SOCIAL MEDIA PLATFORMS/TOOLS LIST

Facilitator: Erin Kendrick - www.eriniscreative.co - hello@eriniscreative.co
Programs the I use in my arts practice.

SOCIAL MEDIA PLATFORMS:

- **Facebook** is one of the most widely used social media platforms worldwide, with billions of active users.
- **YouTube** is the largest video-sharing platform, with a massive user base and a key platform for video content creators.
- **WhatsApp** is a messaging app owned by Facebook, widely used for personal and business communication.
- **Facebook Messenger** is Facebook's messaging app, popular for its integration with Facebook and standalone messaging features.
- **Instagram** is known for its visual content, popular for sharing photos and short videos, particularly among younger users.
- **Twitter** is a platform for sharing short messages or "tweets," used by individuals, businesses, and organizations.
- **TikTok** is a video-sharing social networking service used to create short lip-sync, comedy, and talent videos. Artists can use TikTok to showcase their work in a creative and engaging way, reaching a large audience of users.
- **LinkedIn** is a professional networking platform used for job searching, recruiting, and professional networking.
- **Snapchat** is known for its disappearing messages and multimedia content, popular among younger users.
- **Pinterest** is a visual discovery platform used for finding and saving ideas for various interests.
- **Reddit** is a social news aggregation and discussion platform divided into thousands of communities for sharing news, stories, and opinions.
- **Tumblr** is a blogging platform that's popular among artists for its ease of use and its focus on visual content. Artists can use Tumblr to share their artwork, follow other artists, and engage with a creative community.
- **DeviantArt** is a community-based platform for artists to showcase their work, receive feedback, and connect with other artists. It's a great platform for artists looking to build a following and get their work noticed.
- **Behance** is an online platform owned by Adobe that allows artists to showcase their work and connect with other creatives. It's particularly popular among graphic designers, illustrators, and digital artists.
- **ArtStation** is a platform specifically designed for artists working in the entertainment industry, including video games, film, and animation. It's a great platform for artists to showcase their portfolio and connect with potential clients and employers.

CONTENT CREATION TOOLS:

These tools can help you create engaging and visually appealing content for your social media channels.

Canva is a graphic design platform that allows you to create stunning visuals for your social media posts, including images, graphics, and banners.

Adobe Spark is a suite of design tools that allows you to create graphics, web pages, and video stories for social media.

PicMonkey is a photo editing and graphic design tool that offers a range of features for creating eye-catching social media content.

Stencil is a simple graphic design tool that allows you to create images for social media posts, blog headers, and more.

Crello is a graphic design tool that offers thousands of templates and design elements for creating social media posts, ads, and more.

Piktochart is an infographic maker that allows you to create visually appealing infographics for your social media posts.

Animoto is a video creation tool that allows you to create stunning videos for your social media posts using photos, video clips, and music.

Venngage is a graphic design tool that specializes in creating infographics, reports, and other visual content for social media.

Snappa is a graphic design tool that offers a wide range of templates and design elements for creating social media graphics, banners, and ads.

Easil is a graphic design tool that offers a range of templates and design elements for creating social media posts, ads, and more.

PHOTO & VIDEO EDITING TOOLS:

These apps can help you enhance your photos and videos to create engaging content for social media platforms.

- Snapseed - A powerful photo editing app with a wide range of tools and filters.
- VSCO - Known for its beautiful filters and editing tools, VSCO is popular among photographers and social media enthusiasts.
- Adobe Lightroom offers professional-level photo editing tools and presets.
- Pixlr - A versatile photo editing app with a range of tools for enhancing images.
- Canva offers a range of design tools, including photo editing features, to create stunning visuals for social media.
- Adobe Photoshop Express offers a simplified version of Adobe Photoshop for quick and easy photo editing.
- Afterlight is a photo editing app with a variety of filters and editing tools.
- Enlight offers advanced photo editing tools and creative effects for enhancing your images.
- InShot is a popular video editing app with features for trimming, cropping, and adding effects to videos.
- VivaVideo offers a range of video editing tools, including filters, effects, and music options.

SOCIAL MEDIA CONTENT PLANNING/SCHEDULING TOOLS:

- **Canva** is a design tool that offers templates and tools for creating social media graphics, making it easier to create visually appealing posts for various platforms.
- **Buffer** is a popular social media management platform that includes a content calendar for scheduling posts across various social media platforms.
- **Hootsuite** offers a content calendar feature along with social media management tools for scheduling and monitoring posts.
- **Later** is a visual content planner for Instagram, Facebook, Twitter, and Pinterest, allowing users to schedule posts, analyze performance, and more.
- **Planoly** is an Instagram planning and scheduling tool that also offers features for analytics and user-generated content management.
- **CoSchedule** provides a content calendar for planning and scheduling social media posts, along with features for team collaboration and workflow management.
- **Sprout Social** offers social media management tools including a content calendar, post scheduling, and analytics.
- **SocialBee** provides social media scheduling and content categorization features to help plan and organize content across platforms.
- **MeetEdgar** is a social media automation tool that allows users to create a library of content to be automatically shared on various platforms.
- **Sendible** offers social media management tools including a content calendar, post scheduling, and analytics for multiple platforms.
- **ContentCal** is a visual content planner that helps users plan, schedule, and analyze social media content across various platforms.

