

# 5 Free Tools to Help you with Social

## What we're covering:

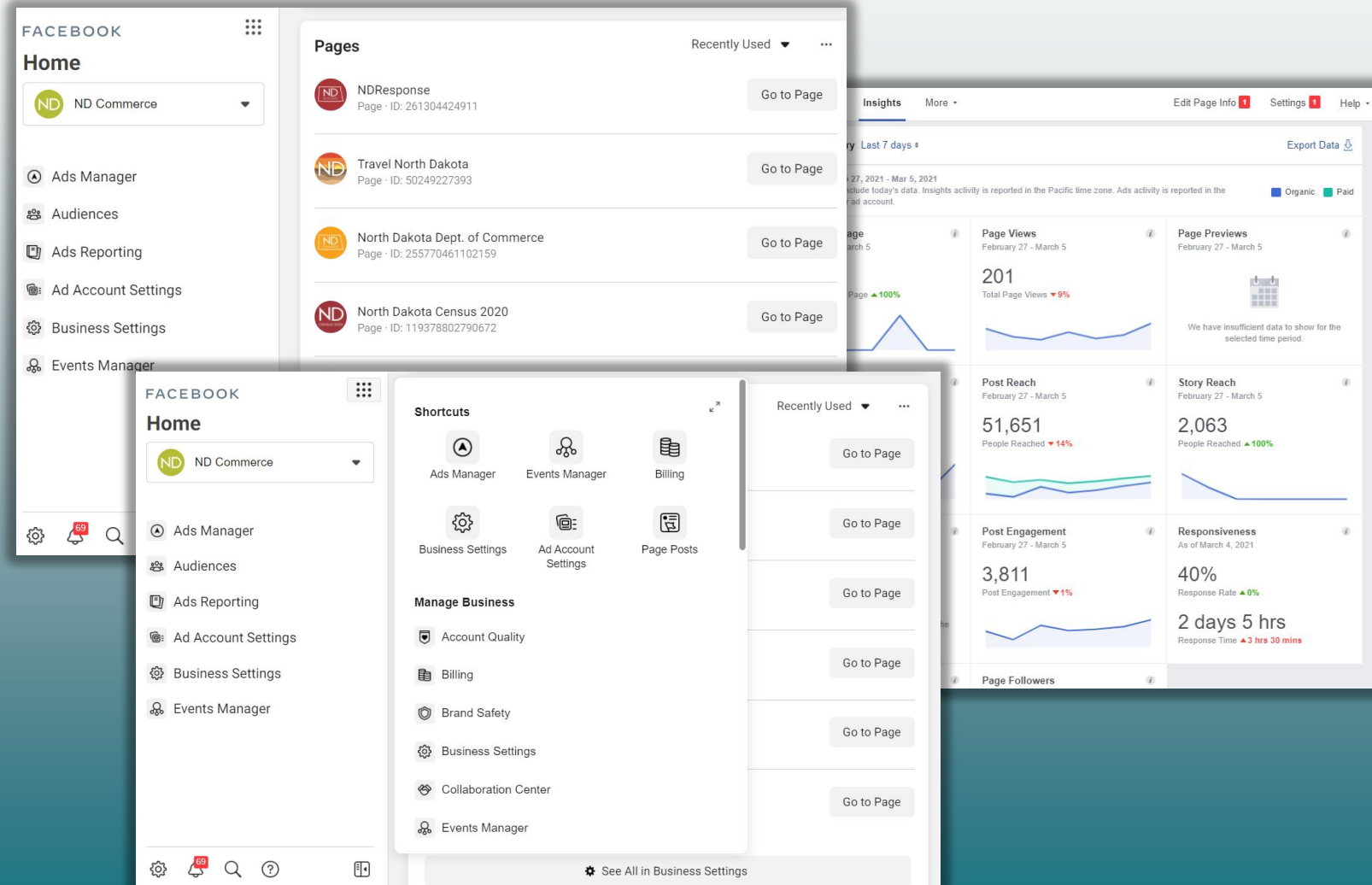
- Facebook Business
  - Trello
- ND Tourism Social Calendar
  - Canva
  - Link Gallery

1.

