

Social Media Tools

There are so many great resources available to food businesses looking to improve their branding and social media presence. Outlined below are various inexpensive or free resources that our workshop leaders recommend to help get you started.

Website

Not familiar with code? No problem. Create your own website with these easy to use templates. With hundreds of options available, you can choose the look and feel that best fits your business! It's important to have a website that stays consistent with your brand and clearly communicates what you do to your target audience. This might be someone's first impression of your brand, you want to wow them.

- [Squarespace](#)
- [Wix](#)

Local Logo & Print assistance

Speaking of your brand, are you in need of a new logo or branding materials? There are a bunch of local artists that work with food businesses and do great work! Investing a little bit of money can go a long way when it comes to the future of your brand. You want to catch people's attention and keep it. Here are just a few local artists.

- [Bee Paper House](#)
- [Tiny Ruby Designs](#)
- [Print Roc](#)

Photo Editing & Design Apps

Need to spruce up your photos? Editing and design apps make it easy to take your photos to the next level. Add filters, text and much more to make sure you are engaging with your audience. Remember not to go overboard, but light editing helps to create a cohesive feel among your social media platforms. A fan favorite is VSCO, a free app that has everything you need to make your photos that much better.

- [VSCO](#)
- [Adobe Spark Post](#)
- [Canva](#)
- [Photoshop Express](#)
- [Darkroom](#)
- [Lightroom](#)
- [Landscape \(Sprout Social\)](#)
- [Motion Stills](#)

Social Media Tools

Email & Scheduling Apps

Feeling like you just don't have the time to post on a regular basis? These apps will help you plan ahead and schedule posts in advance! Not only that, but they can better help you visualize the 'bigger picture'. This means you'll have a better sense of which photos work well next to each other on your feed and which photos you might want to hold off on.

- [HootSuite](#)
- [MailChimp](#)
- [Sprout Social](#)
- [Mosaico](#)
- [Planoly](#)
- [UNUM](#)

Analytics

Curious to see how your posts are performing? You should be! It's imperative to look at analytics so you know what to improve upon and how to maximize your reach. These tools can help you see how many people are viewing what you post and who your target audience really is. It will then help you to strategize ways to progress, which could be as simple as determining better times of day to post based on who you're trying to reach.

- [Google](#)
- [Facebook](#)
- [Followers + \(Instagram\)](#)