



Free Tools for Working with **Social Media**

An Infopeople Webinar
February 5, 2020

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Today's agenda:

- Twitter
- Instagram
- Content creation
- Miscellaneous

TWITTER



<https://sparktoro.com/tools/fake-followers-audit>

SparkToro // Fake Followers Audit



Home



What We're
Building



Blog



About



Free Tools



Resources

☒ Followers Audit

☐ Quality Distribution

☐ Analysis Info

☐ SparkScore

Audit Any Account

@username

Search

Reports Remaining:

9 of 10 for today

Logout

Welcome @laurasolomon! - [Settings](#)

Fake Followers Audit for @laurasolomon



Laura Solomon

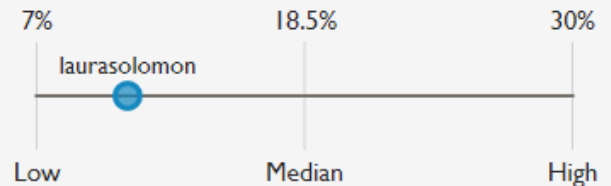
@laurasolomon

3,727 Followers

10.9% (406) Fake Followers

This tool defines "fake followers" as accounts that are unreachable and will not see the account's tweets (either because they're spam, bots, propaganda, etc. or because they're no longer active on Twitter).

Share This Fake Followers Audit



Accounts with a similar sized following to @laurasolomon have a median of 18.5% fake followers. This account has fewer fake followers than most.

<https://tokimeki-unfollow.glitch.me/>

The logo features the words "Tokimeki" and "UNFOLLOW" in a white, pixelated, handwritten-style font. "Tokimeki" is on the top line and "UNFOLLOW" is on the bottom line. The text is set against a solid orange rectangular background. Four blue, pixelated, brushstroke-like lines cross over the text in an 'X' pattern, with one line passing over "Tokimeki" and another over "UNFOLLOW".

Welcome to Tokimeki Unfollow~


Do you think your feed sucks because you follow too many accounts?
You're in the right place!

If you're like me, you've followed a bajillion accounts over your
years on Twitter dot com. Some of them date back to your first days
as an egg - when you were probably an entirely different human



 alex daw Retweeted



Women's Prize 

@WomensPrize

Today's the day! The Testaments is here 🙌

To celebrate, we're giving away a set of
@MargaretAtwood books, beautifully reissued by
@ViragoBooks. Retweet and follow to #win all four
books.



#2: alex daw, a.k.a. @luvviealex! [Show bio](#)

Do the tweets still spark joy or feel important to you?

[Unfollow](#)

[Add to List](#)

[Keep](#)










<https://followerwonk.com>

Twitter users with "library technology" in their profiles

Showing 1 - 50 of 2,085 results (order by [relevance](#))



No filters ▾			tweets ▾	following ▾	followers ▾	account age ▾	Social Authority ▾	
follow		ALA_TechSource @ALA_TechSource American Library Association. Publisher of Library Technology Reports & Marshall Breeding's Smart Libraries Newsletter. Webinar host.	Chicago, IL	24,684	1,134	25,410	10.73 years	29 ▬
follow		ALA JobLIST Library @ALA_JobLIST The #1 source for jobs in Library and Information Science and Technology ! Follow ALA JobLIST for new job notifications and general job search tips & strategies.	All Over	32,439	97	21,291	10.79 years	55 ▬
follow		ALA_LITA @ALA_LITA Empowering Libraries thru Technology : The Library and Information Technology Association (LITA). We blog @ https://t.co/A2sYzNcwNN	Chicago, IL	3,546	3,722	20,428	10.62 years	44 ▬
follow		Tim Spalding @librarythingtim @LibraryThing founder. Father, hacker, bibliophile, ex-classicist, Catholic. I tweet books, libraries, technology and culture. Married to @LisaCareyWrites.	Portland, Maine	55,662	2,529	16,044	12.34 years	63 ▬
follow		Cengage @CengageLearning Cengage is the #education and technology company built for learners. We provide content and services for #HigherEd, #K12 and #library markets worldwide.	Worldwide	9,451	1,432	10,239	8.66 years	45 ▬
follow		Library Connect @library_connect Library Connect shares library and information science best practices, issues, technology and trends.	San Diego, CA	6,798	1,595	9,494	10.88 years	43 ▬
follow		Marshall Breeding @mbreeding Independent consultant, Speaker, and Author; editor of Library Technology Guides, columnist for Computers in Libraries. Editor of Smart Libraries Newsletter	Nashville, TN	5,472	2,574	9,246	12.40 years	40 ▬

