

Social Media Tools – 1st Edition

By Mary Green

<http://SocialMediaFuze.com>

Table of Contents:

[Must Have Tools](#)

[Follower Relationship Management \(CRM\)](#)

[Increase Shares](#)

[Track Shares](#)

[Twitter Statistics](#)

[Influencer Measurements](#)

[Experts by Topic](#)

[Twitter Chat Tools](#)

[Twitter Chats](#)

[Manage Twitter Followings](#)

[Twitter Automation](#)

[Linkedin Groups](#)

[Google+ Extensions](#)

[Pinterest Tools](#)

[Curation](#)

Must Have Tools

- 1) [HootSuite](#)- all in one social media dashboard that allows you to monitor most social media presences from one place. Includes Facebook, LinkedIn, Groups, Twitter and some great free apps such as Zuum. Less than \$10 a month and basically a necessary if you are a social media manager. Expert- [@seoCopy](#)
- 2) [BufferApp](#)- Add links and updates to a queue that you schedule and your updates will be shared in order. There is a browser extension that makes this very easy to do, and the cost is nominal for most users considering it starts out **Free**. Expert- [@marygreenim](#)
- 3) [Bit.ly](#)- The best link shortener that is used in almost all social media tools and provides analytics and stats for clicks. **Free** Expert- [@marygreenim](#)
- 4) [Chime](#)- A Chrome extension that notifies you when you get a response, mention, comment or message on one of your social media profiles. **Free**

Follower Relationship Management (CRM)

- 5) [Commun.it](#)- Stay up to date with and organize your twitter followers to maintain relationships with them. Allows for Follow Fridays and other options. Expert- [@growmap](#)
- 6) [Nimble](#)- Track and build your relationships with several social media platforms in one place. Nimble allows access to LinkedIn, Facebook, Twitter and integrates nicely with several tools either directly or through automation tools. **\$15/mo.**
- 7) [Cloze](#)- Similar to Nimble but fewer features, this is an online site and an app that allows you to connect with followers most important to you. **Free**
- 8) [Nutshell](#)- This is the best I've found to use for LinkedIn. It has a lengthy relationship note system, contact information, syncs with their Twitter feed and LinkedIn profile, as well as allowing for scheduling of future emails, calls, and sales potential. **Free**

*note I have not extensively used the new Contacts feature on LinkedIn, but for what I have seen I still like Nutshell better.

Increase Shares

- 9) [Triberr](#)- Groups of people called tribes share their blog posts among their social media accounts. Join more tribes to get more exposure on other users' accounts. Expert- [@marygreenim](#)
- 10) [Empire Avenue](#)- sometimes you need a little help in getting more exposure and you can get it from Empire Avenue. List missions (such as like this fanpage) to get others to do work for you, finish missions to earn credits for listing new missions. Expert- [@mitodd](#)
- 11) [Social buzz club](#)- this one is a bit more different, you have to take the time to schedule each share and visit the site to submit your shares. But I do like the new people/blogs I have discovered here.

The following I have not used extensively but do know other users who do. I recommend using 1-2 of these increase share tools at the minimum and suggest Triberr for it's ease of use and integration with Wordpress where your posts are automatically added to your tribes' feeds for immediate sharing.

- 12) [Flauntt](#)- Twitter only sharing.
- 13) [Just retweet](#)- 100 free start up credits.
- 14) [Viral content buzz](#)- Very active and constantly growing. Expert- [@ggsolutions123](#)

Track Shares

- 15) [Share tally.co](#)- See how many social actions your page or post has gotten. Includes Facebook, Twitter, LinkedIn, Google+, Pinterest, Pocket, Inbound and loads more. The only downfall is you can't see who the sharing parties are, to be able to thank them. **Bookmarklet** that lets you easily get the shares for any page by hitting the bookmark. **Free** Expert- [@BradSKnutson](#)

Twitter Statistics

It's nice to see how many mentions, retweets, favorites and times you've been listed. Both of these tools help you do that, while also giving you access to a list of influencers who are active on your behalf. I use Twitonomy often, but Twtrland is a free app in Hootsuite for easy access to your information.

Knowing who your follower is, where they are from and understanding their usage helps you deliver content that more appropriately matches what they want and need. Check in with these tools regularly to stay on top of changes in your followers' activity.

