

Top four tools to share engaging content on your social media accounts

 By [Jessica Davis](#)

4 Aug 2015

Simply creating social media accounts is not enough when you intend to leverage social media to boost your business' growth. To build an audience for your brand, you need to get more people to follow you or like your page. This can only be done when you share fresh and engaging content on your pages. The obvious question that follows is what content you should post and where you can procure it.

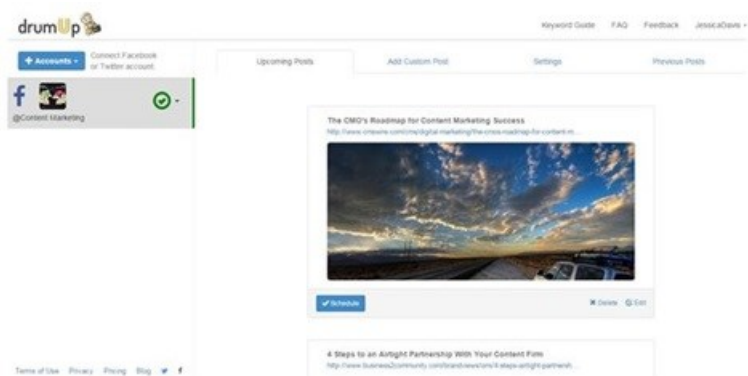
There are two ways in which you can come up with new content: you either create it or you curate it (ideally, you do both). The content that you create, curate and share with your audience should be relevant to your business. You should identify topics that resonate with your followers and share content that will help your audience relate to your business.

While content creation is a more time-intensive process, content curation need not be so. There are several content curation tools that help you discover interesting and unique content that can help keep your social media pages buzzing with activity. Here are four such tools that you can use to share engaging content on social media.

1. [DrumUp](#)

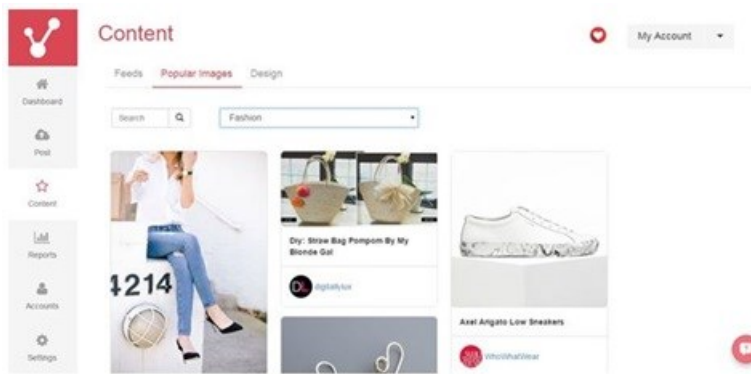
DrumUp uses sophisticated machine learning and Natural Language Processing algorithms to give you a fresh stream of content every day. The content recommendations are based on the keywords that you only need to input at the time of setting up your account.

You can add or remove keywords on the tool's settings page to further customise your stream at any point in time. The tool is currently integrated with Facebook, Twitter and LinkedIn, and it lets you connect any number of accounts to a single dashboard. It also lets you add custom posts with images and connects your blog feeds to your accounts.



2. [ViralTag](#)

This social media tool is perfect for businesses that want to use more of visual content to engage their audiences. The free version of the tool allows you to manage a maximum of three social profiles, including Tumblr, Facebook and Twitter. To integrate more profiles, such as Instagram or Pinterest you'll have to choose one of their paid plans. Before you opt for a paid Pro Plan, you also have the option of getting a free 14-day trial. ViralTag also packs other social media management features such as post scheduling and analytics (through integration with Google Analytics).



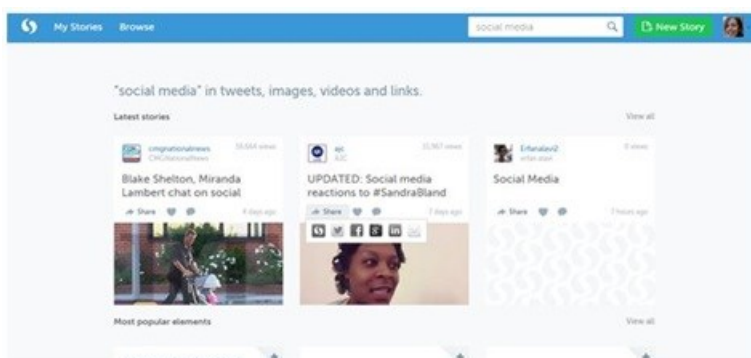
3. [Scoop.it](#)

Scoop.it lets you curate interesting and relevant content for your target audience. You simply need to enter the topic you are searching for along with a few related keywords and click on the 'Create a Topic' button. Scoop.it then gets back to you with content recommendations from all over the web. Once you zero down on the content you want, you can add some of your own thoughts to it to give it a more personalised touch. You can then share it across platforms be it your blog, website, or social media channel, with just one click.



4. [Storify](#)

Storify works as a great platform for both content discovery and blogging. For social media managers, the tool helps discover tweets, Youtube videos, Instagram pictures and other social content that you can curate and use to make your social media posts more engaging. It also comes with browser button that's supported by Firefox, Chrome and Safari. This allows you to add any content you find outside of the tool to your story. Since the tool automatically attributes all "borrowed" content, there's little to worry in terms of violating IP rights.



With these four tools you can share content that keeps your audience hooked on for more content from you. Be it articles, images, or videos, these tools can help bring a dramatic change to engagement levels on social channels.

ABOUT JESSICA DAVIS

Jessica Davis is a Content Strategy Specialist with Godot Media, a leading content marketing firm serving clients from various backgrounds. She has years of experience in working closely with online businesses, helping them refine their marketing strategy through optimum use of content. Her other interests, besides online content strategy, internet marketing and search engine optimisation, are technology, sports and even fashion. You can read her articles at <http://www.godotmedia.com/blog>.

- Four social amplification tools to turn employees into social advocacy ninjas - 23 Jun 2016
- Top four tools to share engaging content on your social media accounts - 4 Aug 2015
- Copywriting essentials for B2C marketing - 20 Mar 2015
- Free social media tools for start-ups to build a strong social media presence - 3 Mar 2015
- Six social media marketing lessons for B2B marketers - 25 May 2014

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>