



MUST-HAVE SOCIAL MEDIA TOOLS FOR YOUR VETERINARY BUSINESS

#1: Graphic Design Tool

Great graphics are key to social media, especially when you have such cute patient pics to share. We love to use and recommend [Canva](#) for all your graphic design needs. You can upload your logo and pics, plus they have \$1 stock photos if you ever need them. They provide templates for a variety of projects, like Facebook and Instagram posts, and even posters and brochures. It's available on both desktop and mobile.

#2: Video Editing Tools

Videos are everything in the world of marketing. iMovie is a great, free, and easy-to-use software for Apple users. Alternatively, [Wondershare Filmora](#) is a great paid software for both Mac and PC users. For mobile editing, [InShot](#) or [Splice](#) are robust video editing apps with a ton of features!

#3: Project Management Tool

Organizing and storing all your content ideas and content pieces in one place is pivotal to planning out all your content and marketing strategy. Using a project management tool like, [Trello](#), [Asana](#), or [ClickUp](#) will help you level up your skills.

#4: Content Calendar

A content calendar is basically a schedule of when and what you are going to post on social media for the upcoming month. This tool alone will save you tons of time each month, and eliminate struggle over what you need to post. Using a simple blank paper calendar works wonders! If you like a digital calendar try using [Google Calendar](#), [Google Sheets](#), or [Airtable](#) to plan out your posts.

#5: Social Media Post Scheduler

Save time from manually posting your content to your social media platforms and schedule your posts ahead of time! Using the platform's native scheduler is recommended to give a try first, but there is nothing wrong with using a third-party tool anymore! For a native scheduler for Facebook and Instagram give [Creator Studio](#) a whirl. For third-party schedulers that do Facebook and Instagram and more, give [Plann](#) or [Later](#) a try. Learn more about when you should be posting content [here](#).

BONUS TOOL: A Responsive Website

Social media is great, but it's most powerful when used to bring people to your website where you convert REAL business.

SAVE BIG on a custom, mobile-friendly WhiskerCloud website when you use our [link!](#)

Demo now at: whiskercloud.com/snout/

