



TRAINING INITIATIVES FOR
NEUROLOGY ADVOCATES

e-Advocacy: Developing a Social Media Strategy

COURSE NOTES AND EXERCISES

101 HELPFUL TOOLS



EFNA

EUROPEAN FEDERATION OF NEUROLOGICAL ASSOCIATIONS



TRAINING INITIATIVES FOR
NEUROLOGY ADVOCATES

101 TOOLS TO HELP YOU DO MORE WITH SOCIAL MEDIA

1. [A Color Story](#)

The app lets you choose from a large selection of filters to make your photos stand out. Instead of filtering your photos to look all the same, A Color Story filters aim to enhance the color you've chosen in your composition. Bright whites, rich color, and clean adjustments.

2. [Adobe Spark](#)

A free suite of apps which allow both web and mobile users to create and share visual content — like posts for social media, graphics, web stories, and animated videos.

3. [Anchor](#)

Anchor is an audio recording app for micro-podcasting, audio broadcasting, Q&As, and more. Features like sound clips and transcriptions make it simple to create audio for social media. Billed as “the easiest way to make a podcast, ever,” it lets you record a high-quality podcast, and distribute it everywhere (including Apple Podcasts) — all in one place. No fancy equipment or podcasting experience necessary, and it's 100% free!

4. [Aviary](#)

A simple graphics editor that you can use from your browser window or as an app for your phone. Use Aviary to fine-tune your photos with a full range of filters and one-touch tools for adjusting lighting, focus, and color. You can also erase blemishes and brighten whites in a tap, or personalize your pictures with stickers, frames, and overlays.

5. [Banner Stack](#)

Banner Stack is a cloud-based, easy-to-use, professional banner maker compatible with all the main social media platforms. You have everything you need to build creative static, animated and/or interactive web banners in minutes, including stock photos, drag and drop text, images, buttons, cliparts and high-quality fonts. The free plan allows you to design 10 banners. Pro Plans start at \$7 per month.

6. [BeFunky](#)

There is so much you can do with this tool to enhance your visual marketing assets, including creating collages, adding “one-click” photo effects (there are over 300 photo effects and filters to choose from) and an array of graphics (eg speech bubbles). The basic account is free to use and provides users with access to a library of 125 digital effects.

7. [Biteable](#)

A desktop video creation tool which bills itself as “The World's Simplest Video Maker.” You can choose from a selection of pre-designed Templates or you can build your video from scratch yourself. Biteable hosts a large collection of video clips and images (many of these clips are included with the free plan) to add to your templates. It also provides simple animation and claymation sequences to help you produce engaging explainer videos in just a few hours. Biteable's free plan allows you to create five projects per month and publish HD-quality video to YouTube and Facebook.

8 [Bit.ly](#)

Bit.ly is a tool which creates shortened links to track the performance of your content once you promote it. If you create a custom short link for each content promotion campaign, you can track what works well and what doesn't.

9. [Browseo](#)

This tool allows you to view your website the way a search engine sees it. What's particularly helpful is that you see a bare-bones version of your site, which can be helpful in showing you the hierarchy you've given particular elements.

10. [Buffer](#)

Buffer is my go-to tool for scheduling my social media updates and with the Chrome extension, you can schedule content easily while browsing. It lets you design specific posting patterns and schedules to optimize your online presence. It's free to post up to ten updates to one social channel only per day — to post more updates to more channels and to access analytics you will need to upgrade to a paid plan.

11. [Buffer Stories Creator](#)

Using Stories Creator, you can create the foundation of your Instagram Stories with customizable text, graphics, and a background image or color. A quick way to create and download images for your Instagram Stories, it's a totally free, standalone tool that anyone can use.

12. [Buzzsumo](#)

Buzzsumo is a useful tool to explore which pieces of content are popular on social media around a certain topic. Use it to analyze which content performs best for any topic or competitor, and find the key influencers to promote your content. You can also input your own domain name into the search bar and see at a glance how often and where your content is most shared.

13. [Canva](#)

Whether you want a Twitter post or Facebook profile picture, you can create them quickly using Canva's drag and drop editor. Select from a number of pre-set designs, or create something from scratch. You can also add elements such as custom icons, fonts, charts, and illustrations.

