



Content Creation

Canva- Free & Premium

- Online platform for designing content pieces

Giphy- Free

- Online collection of GIFs, use the generated link to easily share on Facebook

Imgflip- Free

- Generate custom memes

Piktochart- Free, \$15/month, \$29/month

- Create infographics with easy-to-use templates

Recite- Free

- Easily create shareable quotes, perfect for #MondayMotivation or #WednesdayWisdom

SubtlePatterns- Free

- Online collection of (subtle) patterns, perfect for cover photos and other digital designs

Content Curation

Quuu- Free, \$10/month, \$15/month, \$30/month

- Hand-curated content suggestion platform

Music & Sound

Bensound- Free

- Royalty-free music, many different genres

Free Stock Music- Free

- Free and paid music and simple sounds

SoundStripe- \$10/month

- Unlimited music for video

News

AdWeek- Free

- A roundup of strange news in advertising and marketing, most of which happens in the social space

Dooley Media- Free

- We regularly share social media updates, best practices and the events we're hosting

Sprout Social- Free

- Great tips, tricks, and resources for learning more about social media

Photography

iStock- Pay per credit

- Affordable stock photography, featuring endless professional options

Pexels- Free

- Free stock photography

Pixabay- Free

- Free stock photography

Snapseed- Free

- Complete and professional photo editor

Unsplash- Free

- Free stock photography

Social Media Management

Buffer- Free, \$10/month, \$99/month, \$199/month, or \$399/month

- Scheduling tool to automate social media content

Falcon Social- Free Demo, Custom Priced Plans

- Customer experience management platform built on social media management tools to deliver personalized brand experiences

Hootsuite- Free, \$10/month, \$34.99/month, \$99.99/month

- Management tool for cross-integration of social media accounts

OnlyPult- \$8/month, \$14/month, \$27/month, \$45/month

- Instagram scheduling, even allows multiple accounts

Sprinklr- Free Trial, Custom Priced Plans

- Social media management for marketing, advertising, care, sales, research, and commerce across platforms

Sprout Social- \$99/month, \$149/month, \$249/month

- Management tool focused on communication between businesses and customers

Trending Topics

BuzzSumo- Free, \$79/month, \$239/month, \$559/month

- Content search database to find what performs well for any topic

Hashtagify.me- Free

- Hashtag search engine with data about hashtags

Video Editing

Animoto- \$8/month, \$22/month, \$34/month

- Easily turn photos and video clips into professional video slideshows

iMovie- Free & Paid

- This app makes video editing easy

Rocketium- Free, \$40/month, \$49/month, \$119/month

- Create simple videos with your existing content, add music, transitions, and animation details