

Managing Your Social Media Presence

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Presented by LibraryLinkNJ, the New Jersey State Library and the New Jersey Library Association:
Technology Speed Dating, March 19, 2014 at the Monroe Public Library

Hootsuite

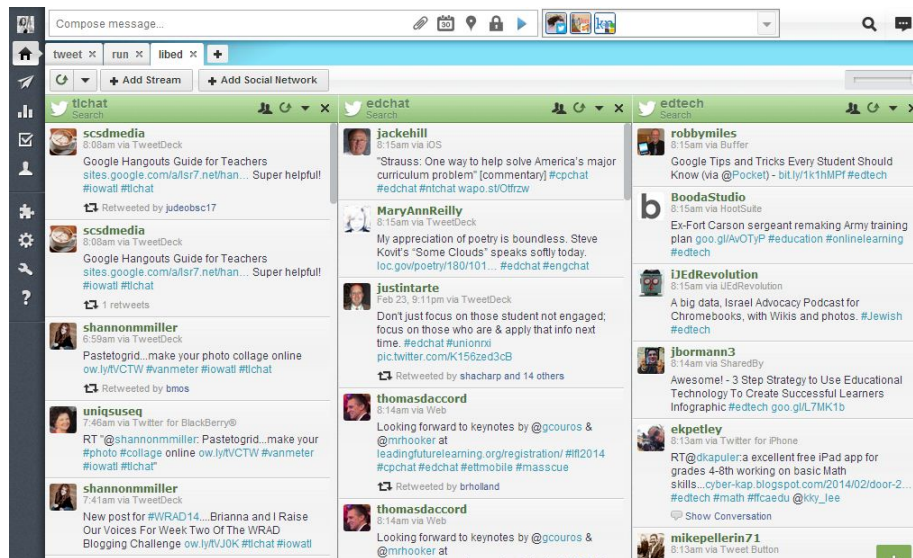
Social Media Management Dashboard

Software: Web-based or Mobile App

Price: Free (up to 5 accounts) or Paid Pro

Social Media Accounts: Twitter, Facebook, Facebook Business Pages, LinkedIn, Google+, Tumblr, YouTube, Instagram, +more

- tabbed viewing
- schedule posts in advance (bulk updating for paid accounts)



Tweetdeck

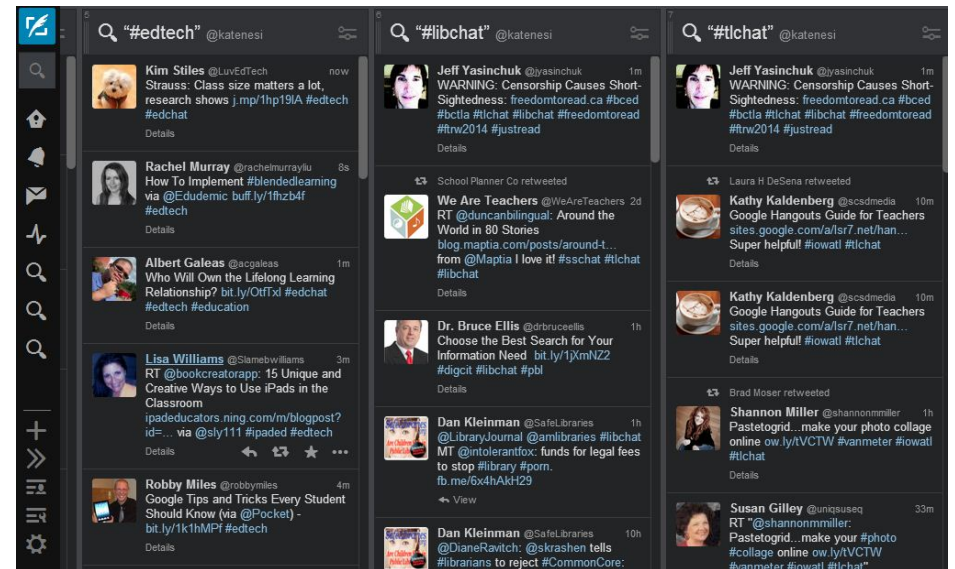
Real-time Twitter Tracking, Organization, and Management

Software: Web-based, Mobile App, or Software Download (PC/Mac)

Price: Free

Social Media Accounts: Twitter, Facebook, LinkedIn

- single window viewing
- schedule posts in advance



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IFTTT

Create powerful connections with just one statement.

Software: Web-base or Mobile App

Price: Free

Social Media Accounts: 82 Channels including Facebook, Facebook Business Pages, Twitter, Evernote, Google Drive, Vimeo, Tumblr, Pinboard, Email, + many more

- automatic trigger posts in advance to various accounts
- easy to turn recipes on/off
- find recipes by other users
- updates multiple accounts at the same time from one trigger

Recipe

if this then that

Trigger

Action

Personal Recipes are a combination of a Trigger and an Action from your active Channels. Personal Recipes look like this:

if  **then** 

Any new photo by you:
ltibbets

Add file from URL to
Linden Tibbets'
Dropbox