

Instagram Resources

Instagram resources for your club: Here are some of our favourites...

1. CREATING + EDITING IMAGES & VIDEOS

+ **Canva**

Free and easy to use, for use on your computer. Templates and creative ideas provided. You will look like a pro without too much trouble. Once created simply download and email or add straight to social media channels then use anywhere.

+ **Wordswag (phone app)**

A graphic designer in your pocket. A great selection of text layouts and captions, quotes etc for use. (other apps are Typorama, Instant picframe)

+ **InShot (app)**

Helps you create video with ease, edit video for YouTube, Instagram, IGTV, Facebook, Messenger. Perfect phone video editing app.

+ **Snapseed (app)**

Great tool to quickly edit something out of a photo. Great on-the-go retouching app.

+ **Series (app)**

Flexible and fast photo layout. Amazing grid selection – slider for images.

2. HASHTAG IDEAS

+ **Tagblender**

Simply select your topics and it adds the top tags for you to copy into a blender! A fun way to consider trending hashtags for use in your posts.

+ **Keyhole**

Real time hashtags. Great source for trends, influencer use and more... Check it out!

+ **Instagram business blog**

Straight from the source. Keep an eye on the trending tags and who is using them.

3. SCHEDULING

+ **Later | Plann | Planoly**

Free and plans: depending on the number of users and profiles. Plan, schedule and manage your Instagram posts. Notifications sent to your phone prior to publishing.

+ **CoSchedule**

Use their editorial calendar to plan their blog, content marketing, and social media.

+ **Hootsuite**

Many people use this too, works similarly to Later.

4. ANALYTICS AND STATS

+ **Google Analytics**

+ **Sprout social**

Detailed Instagram reporting capabilities. Hashtag performance, growth, influencer engagement, and performance in easy to read reports. We love it!

+ **Squarelovin**

in-depth tool for a free analytics platform for Instagram. Covers a broad range of metrics.

+ **Iconosquare**

Track the performance of your hashtags, see competitors, insights and analytics for Instagram.