Social Media Tools for Researchers

A List of Tools That Researchers Can Use for Management and Accessibility

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Accessibility Test: Social Media Tools

- Each of the tools provided on this list were tested per the Web Accessibility Guidelines set forth by Duke University at https://web.accessibility.duke.edu.

- Each tool was tested using the following evaluation sites:

  - https://wave.webaim.org

  - http://webaccessibility.com

Social Media Tools

Accessibility Tools for Social Media

Name	Website	Note
BuzzSumo	https://buzzsumo.com/	Use to find trending articles and influencers by topic.
SlideShare	https://www.slideshare.net/	A place to upload and freely share your research findings in PDF or presentation format without allowing edits.
Google Scholar	https://scholar.google.com/	Google's research search engine that indexes abstracts and summaries, as well as free research access.
Otter.ai	https://otter.ai/	Can produce live transcription of meetings, or any audio content a mobile device or computer can pick up, then translated them into editable captions. Free and paid options.
Temi	https://www.temi.com/	With Temi, you can send audio and receive captions; paid tool.
Rev	https://www.rev.com/	This paid tool provides human transcriptions and captions.
Live Transcribe (Google)	https://play.google.com/store/apps/details?id=com.google.audio.hearing.visualization.accessibility.scribe&hl=en_US	Live Transcribe is an Android app that provides real time speech to text transcription of audio, making content more accessible to people who are deaf or hard or hearing.

Social Media Tools

Accessibility Tools for Social Media

Name	Website	Note
Symplur Healthcare Hashtags	https://www.symplur.com/healthcare-hashtags/	The Healthcare Hashtag Project, is a free place to find official and long term hashtags for medical professionals, patients and the caregiver communities.
Krisp	https://krisp.ai/	A mobile app that mutes background noise to make it easier to hear.
Deposit Photos	https://depositphotos.com/stock-photos/disability.html	These are high-resolution stock photos; you can also buy video credits.
Getty Images	https://www.gettyimages.com/photos/disability	A place to find photos that can be purchased for one-time use.
Sendible	https://www.sendible.com/	Manage all social media channels from one dashboard; plus influencer and content suggestions. It also integrates with Canva and Google Drive to pull in your created content.
Hashtracking	https://www.hashtracking.com/	This tool Tracks hashtags across Twitter and Instagram

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Social Media Tools

Accessibility Tools for Social Media

Name	Website	Note
Hearing Loss Simulator	https://www.starkey.com/hearing-loss-simulator	This tool simulates what people may be missing when listening to audio. Demonstrates how detailed captions need to be.
Website Accessibility Simulator	https://chrome.google.com/webstore/detail/silktide-website-accessib/okcpiimdfkpkjcbihbmhppldhiebhhaf	This is a Chrome addon that lets you experience the web with various accessibility barriers. Visit your own site, PDF, or social media profile to test.
Twitter Image Accessibility Instructions	https://help.twitter.com/en/using-twitter/picture-descriptions	This link will take you to Twitter's guide to adding alt text on various devices. Most of the social media platforms are similar.
Image Alt Bot	https://twitter.com/ImageAltText	Some screen readers cannot read alt text. For maximum accessibility, add this bot to tweets with images or gifs and it replies to the tweet with the description you entered for your image.
Please Caption	https://twitter.com/PleaseCaption	Bot that reminds you when you have not provided alt text for images. As of June, you can also summon the bot to put you in the queue via sending a tweet over Direct Message and Quote Text

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Social Media Tools

Content Creation Tools for Social Media

Name	Website	Note
Canva[a]	https://canva.com	Use to easily create professional looking graphic design from templates for free. There are also royalty-free photos for purchase.
InShot	http://www.inshot.com/	This is a Mobile video editor for Android and Apple phones.
Camtasia	https://www.techsmith.com/video-editor.html	This is a powerful video-editing and screen-capture software; that can also be used to edit audio or strip audio out of a video. One month free trial.
Snagit	https://www.techsmith.com/screen-capture.html	The same company that creates Camtasia has a simpler tool for screen captures and video.
Answer the Public	https://answerthepublic.com/	You can use this resource to research the questions people ask Google about your topic.
Streamyard[a]	https://streamyard.com?ref=5687810090598400	Streamyard can be used to live stream everything on social.

[a] If you choose to purchase from these sites, the speaker will receive credit at no additional cost to you.

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Social Media Tools

Measurement Tools for Social Media

Name	Website	Note
Google Analytics	https://analytics.google.com/	This is an excellent backend program for your website to track the actions people take and from which network they arrived.
TrueSocialMetrics	https://www.truesocialmetrics.com/	This powerful analytics program measures your engagement rates across all networks and benchmarks them to specific competitors and industry norms.
Right Relevance	https://www.rightrelevance.com/	With this tool you can reverse engineer influencer discovery and alliance; similar to Buzz Sumo's content discovery but free and with less data.
Bitly	https://bitly.com/	Bitly can measure the number of clicks and create branded links (upgraded service.)
RocketLink	https://rocketlink.io/pricing/	Use Rockelink to measure the number of clicks and add to social media pixels.

Social Media Tools

Monitoring Tools for Social Media

Name	Website	Note
Brand24	https://brand24.com/	This tool tracks all online mentions of your brand in one place.
CustomScoop	http://www.customscoop.com/	A daily customized clipping service that draws from online editions of major wires and daily papers, TV, and radio stations, as well as social media mentions.
Google Alerts	https://www.google.com/alerts	An email alert system that can track the mention of any phrase on the web, use it to track when you name is mentioned in social media, news articles or on any websites.

Social Media Tools

Management Tools for Social Media

Name	Website	Note
Agora Pulse	https://www.agorapulse.com/	Use to manage all of your social media channels from one dashboard.
Hootsuite	https://hootsuite.com/	This is a tool to manage all of your social media channels from one dashboard, great team features, not so good for measurement.
Sendible	https://www.sendible.com/	Allows you to Manage all of your social media channels from one dashboard; also provides influencer and content suggestions, and integrates with Canva and Google Drive to pull in your created content.
Later	https://later.com/	Can manage your Instagram, Facebook, Twitter, and Pinterest but not other platforms.(free to start)
Iconosquare	https://pro.iconosquare.com	Iconosquare helps provide analytics and management for Instagram and Facebook.
PLANN	https://www.plannthat.com	This is a Social media management tool.

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