Instagram tools

# 1. Grum

Grum is basically a desktop application. With help of grum you can Post from your desktop itself. You don’t have to move your photos from PC to your mobile device

Grum will post your photos right from your PC. Especially if you have a lot of images to sort through. This is a huge relief.

You can Manage multiple accounts. The dashboard makes it easy to switch between your multiple accounts. You don’t have to log out from one account to log in to another

You can Post high-quality images without compromising on the . Grum doesn’t compress images. If you upload high-resolution photos, then your Instagram feed will display them in the same resolution.

# 2. Buffer

Save Hours a Day

If you use Buffer, Hootsuite or any Instagram platform in the past, you know what I’m talking about. Before these updates, when it comes time to post your content, you’ll get a notification on your phone that tells you, “it’s time to post.”

Never Miss a Post

If you are a solopreneur, you can’t be on your phone 24/7, attending to your Instagram posts. For example, you might be on a business trip in China with a 12+ hour time difference or spending quality time with your family. If you miss a few posts, you have to end up catching back up by posting all the backlog in a single day.

Increase your Engagement

Consistency plays a key role in social media success. When you’re consistently and frequently publishing new content, your audience will learn what to expect from your and when it’ll be posted. Based on an article by Coschedule, you should share between 1 to 3 Instagram posts per day. Might not seem like a lot but if you run 4-5 accounts, that’s 15 posts a day spread at various times throughout the day.

Upload Content from your Desktop There’s one peripheral that a desktop still has an advantage over smartphones, the keyboard. You might be a millennial that grew up on smartphones, but unless you have the old school Blackberrys with the physical keyboards, it’s always a hassle typing on a touchscreen.

Manage Multiple Accounts with Ease

You’re probably not just managing one Instagram account or even one social account. You will have Twitter, Linkedin, Facebook and many more social networks to manage on top of Instagram. Now with Buffer, you can manage all these accounts without the use of an annoying app.