



## SOCIAL MEDIA TOOLS AND RESOURCES

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### **Social Listening Tools/ Community engagement**

Meltwater  
Talkwalker  
Public Input  
ZenCity

### **Content/Design**

Canva  
Unsplash  
Instagram reels templates

### **Reports Template**

Keyhole (hashtag analytics)

### **Management Dashboards**

Monday.com  
Hootsuite  
Buffer  
Social baker

### **Communities**

Government Social Media  
Content calendar

### **Resource on level of effort by social media platform**