<https://otherorders.net/>

Other Orders

by [Sam Lavigne](#) / [About](#)

Sorts: [Alphabetical](#) [Alphabetical by Username](#) [Antisemitism as It Is Understood by the Right](#) [Apocalyptic](#) [Approximate Quantity of Shame Expressed](#) [Chronological](#) [Cop-Like](#) [Crudely Understood Marxism](#) [Density of Adjectives](#) [Density of Nouns](#) [Density of People, Places, Brands, Monetary Values and Dates](#) [Density of Verbs](#) [Eroticism as an Approximation of Similarity to a Sentence by Anaïs Nin](#) [Exclamatory](#) [Gothness](#) [Kafkaesque-ness](#) [Length of Tweet](#) [Neoliberalism as Determined by Proximity to Famous Neoliberals](#) [Number of Numbers](#) [Percentage of Words Which Are Filler Words](#) [Quantity of Gendered Words](#) [Questioning](#) [Similarity to @dril I.E. "drilism"](#) [Similarity to Values Expressed in TED Talks](#) [Total All-Time Posts from User](#) [Total Emoji](#) [Total Favorites](#) [Total Hashtags](#) [Total Retweets](#) [Use of Language Similar to Language Used by Corporate Social Media Accounts Such as Amazon](#) [Order from Most to Least](#) ▼

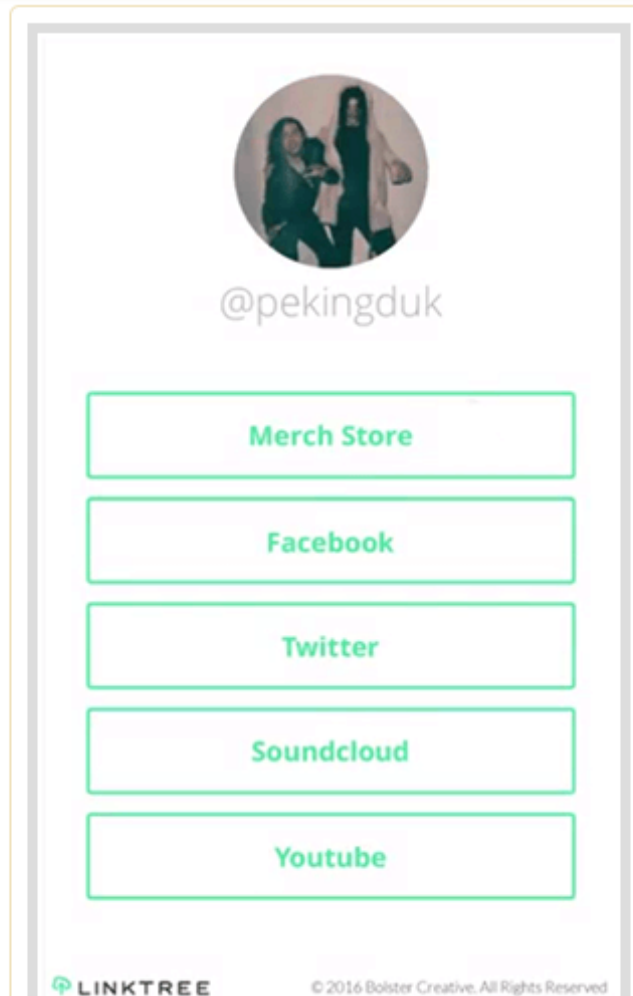
[Refresh](#)

Date	User	Content	Favorites	Retweets	
09/12/19 12:14:22	IAmRobinB 🏆 📖	I'm sad i missed this https://t.co/BJSidVdexK	3	0	↓
09/12/19 12:11:10	Skee-Ball Librarian	RT @jbouie: it's like i'm watching some broad parody from an anti-capitalist sketch group https://t.co/4nFnXVRYsV	0	133	↓
09/12/19 11:59:10	Matthew Noe	RT @JYSexton: Fascism grows in groups that feel like they've lost power, don't understand why, and are devoted to dogmatic principles, ofte...	0	436	↓

