













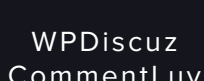






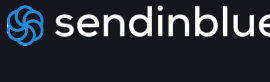


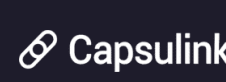










Important

Tools You need for your Online Community

Tools & their uses	Reasons to have them in your tech stack	Alternates
 <p>Discourse</p> <p>For dynamic management of discussion threads</p>	<ul style="list-style-type: none"> ✓ Open-source ✓ Simple to use ✓ Mobile optimized ✓ Configurable ✓ Moderation tools 	      
 <p>Trello</p> <p>For better collaboration within the community and to track your projects and tasks</p>	<ul style="list-style-type: none"> ✓ Kanban-based ✓ Simple task management ✓ Built-In workflow automation ✓ Drag-and-drop functionality ✓ User-friendly interface ✓ Power-ups 	      
 <p>hootsuite</p> <p>For automated management of social media</p>	<p>All-in-one social media scheduling, monitoring, and analytics</p> <ul style="list-style-type: none"> ✓ Facebook ✓ WordPress Blogs ✓ Twitter ✓ YouTube ✓ Instagram ✓ Google+ ✓ Pinterest ✓ LinkedIn 	      
 <p>DISQUS</p> <p>For better complementation of content & comments</p>	<ul style="list-style-type: none"> ✓ Easy to install ✓ Automated spam Moderation ✓ Comments plug-in ✓ Real-time discussions ✓ Spam filtering ✓ Configurable ads 	      
 <p>Canva</p> <p>For assistance in tweaking, editing, and creating images, graphics, and photoshop functionalities</p>	<ul style="list-style-type: none"> ✓ Drag and Drop ✓ Pre-defined image sizes ✓ Collaboration feature ✓ Non-designer friendly 	      
 <p>MailChimp</p> <p>For bulk export of member's email addresses and keeping them in sync</p>	<ul style="list-style-type: none"> ✓ Better user interface ✓ Setup autoresponders ✓ Tracking users 	      
 <p>Google Analytics</p> <p>For measurement of online traffic for websites and to understand the qualified traffic that communities are driving from social media</p>	<ul style="list-style-type: none"> ✓ Easy to use ✓ Free of cost ✓ Search behavior tracking ✓ User flow tracking ✓ Customizable reports ✓ Automated data collections ✓ Easy integrations 	      
 <p>FLIPBOARD</p> <p>For bringing together news sources with social content and delivering them to your Android device</p>	<ul style="list-style-type: none"> ✓ Personalized user content ✓ Magazines creation ✓ Effective web content sharing ✓ Efficient networking 	      
 <p>bitly</p> <p>For shortening links as well as examining popular links and how often they've been clicked once posted</p>	<ul style="list-style-type: none"> ✓ Track individual links ✓ Shorten links ✓ Audience intelligence ✓ Insights on link performance 	      
 <p>Streak</p> <p>For automating your workflows while assisting in the management of your community, directly from Gmail</p>	<ul style="list-style-type: none"> ✓ View tracking ✓ Mail merge ✓ Email powering tools ✓ Google calendar integration ✓ Data recovery service ✓ Custom fields 	      
 <p>rapportive</p> <p>For ensuring smoother interaction with users via email, while also being instrumental in revealing the identity of the user you are chatting with, if required.</p>	<ul style="list-style-type: none"> ✓ Gmail add-on ✓ Social network identities ✓ Location identification ✓ Build social connection 	 