wonder how people create those repeated videos? They probably used this app. Download it on your phone, press a button to record, and the app does the rest. Boomerang takes a burst of photos and stitches them together into a high-quality mini-video that plays forward and backward on loop. This video app lets you turn everyday moments into something fun and unexpected. **Disclaimer: if you have Instagram, you will have it in-app in the camera section, along with other fun features, like: Type, Live, Superzoom, Focus, Rewind, and Hands-free.*

Clips [FREE] Mobile app, best for: Editing short social video. All videos in Clips are synced with the iCloud, so you can edit your videos across all your devices.

FilmoraGo [FREE] Mobile video editor that doesn't put a watermark on your videos or limit the length of your videos. It comes with all the professional video editing features, such as picture-in-picture, reverse play, slow/fast motion, and more. It is available on both Android and iOS devices.

Hyperlapse [FREE] Mobile app (by Instagram) enables you to create tracking shots and fast time-lapse videos that were previously impossible without bulky tripods and expensive equipment. It's an incredibly easy-to-use app. All you do is tap the screen to start recording, tap when you're ready to stop, and choose the speed you want the video to play at. You don't even need to register to use the app. Simply point, shoot, speed up, and share. Android alternative: Microsoft Hyperlapse Mobile

Legend [FREE] Mobile app that lets you create text animations with just a few taps. Each template is created by professional motion designers and there are hundreds of combinations of typography, animations, backgrounds, and colors to play with.

Spark Video [FREE] Helps anyone create compelling animated videos in minutes. There are over 25,000 images and icons you can use to embellish your video. You can also select a soundtrack and Spark will automatically add striking cinematic motion to your video — no design experience needed.

Videos (cont'd)

Splice by GoPro [FREE] A free mobile video editing app by GoPro. It is a powerful video editor with many features, such as trim, crop, effects, transitions, titles, speed controls, animations, and more. It even has a library of free music and sound effects for you to use. Download Splice for iOS.

Vidlab [FREE] Mobile app; an all-in-one editor that allows you to easily create professional videos. Add & animate text, artwork, music, and FX to your videos.

Cinemagraphs | The following apps offer various ways to create “cinemagraphs,” which are partially-animated images in which only a specific part of the image moves on a continuous loop. One way people refer to them is as “living photos.” These are becoming increasingly popular, typically used as background content on websites or behind a text overlay on social media.

Flixel Cinemagraph Pro [Free Trial with Premium Subscription; iOS and macOS only]

Zoetropic [Free & Premium; Android only]

Fotodanz [Free & Premium; iOS and Android]

Lumyer [Free-to-download with In-App Purchases; iOS and Android]

Other

Repost [FREE] Mobile app to repost anyone’s photos or videos.

¹ Zapier.com | Best Social Media Management Tools

² InfluencerMarketingHub.com | 13 Of the Best Social Media Posting and Scheduling Tools

³ eClincher.com | Social Media Management Marketing Tools