# FACEBOOK BUSINESS

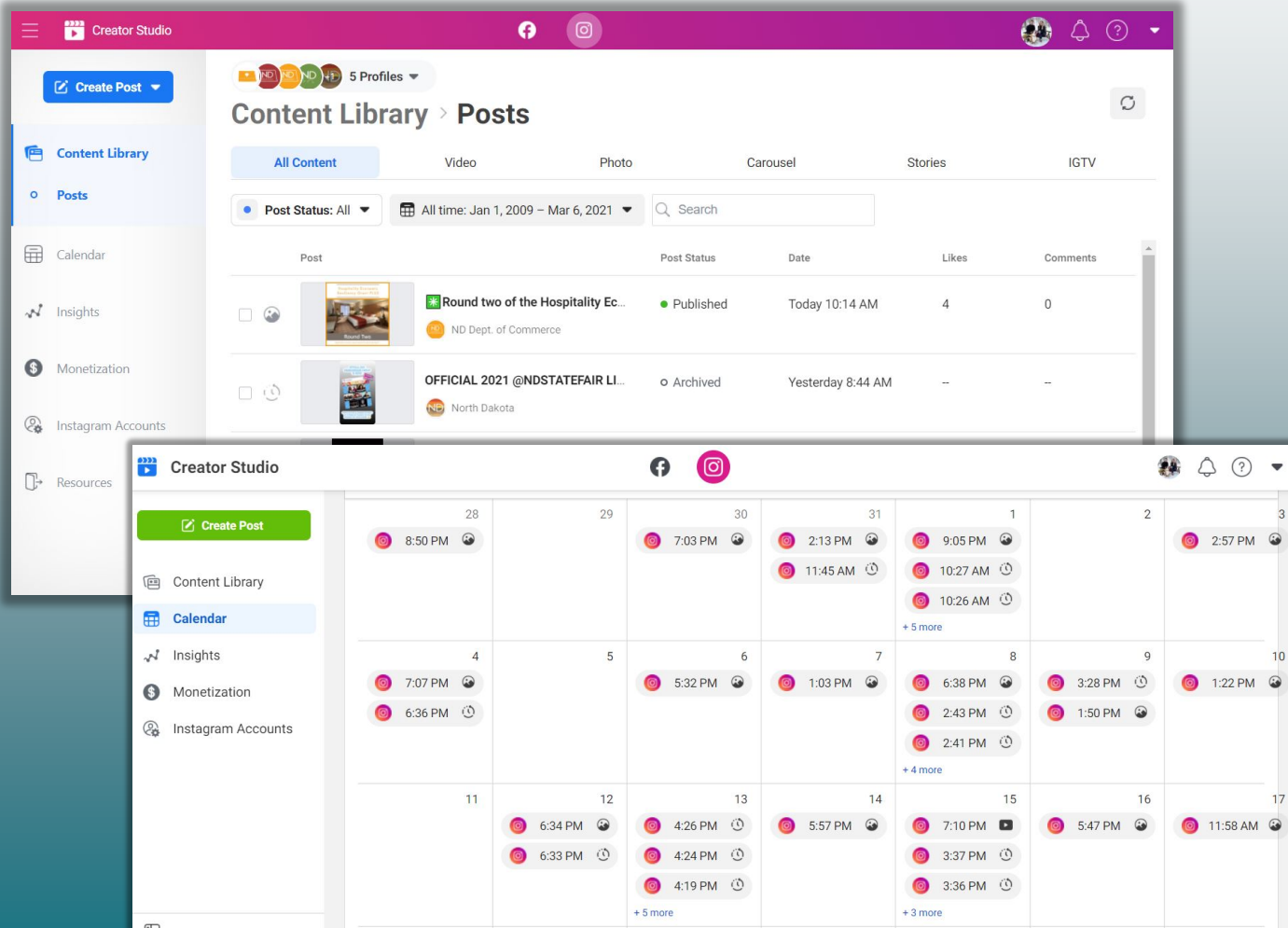
Facebook Business is arguable one of the most valuable tools you can use for Facebook and Instagram, especially if you're doing paid advertising or managing multiple accounts. This is a look at the homepage where you can quickly bounce between different pages, analytics, advertisements and dozens of other useful tools built by the Facebook team themselves.