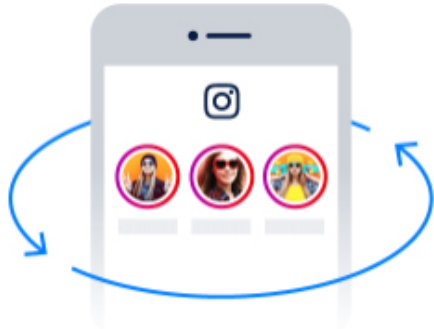
INSTAGRAM



<https://linktr.ee/>



<https://www.fastory.io/>



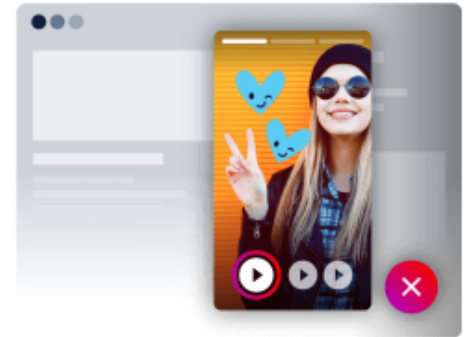
1

Login to Facebook to sync your Instagram Stories stream



2

Copy the html code provided and simply paste on your website



3

Automatically get your daily Instagram Stories on your website for free



Get your widget

<https://snapwidget.com/>



BASIC ADVANCED

Username

@ lebachai



Description

Thumbnail Size

160

px

GET WIDGET

UPDATE PREVIEW



<https://toptager.com>

#TOPTAGER.COM

🔍 Search hashtag

#library hashtags

Choose the most suitable hashtags

Hashtag	Relevance
#library	100% <div></div>
#book	100% <div></div>
#read	100% <div></div>
#instagood	92% <div></div>
#bookworm	92% <div></div>
#reading	75% <div></div>
#booklover	58% <div></div>

Selected hashtags (5 of 30)

[#library](#) x [#book](#) x [#read](#) x [#instagood](#) x [#bookworm](#) x

Click to copy

Best library hashtags:

#library #book #read #instagood #bookworm #reading #booklover #bookshelf
#bestoftheday #readinglist #story #stories #photooftheday #words #pages #page
#plot #climax #author #kindle #bibliophile #literate #paper #text #nook #imagine
#kitab #winter #bookstagrammer #bookish

