



# FITTING IT ALL IN: TIMESAVERS

Adding something else to your daily tasks at work may be daunting. Don't worry—it doesn't have to be! There are several ways to save time and be efficient while still having an effective social media presence.

Working with social media does not have to be a matter of going from nothing to implementing a full plan overnight. Building a social media presence and followers is a gradual process. Start small and increase what you do over time. Perhaps you can start on just one social media site and expand to more sites later. Take the time to get comfortable with what you're doing and take small steps.

## USE OTHER ORGANIZATIONS AS RESOURCES

You don't need to create all of your own posts! In fact, you shouldn't. Some of your posts can be shared posts from your community partners and other reputable organizations. This is a great way to strengthen relationships, share great content, and save time.

**Note:** Always review and read carefully whatever you're sharing/reposting, even when it's from a trusted partner.

## USE FREE DESIGN TOOLS

Most social media sites are very visual. Posts with images tend to attract more attention and get more engagement. Fortunately, there are some tools to help create strong visuals when you don't have a graphic designer to help you.

1. **PHONTO** is a mobile app that allows you to easily lay text and simple graphics over photos. It's a free app that is easy to learn.
2. **CANVA** ([canva.com](https://www.canva.com)) is an online design tool. There are paid subscriptions to Canva, but the free options are fairly extensive. Canva features many templates and examples to work from.
3. **PIKTOCHART** ([piktochart.com](https://www.piktochart.com)) is a design tool that specializes in infographics. Like Canva, Piktochart has paid subscriptions, but you can do a fair amount without paying.
4. **DRAW.IO** ([draw.io](https://draw.io)) helps you create diagrams, such as organizational charts and maps, among other options. This program is free.
5. **VISME** ([visme.com](https://www.visme.com)) makes creating graphics easy and also helps with presentations and reports. Visme is free for a limited number of projects and templates.

## SCHEDULING TOOLS

There are a lot of options to help you schedule the posting of content in advance and manage posts so you don't have to be constantly connected. A few popular scheduling assistants are below, but there are more options available.

1. **HOOTSUITE** ([hootsuite.com](https://hootsuite.com)) allows you to connect all of your social media accounts to manage and monitor them in one place. The free plan allows up to 3 social media profiles and 30 scheduled messages.
2. **BUFFER** ([buffer.com](https://buffer.com)) is a similar platform to Hootsuite but provides a different user experience. With Buffer's free plan, you are allowed up to three social accounts and ten scheduled messages.
3. **FACEBOOK** allows pages to schedule and backdate posts. **Facebook gives priority to posts scheduled within its site over those scheduled with third-party sites.** If you're getting started and using only Facebook, it makes sense to schedule within Facebook.

