The best resources for successful social media engagement in 2018.

Managing social media

Buffer - https://buffer.com/
Buffer offers a number of tools like photo editing, group collaboration and detailed data analytics about social media performance. It is a bit easier to use that Hootsuite and helps you regularly schedule and post content to social media.

Hootsuite - http://signup.hootsuite.com/
HootSuite is the most widely used social media management tool. It can link to various social media accounts and follow key hashtags that you may be interested in. It is not the easiest bit of software to navigate but it is very powerful.

Franz - https://meetfranz.com/
Franz is a fantastic tool. It allows you to add a number of messaging apps and control them from one dashboard. This saves a lot of time and avoids you having to open multiple tabs and makes it easier to work on a laptop or desktop rather than a mobile phone.

Ghost Browser - https://ghostbrowser.com
This website allows you to login to multiple website accounts (ie more than one Facebook page, Instagram or Twitter) from one window.

Images

Pablo by Buffer - https://pablo.buffer.com/

Create images with quotes and tailor these posts for every social media platform. This is one of the easiest platforms to use and you can easily generate a weeks worth of social media content in a one hour sitting.

Canva - https://www.canva.com/

Canva contains plenty of design tools, tutorials, templates and more. This is a very similar tool to Pablo but offers more in-depth options but it is slightly harder to use.

Pexels - https://www.pexels.com

This is a fantastic tool to find free quality photos that you can then import into a tool like Pablo an adjust for your social media needs.

Phraseit - http://phraseit.net/

Create your own comic strips by adding speech bubbles to images.

Data collection

Typeform - https://www.typeform.com/

Typeform helps you create simple and beautiful surveys. These are typically more user and phone friendly than Google Forms or Survey Monkey.

Facebook - (how to create a poll)

https://www.facebook.com/help/175694272486085

Polls can be used in Facebook to vote or gather the opinions of your youth led groups.

Media Research

Ofcom -
https://www.ofcom.org.uk/__data/assets/pdf_file/0020/108182/children-parents-media-use-attitudes-2017.pdf
Very informative report on how children and young people consume media.

BBC Academy - http://www.bbc.co.uk/academy
A fantastic resource that contains up to date best practice in media production.

Video

Giphy - https://giphy.com/
Create your own animated GIFs or stickers for free. Or browse their library of thousands. GIFs are a proven way to generate increased engagement with social media posts. So get Giffing.

Videoscribe - https://www.videoscribe.co/en/
Helps you to create simple and shareable animations that are sharable across a range of platforms.

Powtoon - https://www.powtoon.com/home/
Creates animated videos and presentations.

Safeguarding

Safer Internet Centre - https://www.saferinternet.org.uk/
We promote the safe and responsible use of technology for young people.

Resources linked to Safer Internet Day -

https://www.saferinternet.org.uk/safer-internet-day/2018

Links to organisations and projects that work around internet safety.

National Independent Safeguarding Board -

http://safeguardingboard.wales/

This is the website of the National Independent Safeguarding Board for Wales.

Meic - https://www.meiccymru.org/when-to-block/

 Meic is the helpline service for children and young people up to the age of 25 in Wales. This article contains specific advice on what to do when a young person encounters comments or posts that they are unsure how to deal with.

CEOP - https://www.ceop.police.uk/safety-centre/

CEOP is a law enforcement agency to help keep children and young people safe from sexual abuse and grooming online.

South West Grid for Learning (SWGFI) - https://swgfl.org.uk/

South West Grid for Learning (SWGfL) Trust is a not-for-profit charitable trust providing schools and other establishments with safe, secure, managed and supported connectivity and associated services, learning technologies to improve outcomes, and the toolkit for being safer online.