Click to copy

CONTENT CREATION



<https://buffer.com/stories-creator>

Stories Creator

Background Color

Logo or Graphic

Upload Image

Text

Title

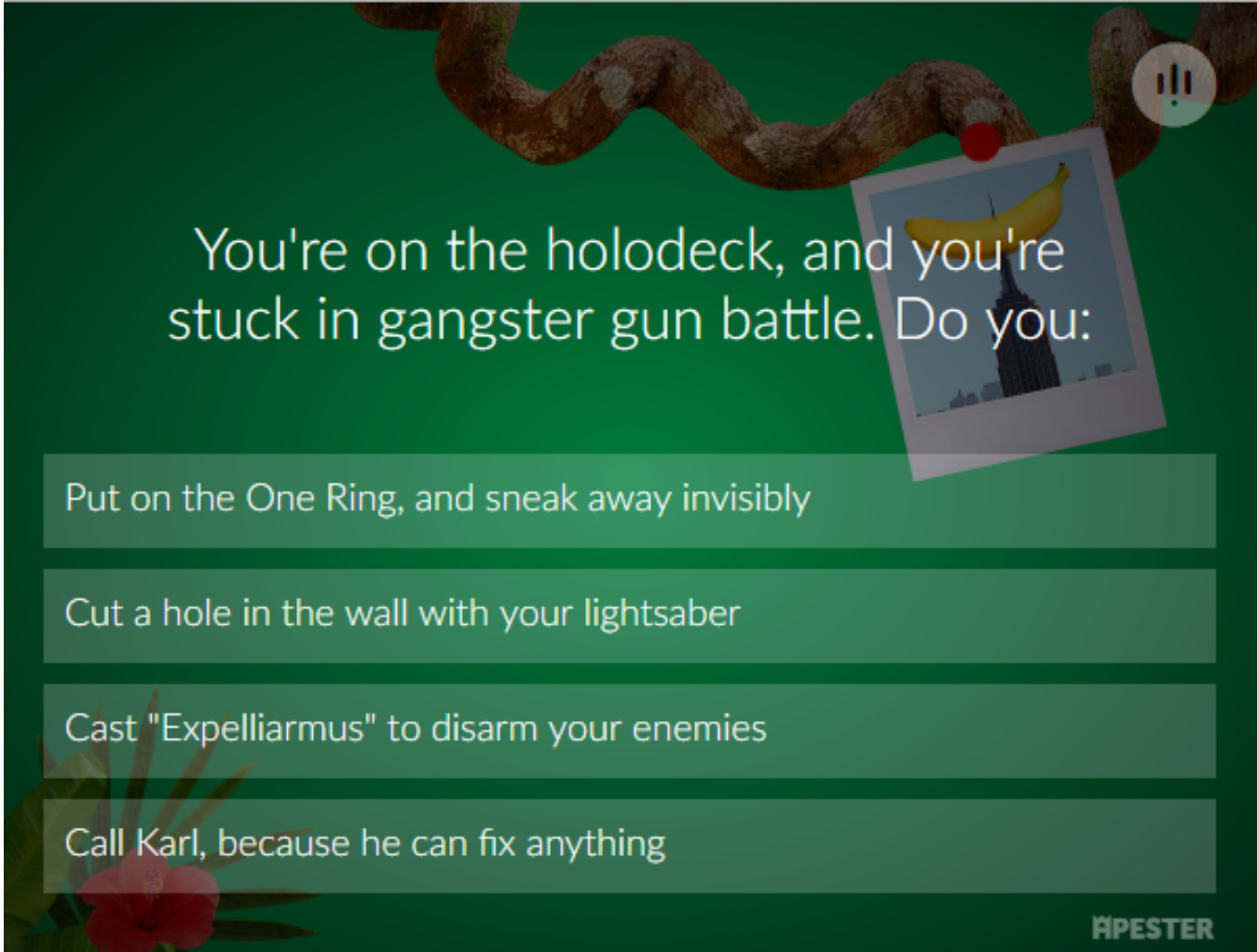
✓ Body

✓ Caption

Download Image



<https://app.apester.com>



You're on the holodeck, and you're stuck in gangster gun battle. Do you:

Put on the One Ring, and sneak away invisibly

Cut a hole in the wall with your lightsaber

Cast "Expelliarmus" to disarm your enemies

Call Karl, because he can fix anything

<https://forekast.com/>



Forekast

SHOW RECENT EVENTS ↻

Today — 11 September Wednesday

♥ **Patriot Day**
4 ADDED BY SLAKKER9 TO HOLIDAYS / US

♥  **WNBA playoffs start**
2 ADDED BY HEYTHRE TO SPORTS / 🌐

12 September Thursday

♥  **Third Democratic debate: Night 1**
3 ADDED BY HEYTHRE TO OTHER / 🌐

♥ **The Politician (Netflix Original)**
2 ADDED BY WILL TO TV / 🌐

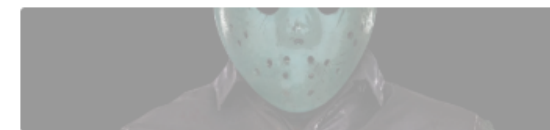
♥ **National Chocolate Milkshake Day**
2 ADDED BY JUSTIN TO HOLIDAYS / 🌐

♥ **International Day for South-South Cooperation**
1 ADDED BY JUSTIN TO HOLIDAYS / 🌐

♥ **Nintendo New Motion Control Announcement**
1 ADDED BY JUSTIN TO GAMING / 🌐

♥ **Tokyo Game Show 2019 – Sept 12-15**

🔥 TRENDING



👤 **Friday the 13th**

🕒 JUST ADDED



8th Annual Lakebridge's Cutest Pooch Dog Show

The easiest way to discover what's happening. Get [The Weekly Forekast](#) in your inbox

<https://theinternet.wtf/Pics/>



Today On The Internet

GIFs

Pics

Videos

Manager:

“Do you want to do overtime?”

