

## CRM

Tool Name	Pro	Con	Comments
Nimble			
Capsule			
Highrise		1	Offers Basecamp integration
Deltek Vision			
Zoho			
Salesforce			
InfusionSoft			
Thriva			

## Listening

Tool Name	Pro	Con	Comments
Google Alerts	1		Free
Google Scholar	1		Good for academic research, specialty fields/info
HootSuite	2	3	Freemium, not good for tweet chats, good for getting attention when retweeting, better for scheduling, do not use to post to Facebook

TweetDeck	2		Freemium, better native Mac app, good column view, allows for native RT, better keyboard shortcuts
Radian6			Paid
SproutSocial	1	0	
SocialMention			
If This, Then That (IFTTT)	3		Good for delivering notices from different channels to email; look for Instagram to Twitter recipe

## Teamwork

Tool Name	Pro	Con	Comments
Basecamp	2		Offers single log-in for users working w/ different groups
Asana	1		Offers Google Doc & Dropbox integration, good for onboarding
Yammer		1	
Confluence			Not good for live edits, wiki (knowledge management), offers Jira integration
Slack			Offers IFTTT integration, easy-to-use document sharing, Google Docs integration, can incorporate images & GIFs into auto-responses
Google Docs			Good to use w/in your org team & w/ community members, synchronous, no authorization required

Trello			Mostly for productivity but can be used for team project management
Dropbox			Requires authorization
Jira	2		Good for bug & project management tracking, good for larger projects, offers Confluence integration, heavy security controls available
Parklet			Warning: pricey for enterprise level, restrictive in requiring manual alerts
HipChat			Offers easy-to-use image sharing, good for team building
Buffer			Good for teams scheduling content

## Productivity

Tool Name	Pro	Con	Comments
Evernote	1		Offers notebook sharing and collaboration
Trello			

## Continuing Education

Tool Name	Pro	Con	Comments
Flipboard	1	1	Good for visuals, good for viewing on tablets
Feedly	2		Good for small devices
Circa	1		Useful for news story tracking, aggregated by real people
Summify			
Community Roundtable	2		Useful content on site & social media, good community for community managers, membership is about \$1500/annually
Social Fresh			
Tweetchats			Best chats: #cmgrchat, #commbuild, #OCTribe, #cmgrhangout, #bufferchat. Chat tools: Twubs, Tchat.io, Nurph

## Community Manager Tools

Tool Name	Pro	Con	Comments
Storify	4		Good for curation & tagging anyone mentioned
Scoop.It	2		Good for finding content to tweet; keyword & RSS based; embeddable within paid version; boards can be made collaborative

Excel & Pivot Tables	1		Useful for collecting info on bots/trolls
Netvibes			Dashboard - curates across search and social
Talkwater			Better alternative to Google Alerts
BundlePost			Paid, collect RSS feeds, has Chrome Extension, use to create .csv file of content to upload to social via many choices of dashboards
Notey			Blog post curation tool
Feedly			RSS curation tool
Mention			Paid and freemium, provides alerts for search terms
Nuzzel			Counts number of mention within network
GroundSignal			In beta, searches terms within defined geographic area
Zite			Curation tool, formatted like an online magazine

## Security

Tool Name	Pro	Con	Comments
Lastpass			
Meldium			Helpful for onboarding, offers lots of app options, good for social log-in
Dashlane			
One Password		1	Forces latest iOS version on users

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## SEO

Tool Name	Pro	Con	Comments
Google Webmaster Tools	3		Free - with valuable insights on site indexing, crawling and sitemap submission
Screaming Frog	2		Free version available (scopes up 500 web pages), scans website like a bot and provides SEO feedback
MOZ	1		competitive matrix information related to search