

5 ESSENTIAL

Social Media Tools for Small Businesses

AND FREE

1

BUFFER

Buffer is a scheduling tool supreme – allowing you to co-ordinate all of your social posts across numerous networks.

Sign up for a free trial of any paid plan, and at the end of the plan simply downgrade to the free plan.

CANVA

Canva is a dream tool for those of us who aren't graphic designers. It provides an easy to use design tool with a myriad of templates for everything from LinkedIn posts, to Instagram images and Facebook videos.

2

CYFE

Cyfe is a custom dashboard tool that you can fill up with metrics from dozens of social media tools. It offers 50 widgets for Facebook alone, for tracking reach, impressions, clicks, check-ins, and posts.

3

SEMRUSH

An immense bit of kit for optimising all things SEO on your website, but also a great social post scheduling tool. This is free at the moment – and honestly, if you have a website, you should be using Semrush.

4

HUBSPOT

If you are a business using social media, you should be using Hubspot as a forms engine, to collect contact details for your social media contacts wherever possible.

5