14. [ClickToTweet](#)

Click to Tweet is a cool free tool which generates one-click tweet boxes or links that can be shared through your website, your blog, or via email. It's a powerful way to increase social shares and highlight quotes, stats, and key takeaways for your content marketing. It's also available as a handy Chrome extension.

15. [ColorZilla](#)

With ColorZilla you can get a color reading from any point in your browser, quickly adjust this color and paste it into another program. Colorzilla allows you to get the color of any pixel on the page. You can also pick a color from a palette and get the CSS code for each color.

16. [Copyscape](#)

Copyscape is an online plagiarism checker which lets you detect duplicate content and check whether similar text content appears elsewhere on the web. Having unique content is essential in a website or blog post to rank higher

in search engines. Simply enter the URL for a website or blog post and Copyscape can tell you where else that content exists online.

17. [CoSchedule](#)

With CoSchedule's Social Scheduling "On the Fly" app, you can manage all of your social networks right from your phone. (Also available on [Google Play](#))

18. [Crazy Egg](#)

A tool that tracks scrolls and clicks behavior on web pages to better understand customer interactions. All plans are free for the first 30 days.

19. [Display Purposes](#)

This tool helps you find the best hashtags to use on social media. The tool is particularly helpful for Instagram, where hashtags are how people find your content.

20. [DrumUp](#)

This is a combination content marketing and social media tool that helps you find the most appropriate and effective content topics your audience would appreciate.

21. [Dux-Soup](#)

A browser plug-in which works with Google Chrome as your virtual assistant on LinkedIn. Dux-Soup keeps track of every single profile you visit and allows you to make notes directly on the profile page which are saved. Profile data and notes can be export as a .CSV file to be opened in Microsoft Excel or similar. The .CSV file includes data such as the name of the person whose profile you visited, job title, company name, location, email, and notes.

22. [Easil](#)

Easil is a simple, browser-based system with pre-made templates that you can adapt in seconds with simple drag-and-drop tools. It's especially useful for Instagram and Facebook stories.

23. [Emotional Marketing Value \(EMV\) Headline Analyzer](#)

This headline analyzer is a free tool from the Advanced Marketing Institute that you can use to calculate the EMV of your own headlines. It scores the EMV of your headline with a breakdown of why it scored that value.

24. [Evernote](#)

I like to use [Evernote](#) to store notes and ideas because you can tag and create folders for easy retrieval. You can also email notes to your account and the content will be automatically stored and organized for you, allowing you to quickly reference it in the future.

25. [Facebook Audience Insights](#)

Get to know your Facebook audience better — their job titles, education level, lifestyle, location, and much more with Facebook’s native analytics feature. Track the performance of your Facebook marketing by seeing which posts are performing best. Not only is this feature free, but it’s also super easy to use and you can export the data for easier reporting and analysis.

26. [Feed.ly](#)

Feedly is an RSS feed that aggregates your favorite online news stories (by category) in one location. Use it to keep a pulse on current events and breaking news, and as a way to curate and share content for your audience. It is available both as Web and mobile application (Android and iOS).

27. [Filmmaker Pro](#)

This iOS app lets you edit landscape, portrait, and square video clips. You can add text overlays and filters, trim, split, or duplicate video clips, adjust video playback speed for a super slow motion or fast motion effect, and much more.

28. [Foller.Me](#)

Foller.me is a Twitter analytics application that gives you rich insights about any public Twitter profile. The tool gathers near real-time data about topics, mentions, hashtags, followers, location and more. It then analyzes the tweet’s contents and tells you about topics usage in form of “tag clouds” so that you can easily understand which words were the most popular.

29. [Followerwonk](#)

Use Followerwonk to identify who your Twitter audience is when they are most likely to engage based on when they are online and to find followers who overlap with similar social profiles and influencers.

30. [Fotor](#)

Fotor is quick and easy to use image editing tool. You can use it to create a variety of images, including photo collages for social media, making as many edits as you need from an extensive menu of edits. Fotor even provides an area where you can experiment to the side of your canvas. It includes ready to go graphics, icons and studio-quality video templates.