Me: “First of all, I don’t even want to do regular time.”

aunty acid

<https://graphs.net/>

graphs.net

Submit Infographics

Search



Categories Type Browse All

Accidents Graphs

Cars

Charts

Economy

Employment

Environment

Schedule

Food & Drinks

Geography

Health

Infrastructure

Internet

Love

Pets/Animals

SEO

Society

Automobile

Business

Crime

Education

Entertainment

Events

Calendars

Funny

Graphs

Home

Interesting

Lifestyle

Mobile

Science

Social Media

Sports



by Catharine
In Entertainment Graphs



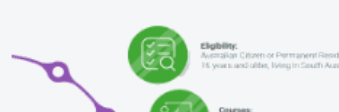
by Catharine
In Entertainment Graphs



by Catharine
In Entertainment Graphs



by Catharine
In Health Graphs



<http://www.portent.com/tools/title-maker>



<https://coschedule.com/headline-analyzer>

HEADLINE HISTORY





- 71 Absolutely honest tool tells you if you need a better headline
- 66 Bluntly honest tool tells you if you need a better headline
- 70 This honest tool tells you if you need a better headline
- 68 Does your headline suck? This honest tool tells you
- 69 Absolutely honest website tells you if your headline sucks
- 69 Absolutely honest tool tells you if your headline sucks
- 66 Absolutely honest tool tells you if your headline needs work
- 69 Absolutely honest tool tells you if your headline sucks

Need A Better Headline



Word Balance

An analysis of the overall structure, grammar, and readability of your headline.

	COMMON a, if, you,	36%
	UNCOMMON better, need,	9%
	EMOTIONAL absolutely,	9%
	POWER better, honest,	18%

<https://pablo.buffer.com/>



Templates ▾

Get started with Buffer

IMAGES

SHUFFLE

technology



Upload Image

CANVAS

REPOSITION

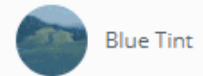


SIZES



FILTERS

RESET



TEXT



Header

Body

Caption

Share & Download

<https://chrome.google.com/webstore/detail/makegif-video-capture/cnhdjbfjheoohmhpakglckehdgcgffbl?hl=en>

The screenshot shows a YouTube video player with the search bar containing "kittens". The video content is a close-up of a fluffy, brown and white kitten. A red circle highlights the "MakeGIF Video Capture" extension overlay in the top right corner. The overlay includes a close button (X), a link to "Capture Settings", and a status bar showing "Ready" with "Start" and "Done" buttons.

YouTube kittens

MakeGIF Video Capture X

Capture Settings

Ready Start Done

Cute Kittens And Funny Kitten Vid 2016

MashupZone

Subscribe 577K

Want to remove ads?

Get ad-free videos and music with YouTube Red.

No thanks Try it free

Up next

Autoplay i

The funniest and most humorous cat videos ever! - Funny cat compilation

Tiger Productions

10,079,686 views

10:16

<https://cliphy.io/>

Your words here.

