

Easy and (mostly) free tools to improve your work

Easy-to-use, inexpensive tech tools that can help us
complete tasks with limited time and often limited staff

Mary Fichtner
2018 AAO Design Matters Conference

Photo Editing

Tool #1: Photoshop Express

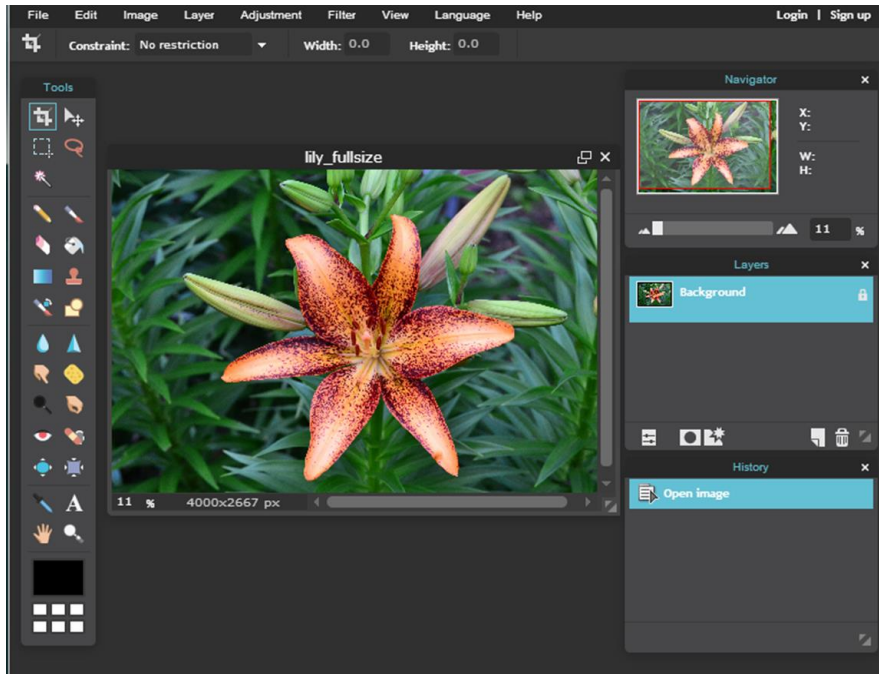
Adobe Photoshop remains the best photo-editing application on the market. But it's a difficult program to master without formal training, and it's not the cheapest option out there.

Photoshop Express has same look and feel as original

File type support is limited to raw camera files and JPG and PNG files

Photo Editing

Tool #2: Pixlr Editor



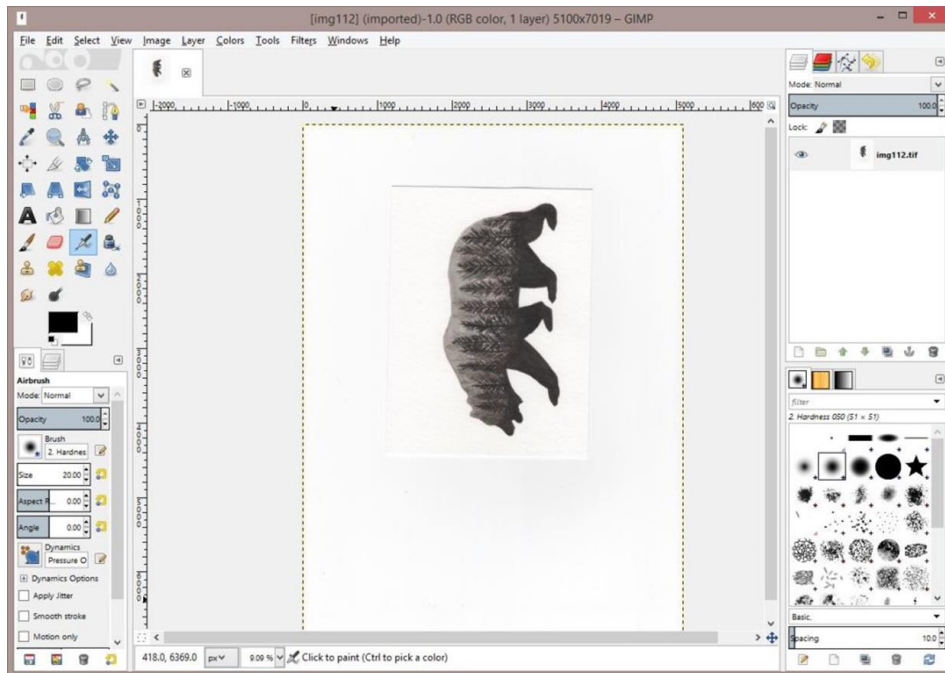
Pixlr Editor (advanced, more like Photoshop) and Pixlr Express (efficient)

