

Three Tools to Manage Social Media

Put them to work for you

By Amy Sample Ward

What time of day do you get the most retweets? What kind of content works best on Facebook? Did you reply to a question on Twitter or did someone else on your team? These are all common questions in nonprofit organizations.

Here are three apps to help you manage your fans and followers, track content and updates, and figure out what works and what doesn't for channels like Facebook and Twitter. You can use these tools to improve your social-media management or scale up and help a team manage engagement without duplicating efforts. Always try a tool out individually first to see how it works, explore the options it has for you and your staff, and then identify what is valuable for continued or expanded use.

Buffer (<http://bufferapp.com/>) is a Web-based content scheduling tool. Many organizations struggle with the balance of finding great social-media content and sharing it at a different time. Often, our work flow means we find a handful of great things worth sharing but don't want to overwhelm our Twitter feed with fives posts at once and nothing else for the day. That's where Buffer comes in. You can fill up your Buffer feed with content all at one time or throughout the day, and Buffer will help you post it over time. It's easy to set up for a whole team so many people can find and add content to the queue, too.

Try it out today at bufferapp.com.

Hootsuite (<http://hootsuite.com/>) is a favorite among nonprofit staff who are tasked with managing multiple social-media profiles. With Hootsuite, you can have multiple profiles logged in simultaneously from Facebook and Twitter to YouTube and LinkedIn. Think of it as your social Web dashboard — it's showing you the posts and replies from everyone in your network all at once! Hootsuite has tools to help you create lists, manage your replies and engagements (even across your team), and increase efficiency by bringing content from all your social channels into one dashboard instead of you visiting every site and checking your e-mail notifications. Hootsuite is especially helpful if you have limited time to check for replies and comments so you can check all of your profiles with just one click.

See if Hootsuite works for you at hootsuite.com.

Mention (<http://mention.net/>) So you're posting all the great content you find with Buffer and you're managing all the engagement that content receives across multiple accounts with Hootsuite. What's really working and what else might you be missing? That's what Mention can tell you. Set up alerts, track trends and topics of interest, and get valuable evaluation of your posts. Mention can serve a single staff person or can expand to ensure your whole team is informed and making the most of online engagement. You can even export reports so that you can do more with that social data!

Check your stats today at mention.net. 

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