- 16) [Twitonomy](#)- my favorite for ease of use and seeing who is actively talking about me.
- 17) [Twtrland](#)- can be integrated with Hootsuite.
- 18) [Twittercounter](#)- great for quick look at increase of twitter followers.
- 19) [Topsy](#)- great for finding how who the influencers are that are sharing a specific tweet.

Influencer Measurements

Building relationships with top influencers in your industry can give you immediate access to their followings. Figuring out who those top influencers are is easier with these tools. All of them help you identify influencers in their own way.

- 20) [Klout](#)- Where you can find perks from top names for being influential.
- 21) [Kred](#)- Second most popular influencer site.
- 22) [Peer index](#)- Third most popular.
- 23) [PinPuff](#)- Figure out how influential you are on Pinterest.

Top Social Media Experts By Topic

- 24) [Jenn Herman](#)- Instagram

- 25) [Janet E Johnson](#)- Facebook Contests
- 26) [Jon Loomer](#)- Facebook Ads

*always looking for more here, please email nominations to mary@socialmediafuze.com

Twitter Chat Tools

A twitter chat is a great way to connect with others who enjoy the same topic. These chats are frequent and often a huge hit. For social media alone there are a couple of dozen chats per week. I have used all of these tools and recommend them.

There are several other tools that can track hashtags on Twitter- even Twitter itself. I find these tools to be the best at making chat simple to read and participate in.

- 27) [Tweetchat](#)
- 28) [Tchat.io](#)
- 29) [TwChat](#)
- 30) [Twubs](#)

Twitter Chats I Recommend

Using any of the tools above, sign in to Twitter with the tool, then put in the following hashtag to watch and participate in the chat. It's actually a lot of fun.

- 31) #Linkedinchat- Tues 8pm EST
- 32) #Blogchat- Sun 9pm EST
- 33) #Pinchat- Wed 9pm EST
- 34) #GetRealchat- Tues 9pm EST
- 35) [More Chats](#)- full schedule

Manage Twitter Following/Unfollowing

Before using these tools please read about Twitter limits. I've found that even if you follow less than 1000 a day you can still be reported for spam and it won't matter how many you've followed you can get suspended. I've seen people get suspended.

- 36) [SocialBro](#)- For following and unfollowing- more expensive but a nice tool to use.
- 37) [Tweepi](#)- I love this for following other users' followers. **Free**
- 38) [Manageflitter](#)- Unfollow up to 800 a day on the free account. I unfollow based on when I followed them or their Follow Order. **Free**

Twitter Automation

- 39) [Dlvr.it](#)- Automatically feed rss feeds to Twitter, Facebook, Google+ pages, LinkedIn, LinkedIn groups and possibly others.
- 40) [TwitterFeed](#)- Automatically feed rss feeds to Twitter accounts. **Free**
- 41) [Tweet Adder](#)- Automatically feed tweets, rss feeds, track your following and unfollowings, and lots more. (affiliate link) Expert- [@marygreenim](#)

LinkedIn Groups

- 42) [Social Media Examiner Networking Group](#)- My favorite discussion group, very few links are shared, but lots of actual talk about social media. Be aware of who you listen to though, as many present as if they are well informed but have no basis for it.
- 43) [B2B Social Media](#)- more social media based discussion, no links.

Google+ Extensions for Chrome

- 44) [Do Share](#)- Share and queue items to be shared on Google+. For queued items your computer must be on. This is the only program I know of that you can queue items for personal profiles on G+. **Free**
- 45) [Circle Count](#)- The easiest way to grow on G+ is through circling. Use this tool and the accompanying site to grow your following more quickly with accurate circles. **Free**

Pinterest Tools

- 46) [Pin Woot](#)- If you like using Twitter and other social media sharing tools to get more reach and following on social media platforms, this is the Pinterest equivalent. **Free**
- 47) [Pin Alerts](#)- Get notifications of pins from your domain. **Free**
- 48) [Pin Reach](#)- See how far your pins are going, who is pinning them, who is influential in pinning and more. **Free**

Curation

- 49) [Feedly](#)- My favorite RSS feed reader, it is easy to add to and read on, very similar to Google Reader.
- 50) [Pocket](#)- save articles and blog posts for later reading, then quickly add them to social sharing queues.
- 51) [Scoop.it](#)- search a topic and find great content to share. You can find topics to follow as well.
- 52) [Distractify](#)- always interesting articles to share with your followers. Great for entertaining.

Thank you for reading, if you know of other tools I should add, please email me mary@socialmediafuze.com