



shawacademy

# STARTER PACK

**Diploma in  
Social Media Marketing**

# Tools



**Twitonomy** is a Twitter analytics tool that provides simple yet powerful insights and features that help you monitor, manage, track and optimize your activities on Twitter

<https://www.twitonomy.com/>



**Google AdWords** is an advertising service by Google for businesses wanting to display ads on Google and its advertising network.

<https://www.google.ie/adwords/>



**Hashtagify** is a hashtag analysis tool used to determine the correlation of two hashtags and the popularity in the social space.

<http://hashtagify.me/>



**TweetDeck** is a Twitter management tool used to post, schedule and manage content posted on Twitter. It can also be used for Reputation Management

<https://tweetdeck.twitter.com/>



# Tools

**Buzzsumo**

**BuzzSumo** is a research and curation tool that helps to identify influencers in any industry. It also assists in competitor analysis, and identifying what sort of content is worth sharing.

<http://buzzsumo.com/>

**Google Trends**

**Google Trends** tells you what is trending, and where. It can be a massive help when creating content for your blog or social media calendar. You can search in different languages, too.

<http://trends.google.com/trends/>

**WordPress**

**WordPress** is an open source content management system and is a great user-friendly platform that you can build your website on.

<http://wordpress.com>

**hootsuite**

**HootSuite** is a social media scheduling and publishing tool that allows you to manage (and analyse) your social media platforms from one screen – includes Youtube, Twitter, Facebook and Instagram. The free version allows 3 platforms

<https://hootsuite.com/>

