



## RESOURCE LIST

### FREE CONTENT CREATION TOOLS

**PicMonkey** for free and easy photo editing, collages, photo illustration

**Piktochart** for creating infographics (or try a PowerPoint slide saved as an image or PDF!)

**Canva** for simple graphic design of posters, invites, cards, ads, social media images

**GoAnimate** for creating create animated infographics

**Animoto** for fast and easy videos and animated photo slideshows (music, text, and design templates included)

**Issuu** for publishing print documents online (fast, easy publishing from a PDF)

**MailChimp** for email, e-newsletters and email promotions (layout templates, customization, images and link support, and built-in CAN-SPAM law compliance)

**WordPress.com** if you need a free blog and/or website. **Blogger** is free too (and easier to use), but WordPress has more functionality and customization through thousands of plugins.

**Prezi** for cool, interactive presentations that are stored online (so you can present anywhere, on any computer.)

### NOT FREE BUT INEXPENSIVE

PicMonkey, Animoto, Canva, or Piktochart **pro versions** for more functionality, usually sold as monthly subscriptions

**GraphicRiver** for inexpensive downloadable PowerPoint templates.

*GraphicRiver is part of **Envato Market**, where you can find stores for graphics, photos, fonts, icons, and more.*

### PROJECT, DOCUMENT, AND CONTENT/SOCIAL MANAGEMENT TOOLS

**Dropbox** for file sharing

**Google docs** for collaboration

**Hootsuite** for social media planning, publishing, and monitoring

**Storify** for collecting tweets/posts related to a specific hashtag

*Hootsuite and Dropbox also have subscription pro services.*

### A HANDY REFERENCE

Social image sizes and how to optimize for each platform

<http://blogs.constantcontact.com/social-media-image-sizes/>