

OVERVIEW

Social media management tools can help marketers save time, stay organized and optimize their efficiency. Users can schedule and publish social media content, respond to messages and analyze the success of their posts through real-time reporting, all in one convenient place.

Social Media Management Tools

TOOL	SERVICES OFFERED	PLATFORMS	FREE PLAN OPTIONS	LINKS
Later	<ul style="list-style-type: none"> Visually plan and organize your social media posts. Schedule and publish content. Track the success of your posts with tailored analytics. 	<ul style="list-style-type: none"> Facebook Twitter Instagram Pinterest 	<ul style="list-style-type: none"> 1 User Access to 1 social media account each (per platform) 30 posts per social media channel per month 	Later
Hootsuite	<ul style="list-style-type: none"> Create, publish and schedule social media content. Engage and respond with users. Track the success of your posts with analytics. 	<ul style="list-style-type: none"> Facebook Twitter Instagram Pinterest YouTube 	<ul style="list-style-type: none"> 1 User Management of 3 social media accounts 30 scheduled messages 	Hootsuite Sign Up For Limited Free Plan
Buffer	<ul style="list-style-type: none"> Plan, schedule and publish your social media content from one dashboard. 	<ul style="list-style-type: none"> Facebook Twitter Instagram Pinterest LinkedIn 	<ul style="list-style-type: none"> 1 User Management of 3 social media accounts 10 scheduled posts (at any given time) 	Buffer
Slack Social	<ul style="list-style-type: none"> Schedule and publish your social media content. Track the success of your post with real-time reporting and analytics. 	<ul style="list-style-type: none"> Facebook Twitter LinkedIn 	<ul style="list-style-type: none"> 1 User Management of unlimited social media accounts 10 scheduled posts (per day) 	Slack Social
Tweet Deck	<ul style="list-style-type: none"> View and create multiple Twitter feeds. Respond to Direct Messages and notifications. Schedule tweets. 	<ul style="list-style-type: none"> Twitter 	<ul style="list-style-type: none"> Free platform 1 User 	Tweet Deck

ADDITIONAL RESOURCES

[GRAMMARLY](#)

A free app that checks the spelling, grammar, vocabulary, and tone of your writing.

[Easy Word Count](#)

Easily check the post and character count using this online tool.

[BITLY](#)

Certain channels, like Twitter have character count restrictions. With Bitly, you can shorten long links to include in posts, and also track how many people have clicked on your link.

WEBSITES & ARTICLES

- [Social Media Examiner](#)
- [Social Fresh](#)
- [Social Media Explorer](#)
- [Buffer Blog](#)
- [HubSpot Blog](#)
- [Sprout Social Blog](#)
- [14 Social Media Best Practices You Should Follow in 2020](#)
- [Social Media Customer Service 101](#)