[Click here for tutorial](#)



1.

# FACEBOOK BUSINESS



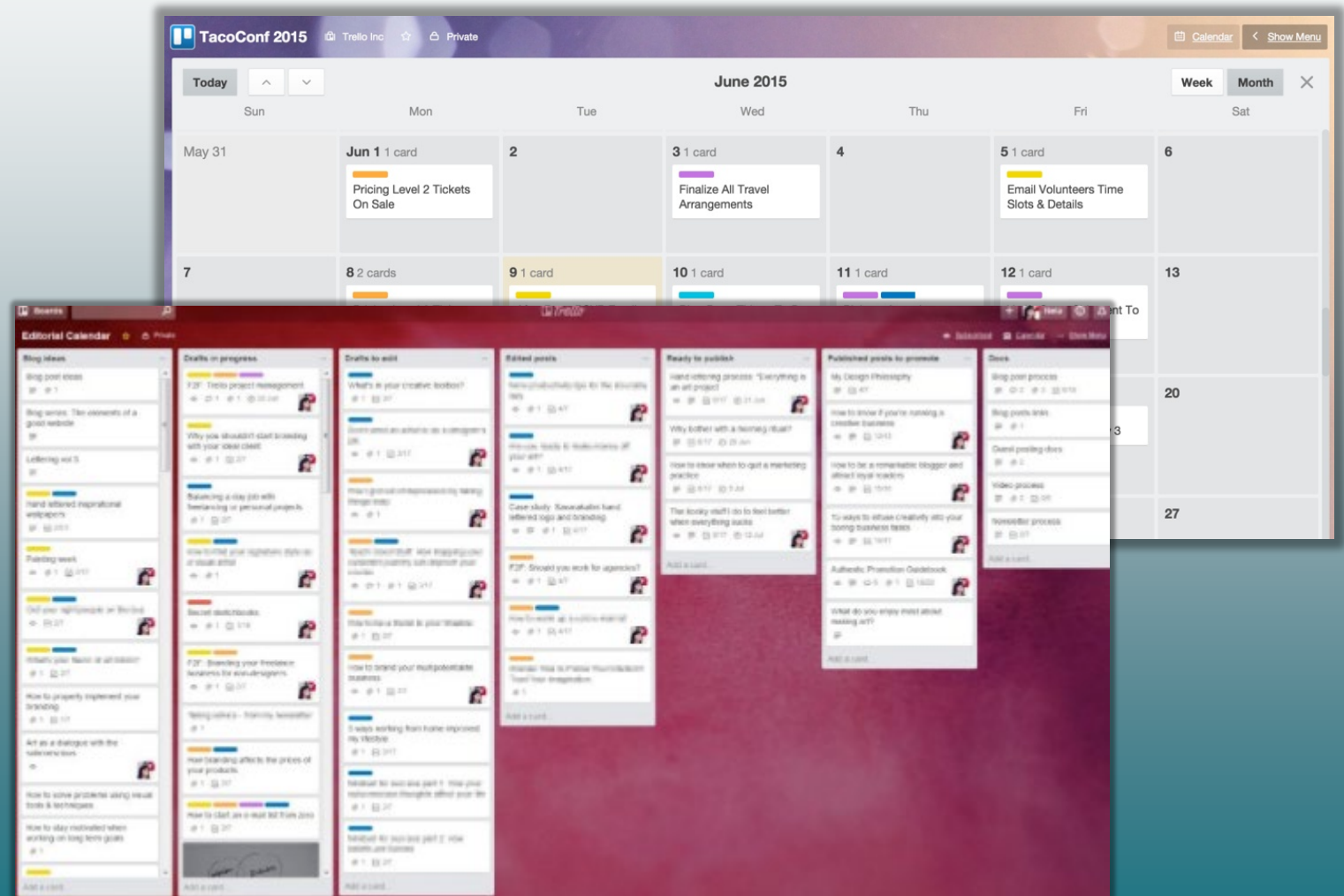
One of the more recent and helpful tools is the introduction of Instagram Scheduling into Creator Studio. From here you can intuitively schedule posts, stories (NEW FEATURE), and IGTV. Remember to download their mobile app to easily respond to comments and messages from FB and Instagram in one place!