31. [Freerange](#)

A tool that provides free high res stock photos for commercial and non-commercial use. The photos either come directly from in-house photographers and archives or they are contributed by a growing community of photographers.

32. [Grammarly](#)

A free writing app available as a Google Chrome Extension. Adding Grammarly to Chrome means that your spelling and grammar will be vetted everywhere you write on the web. I use it all the time and find it super useful.

33. [GTmetrix](#)

A website speed test tool, GTmetrix gives you insight on how well your site loads and provides actionable recommendations on how to optimize it.

34. [Hemingway Editor](#)

A proofreading tool which clears your copy of all unnecessary copy. Just paste your text into the editor and you'll get an analysis that highlights lengthy, complex sentences, adverbs, passive voice, and common errors.

35. [Iconosquare](#)

Iconosquare is a smartphone app for managing your Facebook and Instagram presence. You can schedule posts, track comments, and view analytics from within the app.

36. [IFTTT](#)

IFTTT (an acronym for If This, Then That) allows you to sync up multiple apps so that when a certain activity happens, it kicks off a separate activity in another app.

37. [ImageQuote](#)

A super easy tool to create quote images for sharing on social media. You can choose from high-quality background collections or use your own photos for images. Then choose from 50+ creative font choices to customise your text. When you're happy with your image you can export it to Instagram, Facebook, or Twitter for easy sharing.

38. [IM Free](#)

This site contains images (mostly from Flickr) organized by themes such as inspiration, recreation, and ambient. On the site, you'll also find free templates, icons, button makers, and more.

39. [Infogram](#)

Infogram is an infographic and data visualization tool. The Basic (free) plan is intended only for non-commercial use, such as personal projects, blogs and presentations, within the limits of fair use. It includes 37 chart templates and allows users to generate up to 10 three-page projects based on their data. The Business plan allows you to remove Infogram's branding and add your own logo (it offers a reduced price for nonprofit and educational organizations.)

40. [InShot](#)

HD Video and Image Editor and Video Maker.

41. [Keyword Clarity](#)

Keyword Clarity is a free keyword grouping tool that makes it easy to identify keyword clusters. The interactive tree visualization and built-in keyword manipulations surface semantic keyword groups without writing a single spreadsheet formula.

42. [Landscape](#)

An image resizing tool from Sprout Social, Landscape allows you to crop images for any social profile and resize your images with always up-to-date dimensions for every network.

43. [Later](#)

A scheduling and planning tool for Instagram. Use the app to sync photos and videos from your phone, desktop, Google Drive, or Dropbox and create a different content library for each Instagram account. And you can also search by hashtag, then save posts directly to your content library. You can add one account per user for free. [Paid plans](#) start at \$9 per month.

44. [Likealyzer](#)

Likealyzer provides a quick but comprehensive audit of your Facebook presence — all you need to do is copy-and-paste your Facebook URL to see where your page stands.

45. [Life of Pix](#)

Life of Pix offers free, high-quality images that are available for personal and commercial use. Each comes with a helpful color palette so you can plan your visuals accordingly.

46. [Listen Notes](#)

A free podcast search engine. With this tool, you can not only search the whole Internet's podcasts, but you can also curate your own podcast playlists. More cool features include the clipping feature which lets you annotate, save, and share audio clips from podcast episodes. You can add individual episodes to Listen Later playlists and bring these playlists to your podcast player apps via RSS.

47. [Lumen5](#)

This is a cool tool that enables you to turn your blog posts into slideshow-type videos in minutes. The free plan includes unlimited videos, access to 10 million video files, and 480p-quality video with the Lumen5 watermark. You can also upload your own logo. Upgrading to the [Pro plan](#) (\$49/month) lets you remove the Lumen5 branding, upload your own watermark and outro, and more.

48. [Magic Eraser](#)

There's no need to open Photoshop as this app lets you cut out and save transparent images for use in logos, keynote presentations, documents, image editors, etc. Remove the background of any picture with just a few taps and save as PNG or JPG. Just touch where you want to remove, and the "Magic Wand" function removes the area of similar color automatically. Magic Eraser is available for free for [iOS](#).

