



Content Creation Toolbox

The tools our team uses to create content for our brand and our clients brands at scale.



CONTENT CREATION TOOLBOX



PHOTO TOOLBOX

- iPhone
- [Lightroom](#)
- Instagram – custom aesthetic using built-in filter options
- [Canva.com](#)
- [Mini Portable Tripod](#)
- [Green poster boards](#)
- [Textured posters/backgrounds for flat lays](#)



VIDEO TOOLBOX

- [InShot app](#)
- iMovie/Adobe Premiere – Editing software
- [Mini Portable Tripod](#)
- [Halo Light](#)
- [Lav Mic \(optional\)](#)
- [Rev.com](#)



GRAPHICS TOOLBOX

- [Canva.com](https://www.canva.com)
- Royalty Free Images via
 - [Pexels.com](https://www.pexels.com)
 - [Pixabay.com](https://pixabay.com)
 - [Unsplash.com](https://unsplash.com)



WRITTEN TOOLBOX

- [Grammarly](#)
- [Rev.com](#)
- Google Docs
- <https://headlines.sharethrough.com/>
- [Google Keyword Planner](#) or [SEMRush](#)



SOCIAL MEDIA SCHEDULING TOOLBOX

- [Creator Studio](#) – Free, only for Facebook and Instagram only
- [AgoraPulse](#) — \$\$ Paid, All channels, robust reporting, sharable content calendars
- [SproutSocial](#) — \$\$\$ Paid, all channels, robust reporting, listening functionality, and team workflow

There a ton of tools out there at different budgets and functionality as well as pros and cons. These are the top three I use and recommend clients of my use as well.



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