Social Media Tools Used by The Pros

Hey,

Are you looking for social media tools to get more out of your marketing?

Are you wondering what tools marketing pros are using successfully?

Discover how you can use these tools to help you to **get more out of your social media marketing.**

Mention

Mention was developed as a user-friendly replacement for Google Alerts. They're a textbook example of how to build a platform by doing one thing better than anyone else.

As well as being an absolute joy to use, it captures so many more, ahem, 'mentions' online than any other platform I've used that it's become my #1 go-to social mention reference tool.

There are many clever things behind the way Mention is set up. They've taken the Apple approach to clean and simple UI to give you great functionality as a default and the power to **modify settings to really hone in on what's important to your circumstances.**
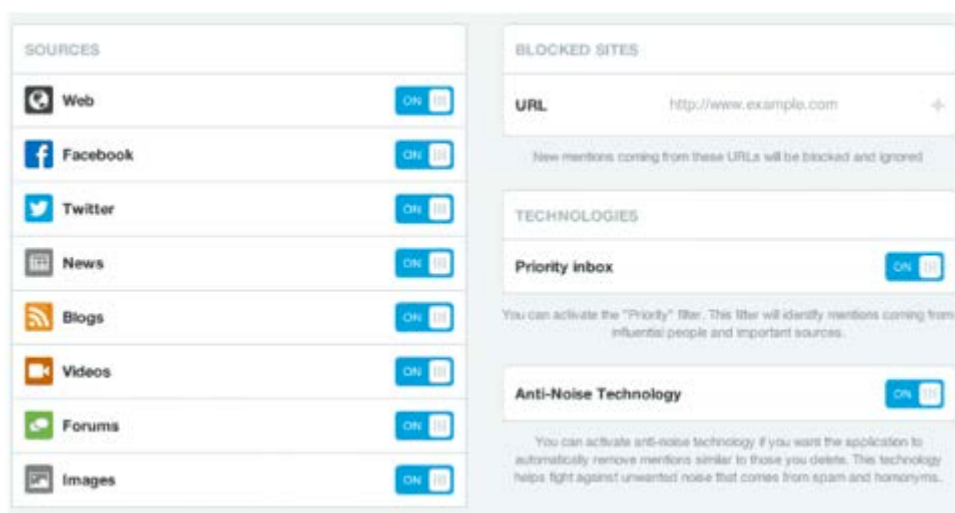
Apart from doing a fantastic job of identifying online mentions, some of my favorite features are:

- Simple controls to turn specific sources off—but still be able to monitor them in the spam folder in case you mis-classify something.
- Default alert emails that take you straight to source, rather than forcing an extra step by taking you to the Mention platform.

Of course, with success, they're quickly adding features—including an enterprise-level offering—that will make them seem increasingly like a lot of the more established players in

the social tools space. So far though, they've done a great job of maintaining simplicity and delivering on their core offering.

Swayy

Swayy. It's a platform that drops interesting content into a dashboard where you can scan or read the most interesting articles.

The best feature isn't the fact that the articles are dropped right in front of your nose. The best feature is the *sharing*.
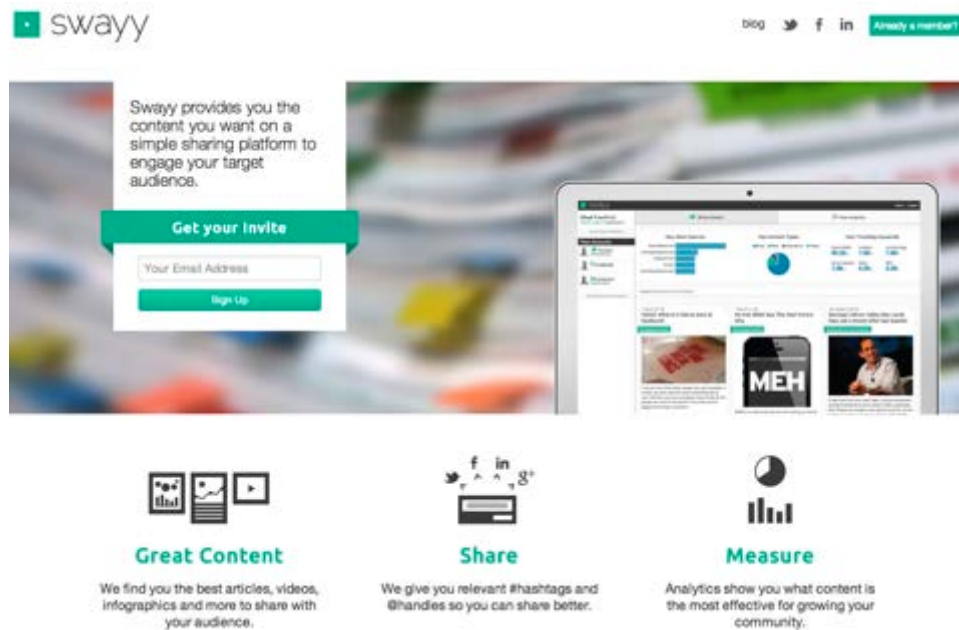
Swayy finds you the best content to share with your target audience.

At the bottom of each article, you can click the "share" button and it automatically opens up your Twitter, Facebook and LinkedIn profiles.

