

## **Day 15: Social Media Tools & Blogging (Unit IV)**

**Lesson Goal:** Identify key tools used for SMM scheduling/reporting and content creation, and understand the foundational role of blogging.

### **1. Social Media Marketing Tools**

- **Scheduling/Management:** Hoot Suite and Buffer allow scheduling posts across major platforms. Buffer also shares content at the best possible times and tracks links.
- **Reporting/Analytics:** Platforms like Hub Spot allow you to not only monitor and publish but also get closed-loop reporting to see what posts and channels drive actual leads and sales.
- **Design:** Canva is used to design social media graphics, using thousands of layouts, stock photographs, and advanced photo editing tools. Adobe Post helps create stunning social graphics in seconds.
- **Automation:** IFTTT ("If This Then That") can link social media platforms, apps, and websites together based on a trigger and an action.

### **2. Blogging**

- **Definition:** Blogging is the process of adding new content to a blog and updating it at regular intervals.
- **Blogger:** A service provided by Google that allows you to compose, edit, and manage a blog. It is a convenient platform for novice users as no technical knowledge or coding is required.
- **WordPress:** A free software to create and customize a search engine friendly website or blog.
- **Advantages:** It assists in making a good profile (better online influence), forms a good source of income, and helps you build a strong network.