**Example
Public
Library**

CLIPHY

**EXAMPLE
PUBLIC
LIBRARY**

CLIPHY

<http://gifmaker.me/>

IF YOU WANT TO
CHANGE
YOU HAVE TO BE
WILLING
TO BE
UNCOMFORTABLE

<https://www.songclip.com/>



UPLOAD

HOME

APPS

DEVELOPERS

MUSIC INDUSTRY

INFO

Search



Popular Expressions

TRENDING

LOVE

HELLO

HAPPY BIRTHDAY

FLIRT

HAPPY

MISS YOU

OMG

AWKWARD

SAD

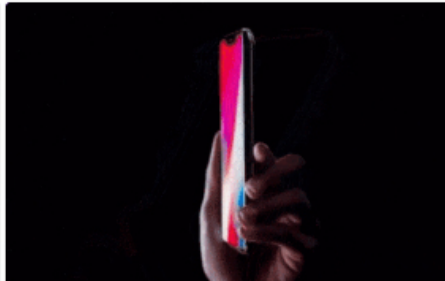
NO

MAD

FUNNY



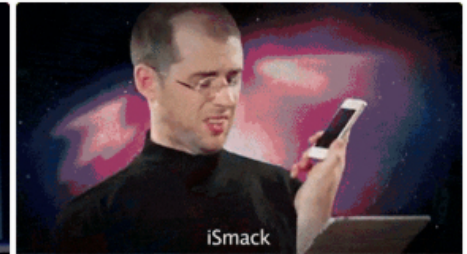
DJ Snake
Turn Down for What



Yello
Oh Yeah



Jay-Z
Encore



The Prodigy
Smack My Bitch Up



MC Hammer



<https://chrome.google.com/webstore/detail/pretube/ledepdhijmhnkmeleppmgmienahcmdpdb>

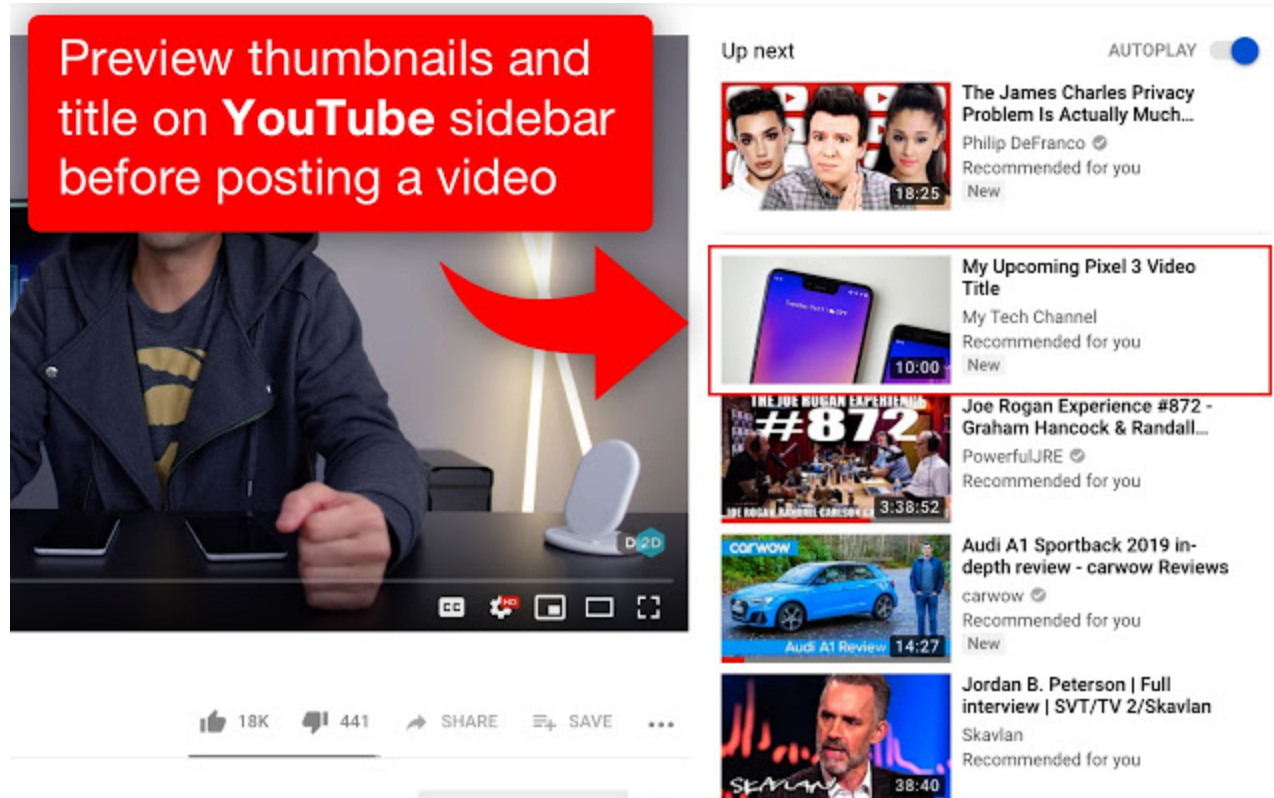


Image from

<https://chrome.google.com/webstore/detail/pretube/ledepdhijmhnkmeleppmgmienahcmdpdb>

<https://getyarn.io>



HOT APP STORIES DAYS QUIZZES MEMES MORE...