49. [Mendr](#)

Whether you want to remove a photobomber, swap backgrounds, remove unwanted objects, or make cosmetic enhancements, Mendr has a network of certified professionals who will make the edits for you. While the app itself is free, the cost for each fix varies, depending on the complexity of the edit you're requesting.

50. [Missingletter](#)

Missingletr turns each of your blog posts into a 12 month social campaign, which is then dripped out to your social channels. It creates a whole sequence of social content and branded imagery (fully cropped and optimised for each of your social accounts). Simply review and edit if needed

51. [New Old Stock](#)

This site hosts hundreds of vintage photos from public archives. The collection is a refreshing change from regular stock imagery.

52. [OBS](#)

OBS is a totally free tool for video recording and live streaming.

53. [Over](#)

Over calls itself as the “fastest, easiest photo editor. ” You can pick a template or start from scratch. Add text. Pick photos, videos, colors, fonts and graphics. Share to Facebook, Instagram, Snapchat, and more (or you use Over’s post scheduling feature).

54. [Pablo](#)

This tool from Buffer is a bare-bones online image editor that lets you make basic social media images in seconds.

55. [Page Analytics](#)

A Google Chrome Extension, this tool allows you to see how visitors interact with your web pages, including what they click and don’t click. You can use these insights to optimize your website layout, improve user experience, and increase conversions.

56. [Pexels](#)

Pexels provides over 3,800 high-resolution photos, collated from other free image sites — making it one of the largest free image directories. Pexels has also added a large library of stock videos to its site also under the CC0 license. Use the site’s list of popular searches to find the most in-demand stock video.

57. [Photofunio](#)

With PhotoFunia you can edit photos online for free in a matter of seconds resulting in high-quality photo collages. As the name suggests, this tool is a lot of fun to use. It helps you make a mark with your photos by incorporating your photos into mock-ups of background images including billboards, magazine covers, and movie posters.

58. [PicsArt Photo Studio](#)

PicsArt Photo Studio is an easy-to-use photo editor, collage maker, and a powerful drawing tool.

59. [PickFu](#)

This tool uses polls to give you real-time feedback — an objective third-party point-of-view on your project. You can also use it to slice and dice responses by age, gender, ethnicity, income, education.

60. [PicPlayPost](#)

A free app for combining multiple videos and photos into a collage. It's available for both [iOS](#) and [Android](#).

61. [Piktochart](#)

Infographics are great for getting your content shared but many people are put off by the thought that you have to hire a graphic designer to create them. The good news is you don't have to be a designer nor spend a lot of money to create them. Use a tool such as Piktochart to create engaging infographics. Choose a template and then customize it with text, fonts, and colors.

62. [Plotaverse](#)

A really cool app that animates images with magical effects. You can use Plotaverse to create a looping video, animated GIF, or animated PNG. Then upload your eye-catching image to various social media platforms. Most of the time, you make looping videos or animated images from a video. However, Plotaverse begins with a still image and creates the movement with what appears to be CGI effects. You can upload an image to the app or website, or take a photo inside the app. **Available via the web for free and the iOS app costs \$4.99.**

63. [PNG Transparency Creator](#).

Billed as the world's simplest online Portable Network Graphics (PNG) transparency maker. Just import your PNG image in the editor and you will instantly get a transparent PNG. Free, quick, and instantaneous it's a super easy tool to add to your image creation toolbox.

64. [Pocket](#)

I use Pocket to batch my reading of online articles. Whenever I find something interesting I save it to Pocket to read when I have more time to focus. You can also share interesting articles directly to Twitter and Facebook or schedule it to Buffer. I like the daily recommended reading list which always brings something new and interesting into my inbox.

65. [Pocket Video](#)

A powerful video editing app specifically designed for iPhone video creators. If you want to create compelling and professional looking Youtube Vlogs, Snapchat Memories, Instagram Stories, Facebook Videos and more, then this is your app. With PocketVideo you can create, shoot and edit your videos easily. (Also available on [Google Play](#))

66. [Preview](#)

Preview is your visual planner for Instagram. Use it to predict what your feed will look like before you post anything on Instagram.

