

How To Run Your Empire From Your iPhone

(or whatever you kids are using these days)

All The Tools For Social Media Success





Congratulations! Your life just got more awesome!

Hi! I'm Lynsey Fraser, Chief Nerd and Director of FloSocial.

Here at FloSocial, we're all about teaching people - not jargon. I believe that learning about "techy" stuff like social media and marketing strategy can be fun and entertaining. I am dedicated to helping businesses - just like yours - lift their game. This is through developing, with much love, awesome products, support packages and training courses.

I know Social Media can be a scary and frustrating world, but I can guide you on the pathway to Social Media awesomeness with all the tools for your Social Media Success.

These tools makes Social Media for your business super easy, allowing you to run your business from the palm of your hand. They'll help you be the best Social Media You. Enjoy the fun.

Happy Social Media!

Come Be Social



Facebook

The Godfather Of Social Media Platforms

More than 80% of Australians actively use Social Media platforms every month, with 1 out of 5 minutes spent online on Facebook. Facebook is definitely the biggest and most powerful social media channel, allowing you to connect with friends and family and share pictures and videos. It also has a powerful advertising platform for businesses to leverage from Facebook's incredible insights and information about its users. This makes it one of the most powerful advertising platforms in the world. Best of all, it's relatively inexpensive to get started.

[Download to your phone here](#) 

Facebook Page Manager App

As a free tool, Facebook Manager manages all your Facebook Business pages and accounts in one place from your mobile. Post, schedule, message, update company information and cover banners with this handy app.

[Download to your phone here](#) 

Messenger App

With text, calls and video calls, instantly connect with the people in your life with messages, sharing photos, videos, recordings and group chats - and all for free (you just need internet connection). It's also the superfuelled way of communicating in business, to make reservations, offer customer support, and more, after installing as a chatbot from your site.

[Download to your phone here](#) 

FaceTime App

FaceTime is available only with Apple products and already installed when we receive them, allowing video conferencing across your devices for up to 32 people at once - super handy for cross company business discussions or support calls.

Also free, you just need wifi, and away, you're off.

(if you've somehow deleted it) [Download to your device here](#) 

Whatsapp

Fast, easy to use, secure encrypted messaging with free calls, Whatsapp was purpose built for the small business owner in mind. It's also the fastest-growing communication app. Interact with customers, using tools to automate, sort and respond to messages, for customer support or announce new offers and send festive wishes. It's also handy for internal team communications outside of emails.

[Download to your phone here](#) 

Ads Manager App

Manage your campaigns on the go to create, track and edit your Facebook and Instagram ads, edit budgets and schedules while keeping up to date on notifications. It's just like your Ads Manager, but all from the palm of your hand.

[Download to your phone here](#) 

Facebook Analytics Mobile App

This is your best Facebook Advertising friend, allowing you to view valuable data, browse for insights on sales, products and sponsored posts at the touch of your fingertips. Another free app (we love those!), you do need to have set up your Facebook Ads or Business Manager before you can jump in and use this.

[Download to your phone here](#) 

Facebook

continued

Facebook Creator App

This powerful free tool allows you to connect with your Facebook community through content and a central Facebook, Instagram and Messenger inbox. Think of it as the one-stop-shop for influencers managing their online presence. You can add intros, outros, tracks, borders, emojis and reactions to your live broadcasts, cross post - including to Twitter - and track follower demographics.

[Download to your phone here](#) 

Facebook Local App

Buried within the main Facebook app as the Nearby feature, the Facebook Local App helps you see what's going on in nearby restaurants, cafes, bars, attractions, venues and more, as well as what's popular with your friends, user generated photos and reviews. With calendars of events, trending events and music, art, nightlife and event guides, it has huge potential for businesses.

[Download to your phone here](#) 

Want To Make Money For Your Business From Facebook Advertising?

**Supercharge Your Facebook Ads is the online course for you:
The Ultimate Online Facebook Advertising Course**

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Making Facebook Advertising Simple

Instagram

Facebook's Little Sister

As a photo and video sharing platform owned by Facebook, Instagram continues to rapidly grow, with 5.5M Australian users logging on per month. It is free, quick to learn, easy to use, and fun to share using images and short videos to build great connections and relationships with followers and brands. When Facebook purchased Instagram in 2012, the takeover revolutionised social media advertising where it now has incredible potential for retail.

[Download to your phone here](#) ▶

Repost

Reshare Instagram content using the free #repost app. This is a great app to share publicly-posted content such as images, videos and captions to Instagram while also giving them photo credit - particularly awesome for reposting and crediting customer pictures.

