

**Free!**

**6 Free  
Social Media Tools  
You Should  
Be Using**

## Six Free Social Media Tools You Should Be Using

Managing multiple social media accounts can be a challenge. Not only do you have to remember to post regularly, but you also have to work to build and maintain a following, engage with the right influencers, and track your progress over time.

It's no surprise then that a recent report found that 62 percent of marketers and business owners spend more than six hours a week on social media efforts. Fully 36 percent are spending 11 hours or more each week.

Fortunately, there are multiple free tools available to help you do more with social media in less time. The following tools can help you post regular updates, create stunning visuals, locate shareable content and more:

### **Buffer**

Buffer makes managing regular social media posts easier by allowing you to schedule updates in advance. With Buffer, you can easily create updates for all of the major social networks—Facebook, Twitter, LinkedIn and Google+—and have them post at any day or time you choose. Additionally, Buffer's browser extension allows you to easily share articles you come across while online. [Buffer.com](http://Buffer.com)

### **Feedly**

Feedly compiles the RSS feeds from all the websites and blogs you want to keep up with and displays them for you in an easy-to-read format. You can save an article for later or instantly share it to Buffer or social networks. [Feedly.com](http://Feedly.com)

### **LastPass**

Have trouble remembering all your social media passwords? LastPass can help with that. Once you enter your LastPass password, LastPass automatically fills in all your usernames and passwords so you never have to remember them again. [LastPass.com](http://LastPass.com)

### **ManageFlitter**

ManageFlitter allows you to quickly see who—among the people you follow—isn't following you back. It then allows you to unfollow those people in bulk, so your feed isn't clogged by spambots or irrelevant followers. [ManageFlitter.com](http://ManageFlitter.com)

### **Commun.it**

Commun.it allows you to quickly see mentions, messages, retweets and other posts that involve you across all of your social networks and respond to them within the tool. Additionally, you can see who has unfollowed you and decide whether to unfollow them back. The free version of the tool also includes basic Twitter and Facebook analytics. [Commun.it](http://Commun.it)

### **Piktochart**

Eye-catching infographics can help get your social media posts noticed, but they're not always easy to create. With Piktochart, you can create your own infographics, for free, in an easy-to-use, drag-and-drop interface. [Piktochart.com](http://Piktochart.com)

Maintaining an active social media presence across multiple networks doesn't have to be difficult or expensive. With the help of the tools above, you can easily keep your social networks active and engaged without wasting time or money on the effort.



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