LOGIN

inconceivable



ALL MOVIES MUSIC TV TRAILERS

WOO! 🌟 [Watch user mashups](#) made from clips

Kapow! 💣 [Top Clips of The Princess Bride!](#)

LEAN BODY

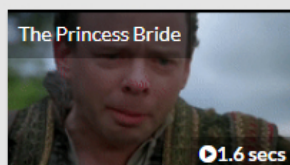
Zero Sugar, Amazing
Taste, High Protein Shake



901 Amazon.com customer reviews

"This is probably the best tasting ready-to-drink protein shake I've ever had..."

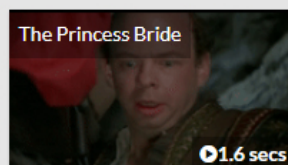
About 32 results



The Princess Bride

1.6 secs

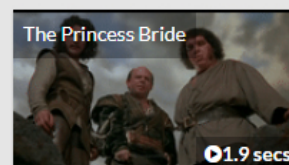
Inconceivable!



The Princess Bride

1.6 secs

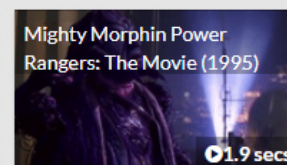
Inconceivable!



The Princess Bride

1.9 secs

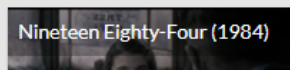
Inconceivable!



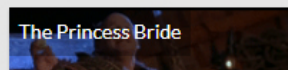
Mighty Morphin Power
Rangers: The Movie (1995)

1.9 secs

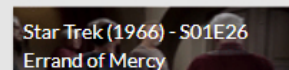
Inconceivable.



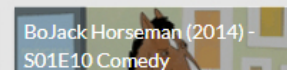
Nineteen Eighty-Four (1984)



The Princess Bride



Star Trek (1966) - S01E26
Errand of Mercy



BoJack Horseman (2014) -
S01E10 Comedy

Genres

Drama (8) Adventure (7)

Comedy (7) Family (6)

Fantasy (6) Romance (5)

Action (3) Animation (3)

Decades

1980 (9) 2010 (5)

2000 (4) 1990 (2)

1960 (1)

<https://www.kapwing.com>



<https://photoutils.com>



RESIZE



CONVERT



CROP



COMPRESS



ROTATE



FLIP

Width

924

From 1 to 50000. Original width 924 pixels

Height

519

From 1 to 50000. Original height 519 pixels



Keep proportions

SOCIAL MEDIA IMAGE SIZES

Format

JPEG

RESIZE



<https://demos.algorithmia.com/colorize-photos/>

Photo Colorization Before and After

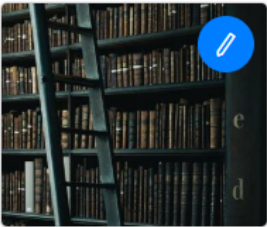


<https://rocketium.com>

<


Library Video

1



Add voice-over

2



Add voice-over

Welcome to the library!

