6 ONLINE TOOLS FOR DIGITAL COMMUNICATION

Infographic Developed by Mosman Council to Support Local Community Groups

There are numerous online tools to support your digital communication but choosing the right ones for the job can be a challenge. Below are 6 useful & accessible tools that can help your organisation stand out and take your marketing and communications to the next level.

CANVA
Design, graphic & poster tool

- Simple & Intuitive: design experience not required
- Create using templates for social media, newsletter graphics, event/activity posters, flyers & brochures, presentations & more
- Free version avaliable

www.canva.com

MAILCHIMP
Email & newsletter manager

- Create & manage subscribers
- Theme & template options
- View newsletter analytics & statistics like open rates
- Free version allowing 2,000 subscribers & 12,000 emails per month

www.mailchimp.com

BUFFER
Social media dashboard & scheduler

- Schedule social media content & posts in advance
- Manage multiple accounts & review analytics in one place
- Free version for up to 3 social accounts & 10 scheduled posts in queue

www.buffer.com

PIKTOCHART
Infographics & presentations

- Create an infographic to communicate your message
- Choose from a variety of free templates & integrate graphs, video and maps to make your information pop
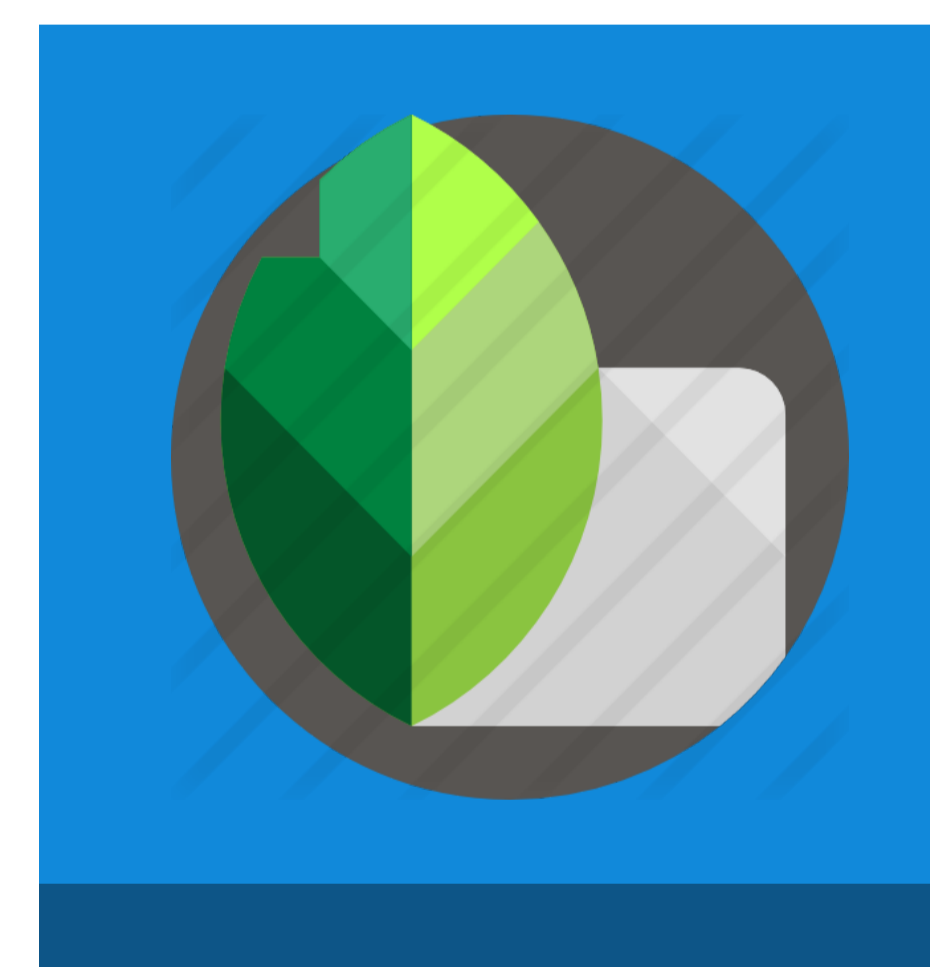- Free version avaliable

www.piktochart.com

HUMANITIX
Events & booking manager

- Manage your community events with a professional online booking service
- Easy & intuitive tool with customisable event branding
- 100% of profits from booking fees go to local charities
- No fees for free events

www.humanitix.com

SNAPSEED
Photo editing app

- Edit photos on the go - use filters, tune details & composition adjustments
- Intuitive & easy to use, as well as advanced features like RAW processing
- Free mobile application

Search for *Snapseed* in your mobile app store

FOR MORE RESOURCES VISIT

www.mosman.nsw.gov.au/community/mosman-connects