Three Tools for Personal Content Management

NEW DEPARTMENT

These free apps will help you and your organization be more efficient.

By Amy Sample Ward

We've all been there: We thought we'd check Twitter for just a minute but found five different articles that look interesting. Or, in compiling materials for the next board meeting, we discovered a handful of excellent reports and white papers. Or maybe we saw something in the news and knew it would be great to share with a colleague. Whatever the content and wherever we found it, personal content management can be a struggle. Did we bookmark that Web site or print out the report? Did we e-mail the link to a staff person or completely forget?

In this article, I've highlighted three potentially valuable tools to help you and your team keep track of articles, stay on top of the latest content, and share resources easily. All three tools are free to use (though Dropbox and Evernote offer paid upgrades for multiple users and additional storage). All these tools can also be expanded from personal use to an organization-wide adoption.

Dropbox (http://dropbox.com/) is a cloud-based document storage and sharing tool. This means you can easily save a document or folder from your computer to your account on the Web, giving you access to those documents and folders from any other computer. You can also share documents individually or as folders with other people. Ever tried e-mailing a colleague your presentation file or a large document and received a message that the attachment was too large? Not anymore when you use Dropbox: You can add files big or small and simply send your colleagues a link to the file or folder, or share it with them so they have access even after you've made additional edits.

You can try it out today at dropbox.com

> **Ever received a message that your attachment is too large? Not anymore.**

> **You can save and access your content from anywhere on the Web or on the go.**

Evernote (http://evernote.com/) can be almost anything you want it to be! With Evernote, you can store documents, links, or even clips of content directly from the Web. You can also drop content into your Evernote folders simply by including your unique account e-mail address on e-mail correspondence. Like Dropbox, Evernote is a cloud-based tool. It has Web, mobile applications, and browser extensions available, allowing you to save and access your content from anywhere on the Web or on the go.

See if Evernote works for you at evernote.com

Feedly (http://feedly.com/) The first two applications assume you've found or created content that you want to save. What about when you need to find new content or stay on top of trends and hot topics? You may have heard of RSS, or Really Simply Syndication. RSS allows you to subscribe to a blog or a Web site or even track hashtags on Twitter and mentions of your organization's name. But, you need to subscribe through a reader, and that's where Feedly comes in. It is an RSS and content feed management tool. Instead of checking your favorite section of the *New York Times* as well as the blogs of partner organizations each day, you can subscribe in Feedly and see new content, as it's published, all in one place. It also makes sharing content quick and easy!

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