Below is a list of resources and links to helpful sites which can help organizations strengthen their social media presence and build online communities.

Table of Contents

1. [**Social Media Management**](#34i2qwn80z6t)
2. [**Digital Copywriting**](#ecxxlp8jyaah)
3. [**Influencers**](#ophbssue3fgv)
4. [**Stock Imagery**](#risd2owd44vw)

Social Media Management

* Tips + guides
	+ [Social Media Today](https://www.socialmediatoday.com/) – Shares social media news and tips
	+ [Hootsuite Blog](https://blog.hootsuite.com/) – Has great tutorials and educational materials on social media platforms (their scheduling tool is decent as well).
	+ [Always Up-to-Date Guide to Social Media Image Sizes](https://sproutsocial.com/insights/social-media-image-sizes-guide/) – List of correct image sizes for a variety of social media platforms (makes your channels look clean and professional)
	+ [7 ways to use data to create better social media content](https://sproutsocial.com/insights/create-social-media-content-with-data/) – Overview of how to assess and use the metrics you see on social media
	+ [Social Media Accessibility: A Guide To Alt Text On Social Media](https://www.tugagency.com/blog/2021/09/15/social-media-accessibility-a-guide-to-alt-text-on-social-media/) – A guide on alt text and increasing accessibility on social media.
	+ [Neil Patel’s Social Media Marketing: How to do it, Types, Tools & Tips](https://neilpatel.com/what-is-social-media-marketing/) – Guide from blogger and digital teacher Neil Patel on the basics of social.
* Tools
	+ [Create a custom share link](http://www.sharelinkgenerator.com/) – Generator for creating pre-written “click to tweet,” etc.
	+ [CrowdTangle](https://chrome.google.com/webstore/detail/crowdtangle-link-checker/klakndphagmmfkpelfkgjbkimjihpmkh?hl=en) – Extension for finding top social referrals by url
	+ [AdParlor](http://admocks.adparlor.com/#facebook/website_clicks/image) – Mock-up generator for social posts
	+ [RiteTag](https://chrome.google.com/webstore/detail/ritetag/hclhpnhohpmlbadmeieecaandnglfodm/related) – Hashtag suggestions for content/images
	+ [Free Noun Project](https://thenounproject.com) – Free icons for graphics
* Community management
	+ [The Ultimate Guide to Community Management](https://blog.hubspot.com/marketing/community-management-expert-advice) – A dive into community management and best practices
	+ [How To Set Up Community Guidelines On Social Media](https://blog.brandbastion.com/how-to-set-up-community-guidelines-on-social-media) – Short guide on how to set boundaries on your social media channels
	+ [Twitter reply controls](https://view.highspot.com/viewer/6193c8a34fa88f259ad9f394) – Learn how to control your Twitter replies
* Analytics
	+ [Facebook Pixel](https://www.google.com/search?q=setting+up+facebook+pixel&oq=setting+up+facebook+pixel&aqs=chrome..69i57j0i512l9.2648j0j7&sourceid=chrome&ie=UTF-8) – How to set up and install a Facebook pixel
	+ [Twitter Pixel](https://business.twitter.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html) – How to set up and install a Twitter pixel
	+ [UTM Builder](https://ga-dev-tools.web.app/campaign-url-builder/) – Google UTM builder for creating tracked links
	+ [Keyhole](https://keyhole.co/) - Social listening
	+ [M+R Benchmark](https://mrbenchmarks.com/) –Non-profit industry benchmarks
	+ [Social listening tutorial](https://youtu.be/qCAKH9SaWnc)

Digital Copywriting

* [The Ultimate Guide to No-Pain Copywriting (or, Every Copywriting Formula Ever)](https://copyhackers.com/2015/10/copywriting-formula/#TEASE)
* [6 Copywriting Tips That’ll Keep Readers Eyes Glued to Your Screen](https://neilpatel.com/blog/copywriting-tips/)
* [A Guide to Writing Inclusive Language and Copy](https://boldist.co/usability/writing-inclusive-language/)
* [Hemingway Editor](https://hemingwayapp.com/) – Free text editor that gives tips on how to activate and shorten your copywriting for a punch

Influencers

* [The Ultimate Influencer Marketing Guide](https://upfluence-common.s3.amazonaws.com/Whitepapers/the-ultimate-guide-to-influencer-marketing.pdf) – From Upfluence, a leading influencer marketing platform
* [Hootsuite Influencer Marketing Guide: How to Work With Influencers](https://blog.hootsuite.com/influencer-marketing/)

Stock Imagery

Below is a list of low-cost or free stock photo and video sites focused on diversity and inclusion.

**AARP**

* “A library of 1,400-plus images designed to paint a more accurate portrait of how people age in today’s society.”
* <https://www.aarp.org/about-aarp/info-2019/disrupt-aging-collection.html>

**BLACK ILLUSTRATIONS**

* Free for commercial and personal use.
* <https://www.blackillustrations.com/>

**CREATE HER STOCK**

* Authentic stock photography that features Black women
* <https://createherstock.com/premium/>
* $10/month for unlimited images

**DISABLED AND HERE**

* “This collection is a disability-led effort to provide free and inclusive stock photos shot from our own perspective, featuring disabled Black, Indigenous, people of color (BIPOC) across the Pacific Northwest.”
* <https://affecttheverb.com/collection/>

 **EDUIMAGES**

* Free library of photos celebrating students and the educators that teach them in seven schools across the US (that actually reflect real classrooms)
* <https://images.all4ed.org/>

**THE GENDER SPECTRUM COLLECTION**

* Free. “All of the photos in the Gender Spectrum Collection were taken by Zackary Drucker. Please credit The Gender Spectrum Collection in your captions.”
* <https://genderphotos.vice.com/>

**NAPPY.CO**

* “Beautiful photos of Black and Brown people”
* <https://www.nappy.co/>

**PICNOI**

* “Free stock photos for a colorful world”
* <https://picnoi.com/>

 **STOCKSY.COM**

* Stock photos and videos “with no filler”
* <https://www.stocksy.com/>
* Price per image: $75 per photo

**UK BLACK TECH**

* Black people in tech
* <http://ukblacktech.com/stockphotos/>

 **WOMEN IN TECH**

* Women in color in technology
* <https://www.wocintechchat.com/blog/wocintechphotos>