LINK CONSOLIDATING TOOLS:

These services can help you consolidate your links and make it easier for your audience to navigate to different platforms or content.

- **Taplink** allows you to create a landing page with multiple links for your social media bio or website.
- **Bio.link** offers a customizable landing page for your social media profiles, allowing you to add multiple links and buttons.
- **Campsite** lets you create a landing page with links, images, and videos for your social media bio.
- **ContactInBio** allows you to create a micro landing page with links, social media profiles, and contact information.
- **Linkin.bio** by Later lets you create a landing page for your Instagram bio that links to your posts.
- **Linktree** is one of the most popular services, allowing you to create a single link for multiple links.
- **Shorby** offers a link shortening service with analytics and the ability to add multiple links.
- **Lnk.Bio** allows you to create a landing page with links for your social media bio.
- **Many.link** offers a simple landing page with multiple links for your social media bio.
- **Milkshake** allows you to create a simple website with links and images for your social media bio.

REEL EDITING TOOLS (INSTAGRAM):

- **InShot** is a versatile video editor that allows you to trim, cut, merge, and add music to your videos. It also offers a range of filters and effects.
- **CapCut** is a free video editing app that offers a range of editing tools, including filters, effects, and music options.
- **VivaVideo** is a video editing app that offers a range of features, including trim, cut, merge, and add music to your videos.
- **FilmoraGo** is a user-friendly video editor that offers a range of editing tools, including trim, cut, merge, and add music to your videos.
- **Adobe Premiere Rush** is a mobile video editing app that offers a range of editing tools, including trim, cut, merge, and add music to your videos.
- **Quik** is a video editing app developed by GoPro that offers a range of editing tools, including trim, cut, merge, and add music to your videos.
- **Clips** is a video editing app developed by Apple that offers a range of editing tools, including trim, cut, merge, and add music to your videos.

AI IMAGE GENERATOR/TEXT PROMPT GENERATIVE AI PLATFORMS

- **Midjourney** offers AI-powered tools for creatives, including image generation, style transfer, and more.
- **RunwayML** offers AI-powered tools for creatives, including image generation, style transfer, and more.
- **DALL-E** is a neural network that generates images from textual descriptions. It's not available as a standalone platform but is part of OpenAI's research.
- **Deep Dream Generator** allows users to create their own deep dream images and animations using AI.
- **Artbreeder** lets you create new images by blending existing ones, using AI to generate unique variations.
- **GANPaint Studio** lets users interactively paint with generative adversarial networks (GANs) to edit images and explore their effects.
- **RunwayML Image Styles** is a tool that allows you to apply various artistic styles to images using AI.
- **DeepArt.io** uses neural networks to turn your photos into artwork inspired by famous artists.
- **Artisto** allows you to apply artistic filters to your videos and images using AI.
- **Prisma** is a photo editing app that uses AI to transform your photos into artworks in various styles.
- **Designify** uses AI to generate unique and customizable designs for various purposes, including images and graphics.

These platforms use advanced AI algorithms to interpret textual descriptions and generate corresponding images, offering unique and creative possibilities for artists, designers, and researchers.

AI TEXT GENERATOR PLATFORMS

- **GPT-3** is a state-of-the-art language model developed by OpenAI, known for its ability to generate human-like text based on input prompts.

- **GPT-2** is an earlier version of the language model, also capable of generating text based on input prompts.
- **BERT by Google:**(Bidirectional Encoder Representations from Transformers) is a pre-trained language model developed by Google, designed to understand context in language and generate text accordingly.

These AI text generators are designed to understand and generate human-like text based on input prompts, and they have been used in various applications, including chatbots, content generation, and language translation.

INTEGRATION (TRIGGER/AUTOMATION) PLATFORMS

- **Zapier** is an automation tool that allows you to connect apps and automate workflows without any coding.
- **Integromat** is a powerful automation tool that allows you to connect apps and automate workflows without any coding.
- **IFTTT** (If This, Then That) is a popular automation tool that allows you to create simple conditional statements (applets) to connect and automate various apps and devices.
- **Microsoft Power Automate** (formerly Microsoft Flow) is a platform that allows you to automate workflows between your favorite apps and services.
- **Workato** is an enterprise automation platform that allows you to integrate and automate workflows across cloud and on-premise applications.
- **Tray.io** is an automation platform that allows you to build complex integrations and automate workflows across different apps and systems.
- **Automate.io** is an integration platform that allows you to connect your favorite apps and automate repetitive tasks without any coding.
- **PieSync** is a two-way contact sync platform that allows you to sync contacts between your favorite apps and keep them up-to-date automatically.
- **SnapLogic** is an integration platform that allows you to connect applications and data sources, automate workflows, and accelerate data integration.
-

These integration platforms allow you to connect and automate workflows between your favorite apps and services, helping you save time and streamline your processes.