67. [Priime](#)

Priime has teamed up with top photographers to create over 100 beautiful styles you can apply to your photos on both Mac and iOS.

68. [PublishThis](#)

The company behind PublishThis has created a tool which uses software and semantic search to help in the process of curating content. It has many features to explore so check out the website for more information on capabilities and pricing.

69. [Quik for mobile](#)

A free video-editing tool. The basic video editing features include adding photos, videos, music, and text. You can choose a custom theme with transitions and graphics, adjust the font, filters and graphics and personalize your story with text overlays and title slides. The interface makes it easy to reorder, trim, zoom and rotate photos and video clips.

70. [Quotes Cover](#)

Quotes Cover turns quotes or short text into images for social media and high resolution image for posters or other print design. It's so simple to use. Simply enter your quote or text and then choose your preferred design elements, such as font, shadow effect, and color. You can upload your own image as a background, or keep it plain as I have in the following example.

71. [Restream.io](#)

Restream.io lets you live broadcast to multiple platforms at once.

72. [Ribbet](#)

Ribbet is a free online photo editor and collage maker with beautiful filters, seasonal effects, touch-ups, stickers, and fonts. You can quickly improve sharpness, crop, resize and rotate your images. You can also upload up to 5 photos at once to create a collage effect.

73. [RiteTag](#)

This is a useful Chrome extension which gives you instant feedback on your hashtag choices as you type them. It checks the hashtags you begin typing in real time and color codes them according to which hashtag will get the most engagement for you.

74. [Ripl](#)

A mobile app ([iOS](#) and [Android](#)) that lets you create short animated videos with professionally designed templates. Ripl is integrated with the major social media platforms, so sharing your final video is easy. Once you've connected your social profiles to Ripl, you can post directly to Facebook, Facebook groups, YouTube, LinkedIn, and more. You can export your videos if you want to use them outside of your social media platforms.

75. [Seed Keywords](#)

Seed keywords are those keywords that spawn other suggestions or ideas. and form the basis of long tail keyword search. This tool is different from other keyword tools in that it lets you first set a search scenario, then ask your friends to answer it as if they were using a search engine.

76. [Scoop.lt](#)

A super content curation platform that allows you to easily find and share unique, relevant content to your social networks, website or blog. The free version will allow you to monitor a single topic and use the content generated on up to two social media accounts.

77. [Snapseed](#)

A Google-owned photo editing app that lets you edit pictures using swiping gestures to select different effects and enhancements. Key features include 29 Tools and Filters, including Healing, Brush, Structure, HDR, Perspective. Snapseed can save users' editing history and redirect to any of the actions before. It can also create and save filter combinations by using the default filters and editing features.

78. [Snappa](#)

This tool allows you to whip up graphics for social media, ads, blogs, and more without Photoshop or graphic designers. In addition to social post templates, it offers banner, story, and infographic templates.

79. [Snip.ly](#)

This url shortener tool allows you to enhance every link you share (whether your own content or someone else's) with a call to action (CTA). When people click on the Sniply-generated link, they can view the article you shared and see a CTA.

80. [SocialOomph](#)

SocialOomph allows you to track your keywords, mentions, and retweets across multiple accounts and schedule tweet drafts. It's free to use, but you can also upgrade to access additional features for Facebook and Twitter.

81. [Social Searcher](#)

Social Searcher allows you to monitor all public social mentions of your company, brand, product, or service in one easy to use dashboard.

82. [SocioViz](#)

A web-based Twitter analytics platform. Use it to search for any keyword, hashtag, emoji or user mention filtering by date, location and language. Setup your historical searches or collect posts in real-time.

83. [Steller](#)

Steller is a free storytelling application which lets you create photo and video stories with an emphasis on design. — the next web. It focuses on telling a story through pictures and text. The simple, yet structured layout options allow even a beginner to produce a professional standard of work. Once your story is done, you can publish it to your favorite social media channel or embed it on your website.