[Download to your phone here](#) ▶

CutStory For Instagram Stories

This handy App chops your videos into 15 second sections so you can upload a nice smooth video experience to Instagram Stories without the gaps or awkward stops.

[Download from iTunes here](#) ▶

[Download from google play here](#) ▶

Sked Social App

As the best Instagram scheduling tool around, Sked Social really stands out so you can set and forget while your posts are posted. This is not a free app, with costs from about \$50 a month.

[Download to your phone here](#) ▶

IGTV

IGTV (or Instagram Television) takes Instagram Stories next level as a video platform - just like a self-serve TV station - allowing you to post video up to 15 minutes long.

[Download from iTunes here](#) ▶

[Download from Google Play here](#) ▶

Linktree

While your Instagram Bio technically allows you only one hyperlink for click through, Linktree offers a work around, creating multiple links from a pretty little pop up box. It's like a mini navigational menu, direct from Instagram. Linktree offers the free plan for unlimited links from your Linktree, or the Pro Version which allows plenty of customisations while costing approximately \$10 a month.

[Download to your phone from here](#) ▶

Want to make serious money for your business through Instagram?

Supercharge Your Instagram is the online course for you: The Ultimate Online Instagram Course

Click To
Learn More

Making Instagram Simple



The Business Social Network

Born as a platform for recruiters and now a fast-changing global social media platform, LinkedIn is a free powerhouse platform for business. Launched in 2002, LinkedIn was built by recruiters for recruiters. Since its acquisition by Microsoft in 2016, LinkedIn has become the social media platform to watch, with a wealth of opportunities for businesses looking to grow, recruit new team members, make connections, sell products, establish authority – and thrive.

[Download to your phone here](#)

LinkedIn Sales Navigator App

While LinkedIn is free, pricing for Sales Nav starts from \$79.99 per month with a month's free trial. As a hugely powerful business tool, this LinkedIn Premium Feature unlocks so much potential for businesses to connect and find high quality leads while powerfully growing your influence and network. If you're a sale professional always on the go, this mobile sales app keeps you connected and informed, 24/7

[Download to your phone here](#)

LinkedIn Recruiter App

As one of the top global recruitment sites, LinkedIn allows businesses of all sizes all the power-recruitment tools and reach to find the right candidates. The app comes in two payable versions as a high powered recruitment solution that accelerates the hiring process. Search and review profiles of hires, reach out and respond to candidates and keep your finger on the pulse with the LinkedIn Recruiter App.

[Download to your phone here](#)

LinkedIn Learning App

LinkedIn bought education company [Lynda.com from LinkedIn](#) as a business school for professionals, offering thousands of online courses, training, tutorials and videos on all sorts of business topics. Now, learn on the go with the LinkedIn Learning App and get all the skills you need to succeed with bite-sized video courses, anytime, anywhere, starting from \$39.99 per month, including a free month's trial.

[Download to your phone here](#)

LinkedIn Elevate App

Newly released in Australia, LinkedIn Elevate allows you to share content curated by your employers so your brand stands out and get noticed. This is only available to participating companies as an easy way to discover unique articles and insights into interesting topics for sharing across networks and boosting their impact; all to show you're at the top of your game.

[Download to your phone here](#)

Want to access the most powerful lead generation tool for developing business?

Supercharge Your LinkedIn is the online course for you: The Ultimate Online LinkedIn Course

Click To
Learn More

Making LinkedIn Simple



Content Tools

Make Your Content Rule

Content is king and engagement is queen - and they both need crowns. These tools will make your content rule.

Canva App

This home grown hero is an online graphic design tool that creates professional designs in minutes. With access to images, graphics and fonts, you can design anywhere, faster. Free to use, there are also paid options for businesses and companies.

[Download to your phone here](#)

Legend App

Add movement to your Facebook Ads, Instagram, texts, Vines and more, by turning your words into animated texts for videos or gifs with this free tool.

[Download to your phone here](#)

Lightroom App

An easier more pleasing version of Photoshop, make your photos amazing, from anywhere. Edit, manage and share your photos like a pro - for free. Go premium to seamlessly work across all your devices.

[Download from iTunes here](#)

[Download from Google Play here](#)

Temi Record & Transcribe App

Record and transcribe recorded hours of meetings, emails, notes and ideas with Temi, the free professional audio recorder. Five times faster than typing with the option to use a powerful custom transcript online editor at a small price, this app keeps content creation for your business on the go.