With the click of a button, you're able to **share articles across multiple platforms**. Plus, you can **schedule your sharing times well in advance**. That way, you're able to **share multiple articles across multiple platforms multiple times a day**. Brilliant!

Compfight

Photos are a great way to engage people on your site and draw them into your content. They also grab attention when someone shares your post on Facebook or another social media channel. Unfortunately, good photography can cost a lot of money. Enter Compfight.

Compfight searches Flickr's photos that have the appropriate Creative Commons license for Commercial Use.
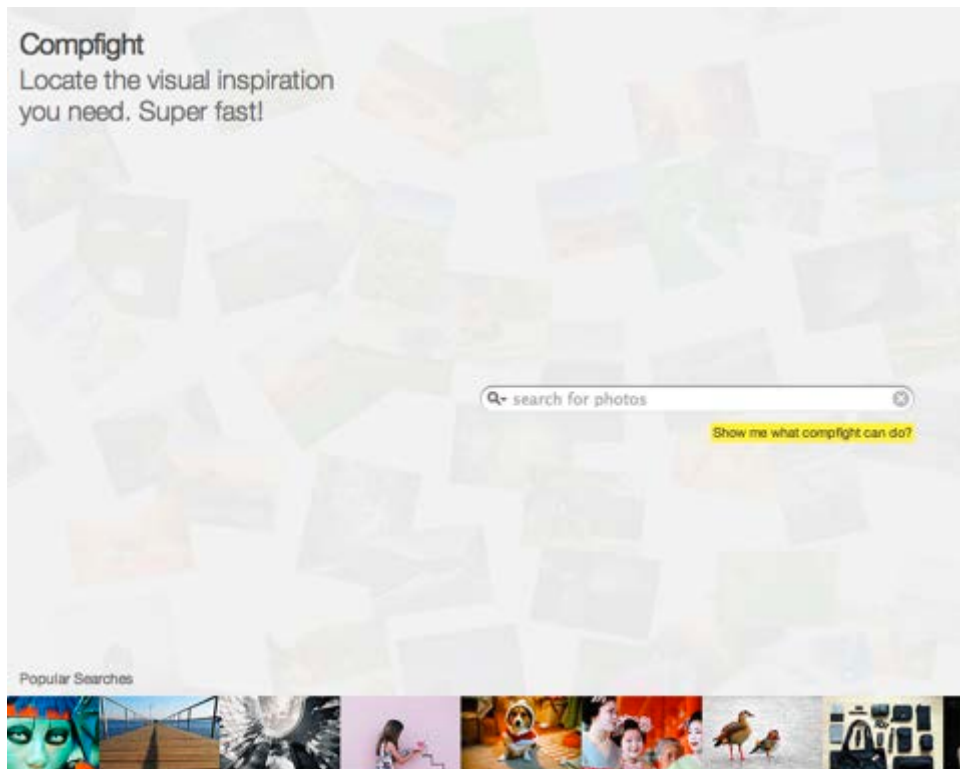
Compfight is a great tool when searching for an image for a post.

Do a quick search for ideas, objects, emotions—whatever will best represent the idea in your post. Compfight will even provide you with the HTML code for proper attribution. (Yes, you need to give attribution to the photographer, but that's a small price to pay!)

If you're posting, be sure to give Compfight a try!

Tagboard

Tagboard is my new cool social media tool. To describe it simply, Tagboard is a way to **monitor keywords (a.k.a. *hashtags*) across multiple social media channels**.

To **monitor conversations that revolve around specific hashtags** on Twitter, Facebook, Instagram, Google+ and Vine, Tagboard pulls in content from all of these sites based on a specified hashtag and creates a custom board filled with content from all platforms.

Why Is it Useful**?**

1. Brand monitoring. It's useful to anyone who monitors their own brand or other people's brands as a part of their business. It is especially useful for small business owners who do not want to invest in social media monitoring.

2. Content Curation. It's a great way to **find content around a specific topic**. For example, if you want to find out what others are saying about breaking industry news, search by keyword(s) and find articles, conversations, etc. Once you conduct the search, narrow the

focus to a single social media platform. In other words, view just tweets with that specific hashtag. You can even **reply to the conversations right from within Tagboard**!

Best of all, it's a free tool! Check it out!

Socialbakers

Socialbakers has an effective tool called Analytics Pro, which provides an understanding of how your brand stacks up against your competitors, specifically across Facebook, Twitter and YouTube—for now.

The simple interface allows you to **input a social media channel and gain insights into engagement rates and channel growth**, and **understand which contributors from your social communities are most active**, providing an opportunity to build relationships and enable continued advocacy.

An otherwise painfully manual process, this tool also allows you to **see how you're performing against your competitors** to **learn which campaigns, content and influencers are driving the most effective conversations**.

Post Planner

Post Planner is a content management tool that runs as an application within Facebook. What's great about Post Planner is that in addition to providing the ability to schedule content, it also provides fantastic facilities for sourcing and adding content to your queue for later posting.

You can search a database of thousands of status updates on a range of general topics, **find content that's trending in your niche** or **add Facebook pages, Twitter accounts or blogs** and easily **add content to your queue from these sources**.

It also provides real-time analytics on posts, so you immediately **see what's working and not working**.

Post Planner is a time saver, enabling you to **plan and manage your Facebook content in advance**, rather than doing it off the cuff.