# 2.

# TRELLO

Trello is a great option for building a workflow between teams and planning for content in advance without having to schedule.

You can manage a whole team of people or quickly plan out your content between all the different platforms. You can expect a bit of a training period but this tool is extremely customizable and you can even download [pre-made templates](#) to get you started.



# 3.

## Year over Year Social Calendar

2021 NORTH DAKOTA SOCIAL CALENDAR										
January	Monthly Themes	Notes	1	2	3	4	5	6	7	
	Snowshoing Month, CRP Month	Coyote Season Starts	New Years Day			National Trivia Day	National Bird Day			
			National Bloody Mary Day					Anniversary of Roosevelt's Death (1919)		
			*First Day Hike at Fort Lincoln							
FEBRUARY	Monthly Themes	Notes	1	2	3	4	5	6	7	
	Black History Month, North Dakota Winter Recreation Month, Fatbike Tire Month		Harold Schaefer's Birthday (1927)	Ground Hog Day					*Superbowl	
				World Wetlands Day					*#SuperBullSunday	

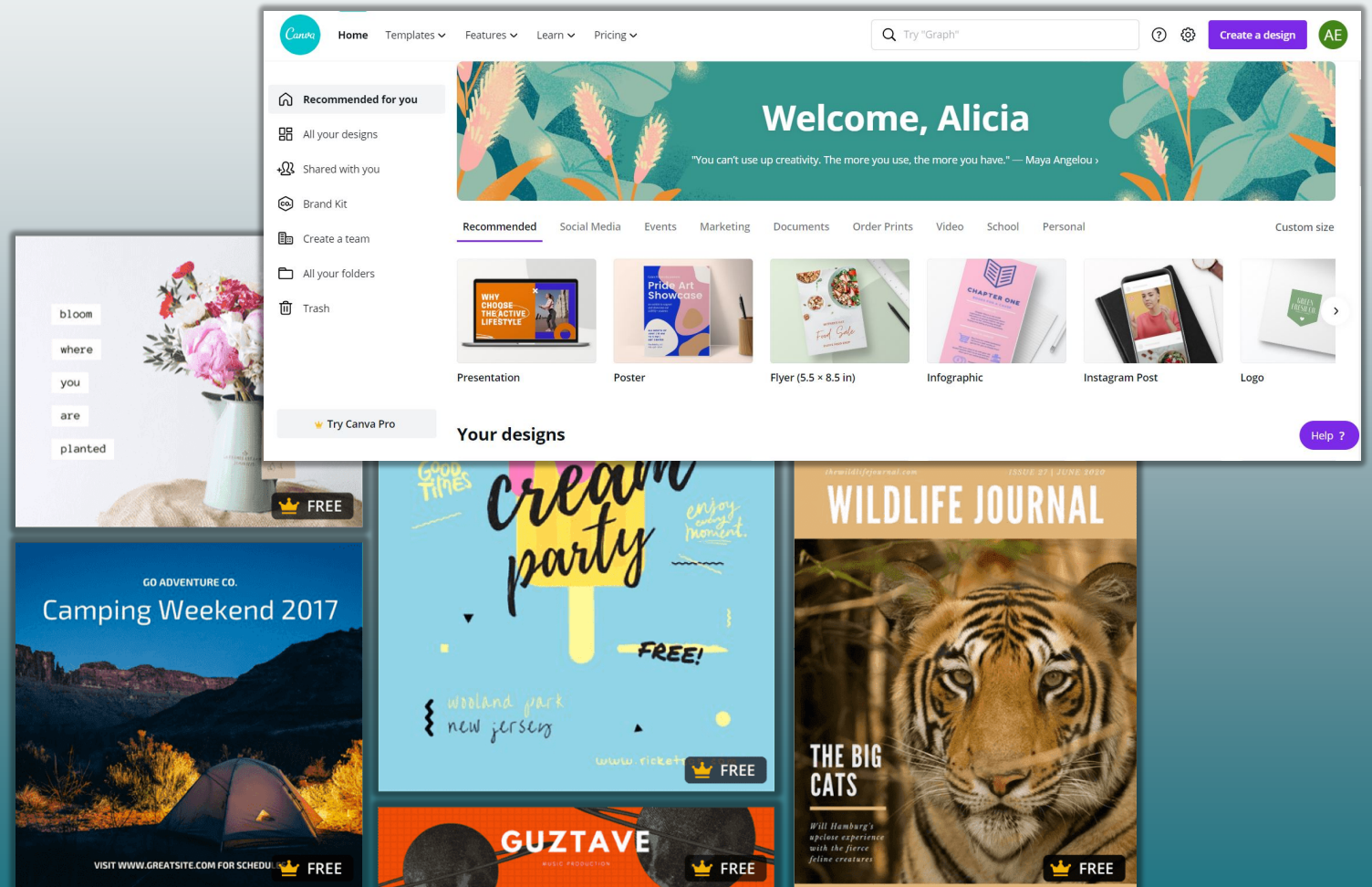
This is a tool built and used by ND Tourism. It's a prebuilt excel calendar that is used to track relevant events, social themes and marketing initiatives YOY. The calendar is built to be constantly evolved and built upon to make content creation and future planning easier. Email Alicia Jolliffe at [ajolliffe@nd.gov](mailto:ajolliffe@nd.gov) to get yours!