84. [Stencil](#)

Looking for a quick and easy way to create your next graphic? Then try Stencil. The site has over 200,000 graphics and icons. If you like sharing quotes on social media you can take advantage of their ready to add quotes feature. It will save you a lot of time. They also have a browser extension that makes it easy to instantly upload any image from a webpage, modify it and then share it. You can save, download or share up to 10 images per month, for free.

85. [Tagboard](#)

Tagboard uses hashtags to search for and collect public social media within seconds of being posted to networks like Twitter and Facebook. Robust tools offer the power to select specific posts to feature on websites, in broadcast TV, and on large displays.

86. [Talkwalker Alerts](#)

Similar to Google Alerts, this tool monitors news, blogs, and discussions for keywords that you specify and then sends you alerts to your email each time it finds relevant mentions.

87. [Tawk.to](#)

Tawk.to is a free messaging app that lets you monitor and chat with visitors on your website, mobile app or from a free customizable page.

88. [Text Readability Consensus Calculator](#)

This tool takes a sample of your writing and calculates the number of sentences, words, syllables, and characters. It then takes the output of these numbers and plugs them into 7 popular readability formulas to help you find out the reading level and grade level of your materials and help you to determine if your audience can read what you have written.

89. [TouchRetouch](#)

The app is designed to deal with unwanted content in photos, wanting having to resort to Photoshop. It allows you to remove small items from your photos by drawing over them with your finger. Repair minor imperfections on your face, some small spots from dust on your camera sensor, or other point-like spots by just tapping on them.

90. [Trendsmap](#)

A real-time map of the latest Twitter trending hashtags and topics from anywhere in the world.

91. [Tweeps Map](#)

This tool will show you where your Twitter followers are geographically based by country and city. The free plan also allows you to track new followers/un-followers, schedule tweets and set up alerts.

92. [TweetChat](#)

If you take part in Twitter chats, then this tool is indispensable. Simply log in with your Twitter handle, enter the hashtag of the chat, and TweetChat will pull up all the related messages so you can follow the conversation.

93. [Tweriod](#)

A real-time map of the latest Twitter trending hashtags and topics from anywhere in the world.

94. [Twitonomy](#)

This tool provides detailed and visual analytics on keywords and hashtags, top related hashtags and more. You can use it to export tweets to Excel, track clicks on the links in your tweets, and track the evolution of a particular hashtag over time.

95. [Typito](#)

Typito allows you to make video content using its drag and drop tool, and add images, music and captions. Once you create your video you can export it into several formats, including landscape, square, etc. — giving you perfectly cropped videos for the platforms you use the most.

96. [Typorama](#)

Another super easy design tool to enhance your social media and content marketing. Choose from more than 40 different typographic styles, and add professional photo filters, overlays and adjustment tools. Advanced crop options let you create the perfect size pictures for social media posts, wallpapers, posters, flyers and postcards.

97. [Quora](#)

[Quora](#) is a question and answer platform where you can either ask a question about your topic or simply do a search using your topic keyword to find what people are asking about that topic. It's a super place for market research.

98. [Quuu](#)

Select from over 300 interest categories to receive suggestions that matter to you and your audience. With the free account, you can choose up to 5 interest categories, get suggestions automatically sent to your connected accounts two times a day (six for a paid account). Relevant suggestions will be queued to your Buffer where you can choose to manually curate posts yourself or Quuu will post for you.

99. [Unsplash](#)

Unsplash gives you access to a bank of 50,000+ free-to-use photos. All photos are licensed under Creative Commons Zero, which means you can copy, modify, distribute and use the photos for free, including commercial purposes, without asking permission from or providing attribution to the photographer or Unsplash.

100. [Visme](#)

A design tool that allows you to create interactive presentations, infographics, banner ads, animations, customer layouts, and more. You can search through hundreds of custom templates and fully customize each of them to fit your specific needs. Insert text using Visme's shapes and icons, images as well as widgets to visualize your data into graphs and tables. You can even add video or record audio.

101. [WordSwag](#)

A mobile application that turns your ideas, quotes, and content into attractive graphics that can be shared on social media.

MY NOTES