[Download from iTunes here](#)

[Download from Google Play here](#)

Rev App

Record blogs, notes and emails on the go from your mobile and send off to be transcribed for a small fee. Particularly useful for capturing audio for your videos, this app makes subtitling your videos a breeze.

[Download to your phone here](#)

Youtube App

Use Youtube to create, post and share content for your business and brand with your very own customised channel for free. Keep the content coming, uploading regular videos and livestreams with clickable links, curated playlists or to advertise. Upgrade to the premium to download, have background play, access Youtube Music and be free of ads.

[Download from iTunes here](#)

[Download from Google Play here](#)



Content Tools

continued

Vimeo App

Just like Youtube, use Vimeo to create, post and share video content for your business and brand with your very own customised channel for free. Launched by a community of film makers, Vimeo offers a platform for high definition content that is ad free. Go the premium route for extra storage space and privacy.

[Download from iTunes here](#) ▶

[Download from Google Play here](#) ▶

Videoshop App

A fast, free and easy video editor, Videoshop offers plenty of tools to take your videos to the next level, from subtitles to trimming, music integration, sound effects and more.

[Download to your phone here](#) ▶

FilmoraGo App

Another free video editing app, Filmora enhances videos with more than 800 effects. Add text, titles, transitions, overlays and filters and use the music library for a professional edge to your vids.

[Download to your phone here](#) ▶



Scheduling Tools

Planning To Win

We can only have the leading edge in business with all the right resources and tools at our fingertips, a scheduled plan in place, and clearly established goals while managing any risk and uncertainty. So nowhere more than in Social Media is planning and a scheduling tool vital to progress.

Facebook Scheduler

Facebook's very own inbuilt scheduler is the best of the best when it comes to scheduling and managing your Facebook Posts. Why mess with Facebook when it's already so perfect? And what's more, you don't need to download it: it comes built in with your Facebook Page Manager.

Sked Social App

As the best Social Media scheduling tool around, Sked Social really stands out so you can set and forget while your posts are posted. This is not a free app, with costs from about \$50 a month.

[Download to your phone here](#) 

Plann App

Another home grown hero, Plann is an Instagram scheduling app that allows you to visually plan and schedule your feed in advance for a consistent brand theme. You can preview, filter images and look over your analytics, all in the one handy app.

[Download to your phone here](#) 

Do you find Social Media frustrating and complicated?

Jump into the 4 Week Social Starter:

This is the course you do when you don't have a clue

Click To
Learn More

Making Social Media Simple



Other Online Tools

The Simplest Tools Empower People To Do Great Things

iCloud Drive App

iCloud is free and available only with Apple products - and they're already installed to our devices when we receive them. As a central storage point syncing across all your Apple devices, iCloud is super handy when needing to access any documents, files, images, videos, recordings and more to keep your social media and business momentum moving forward. With up to 5GB of storage for free, plans start from 50GB for \$5 per month. (if you've somehow deleted it) [Download to your device here](#)

Google Drive App

The Google alternative to iCloud, Google Drive keeps your photos, stories, designs, drawings, recordings, videos and more synced and in the cloud. With up to 15GB of storage for free, plans start from 100GB for \$5 per month. [Download to your phone here](#)

Dropbox App

From deleted file recovery to large file transfers and more, Dropbox is a complete online business storage system. With a basic account of up to 2GB storage space for free, premium packages start from \$12.74 per month [Download to your phone here](#)

Facebook Workplace App

Instant messaging and your own special customised newsfeed is today's inhouse alternative to an overflowing email inbox. As an online collaboration that connects across desktop and mobile with groups through chat, engagement and live video calls, Workplace makes working better. [Download to your phone here](#)

Slack App

When it comes to workflow, Slack is where it all happens. Slack is the ultimate team messaging app using real time messaging, one-on-one video calls, search, archiving, screen sharing, file sharing and more. With plenty of free features, the premium packages start from \$8 per month and can be used across the web, installed to your desktop or on the go with your phone. It also integrates nicely with every essential app in your social media and business toolkit. [Download to your phone here](#)

Zapier

In a world where we're trying to automate and scale business, Zapier is super handy in automating work to keep business productive. Integrating with more than 1,300 web apps, Zapier connects your apps to each other, triggering them all to work nicely together. Zapier automates your repetitive tasks in the background so you can focus on your business. As a free app, premium packages can start from \$20 per month. [Download to your devices to set up from here](#)

Happy Empire Running!

Got Questions?

Email Us

* Click *Click



Want To Learn More?

Visit The Website

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