# 4.

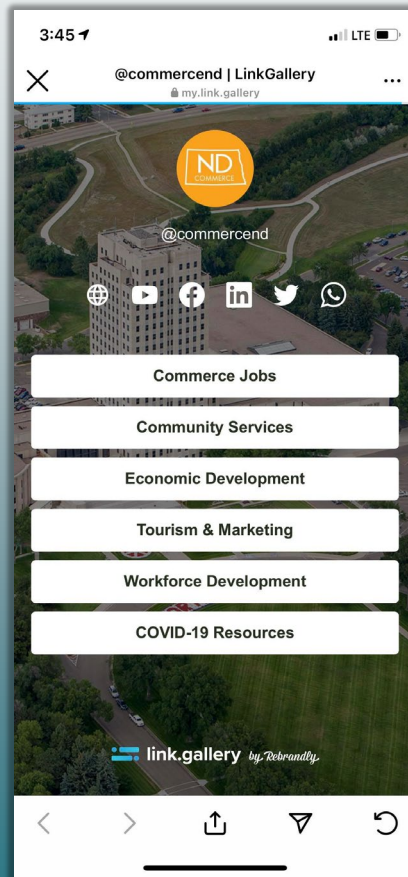
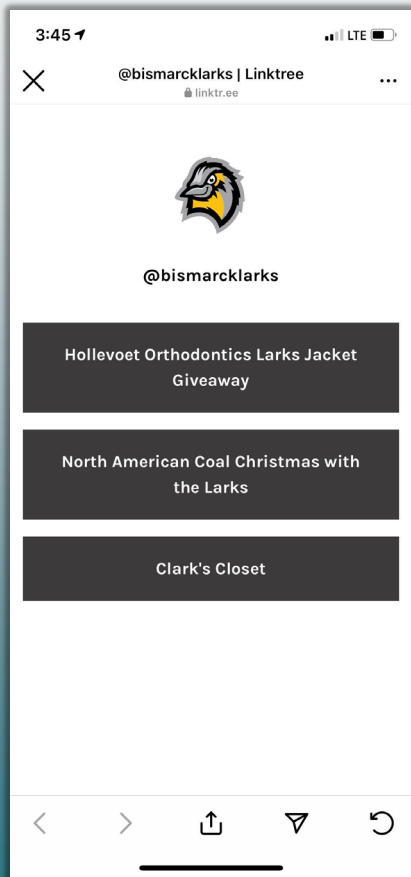
# CANVA

Canva is great for people who aren't graphic designers but need something beautiful for an upcoming campaign. This tool is filled with pre-built templates for social but also many other marketing pieces like digital ads, infographics or logos. And if you really love it, there is a paid option that will give you even more!



# 5.

# LINK GALLERY



Instagram is one of the top priority platforms for small businesses and travel entities, but the platform lacks options to get your audience to your website to learn more. Link Galleries are a good option for work arounds! There are a lot of free options out there that provide multiple link outs and branding customization. Find the right one for you, paste it in your bio and get your audience to that website you've worked so hard on.

[10 Best Link for Bio Options](#)