23


☆
LOGO

🎵
MUSIC

📺
ASPECT
RATIO

📤
EXPORT
SETTINGS

⌚
TIMING



YOUR SCENES

▶


DURATION: 00:20

Captions

< 1 >




2

<https://duotones.co/>



duotones


PAIRINGS & EFFECT GENERATOR



Default Posterize




High Key Low Key

CONTRAST




BRIGHTNESS






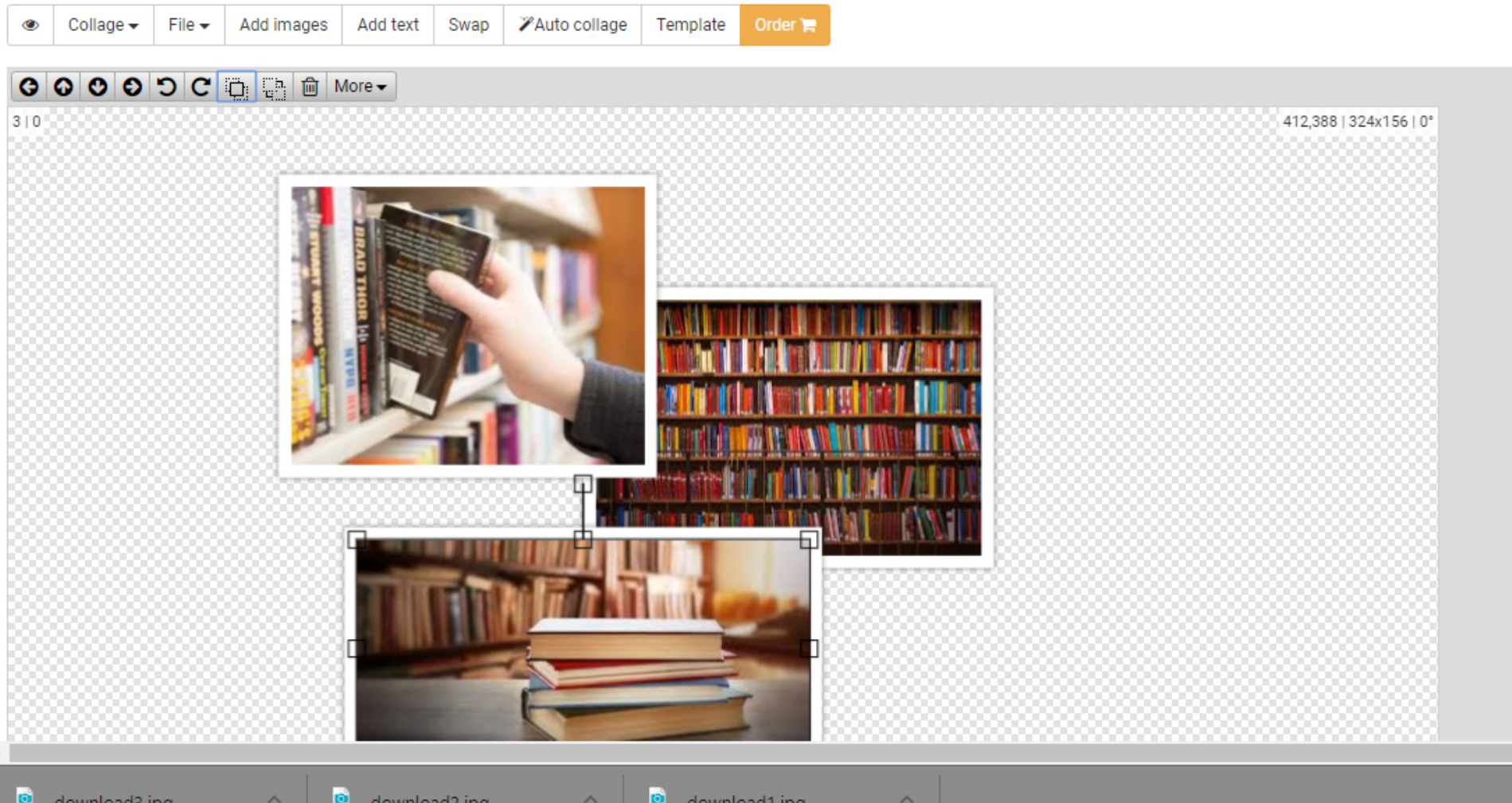
#FBCD20



#FF5D77



<https://www.photocollage.com/>



<https://lumen5.com/>



MUSIC: INCOMPETECH.COM

MISCELLANEOUS



<https://missinglettr.com/>



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- [Scheduled Content](#)
- [Campaigns](#) 1
- [Settings](#)

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DAY
0



Check out my new article: Why do web myths live on in libraries?
https://www.meanlaura.com/why-do-web-myths-live-on-in-libraries/?utm_campaign=why-do-web-myths-live-on-in-libraries&utm_medium=social_link&utm_source=missinglettr#library#Usability



ME

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[UPLOAD IMAGE](#)

[CHANGE IMAGE](#)

[MANUALLY EDIT](#)



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QUESTIONS?

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laura@designforthelittleguy.com