Solid tool set for almost any project

User-friendly

Photo Editing

Tool #3: GIMP



Often heralded as the best free alternative to Photoshop

Professional-level editing

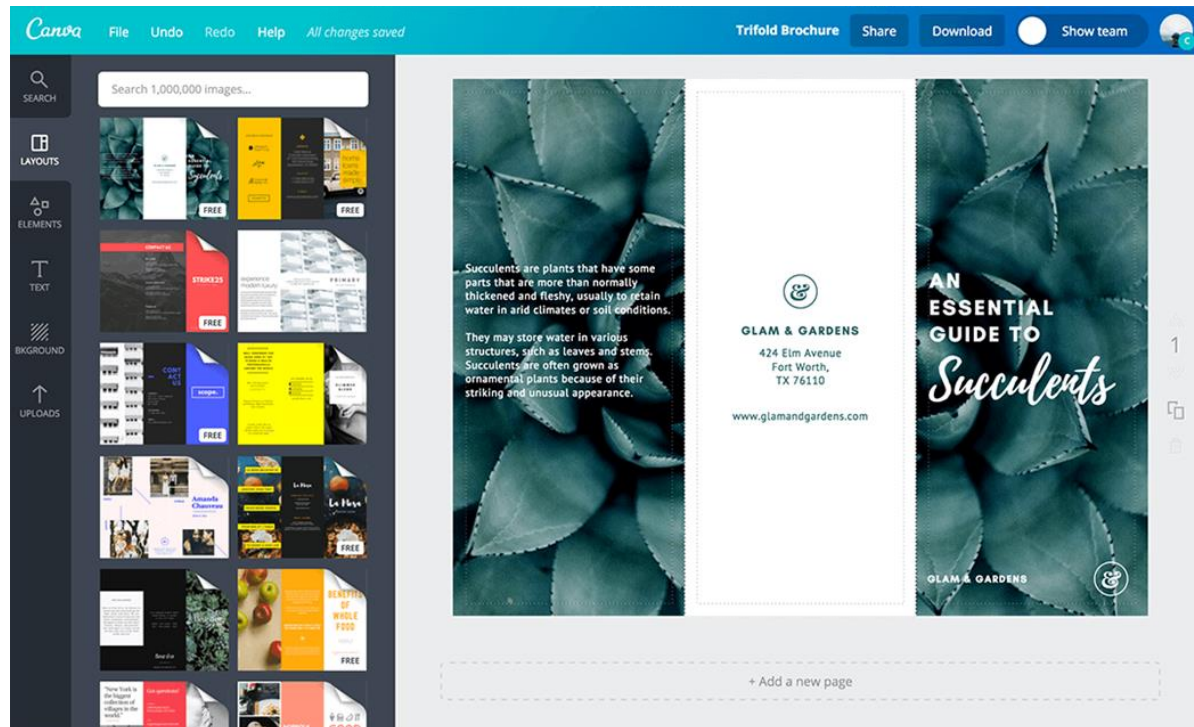
Less user-friendly

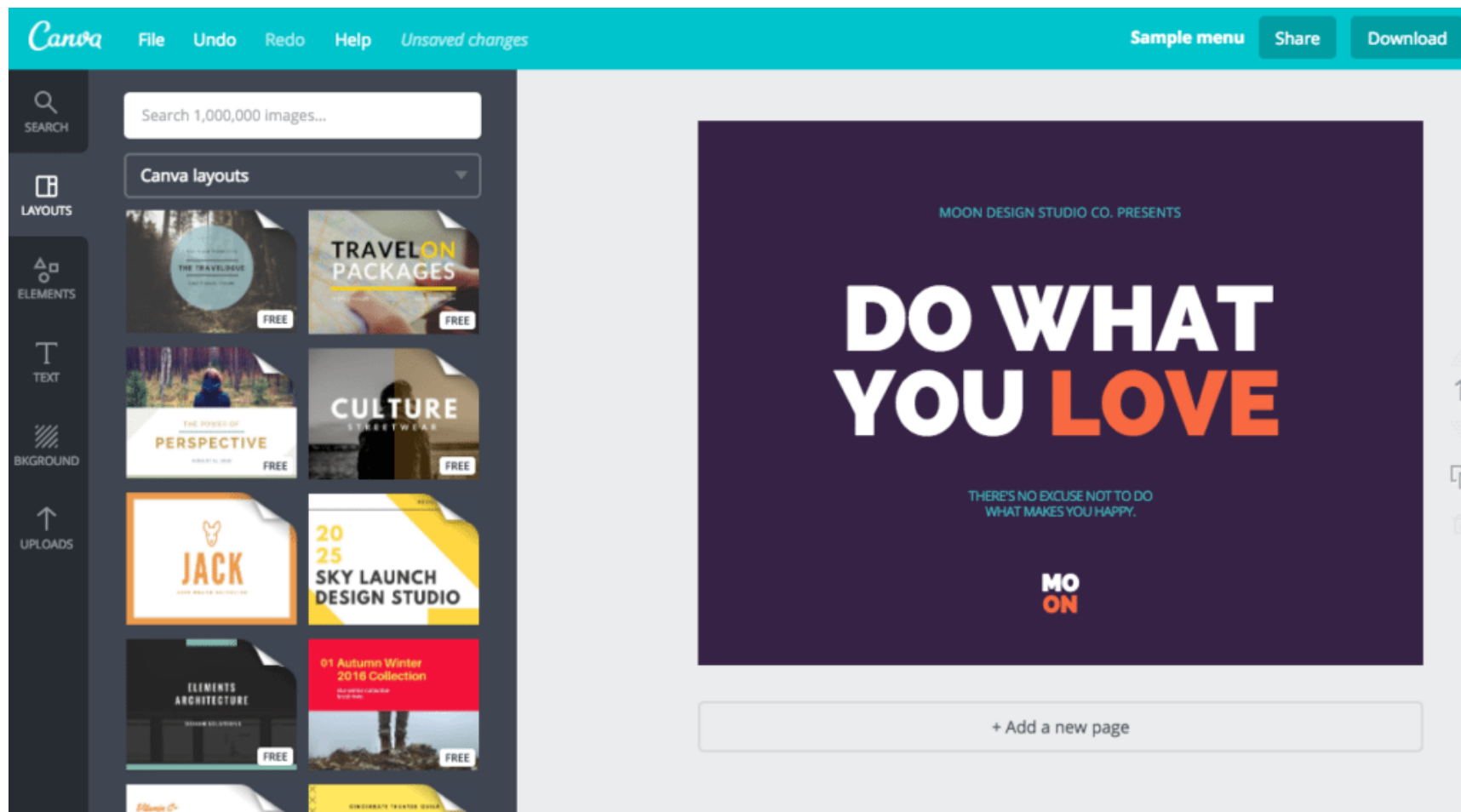
Photo Editing

Tool #4: Canva (free basic version)

(or not-for-profits can apply for a free, more robust [Canva for Work version](#))

Strength of tool: thousands of **templates** (brochures, presentations, web banners, social media, and more)





Canva presentation templates

Photo Editing

Tool #5: Fotor



Less comprehensive,
but easier to use

Simple and intuitive

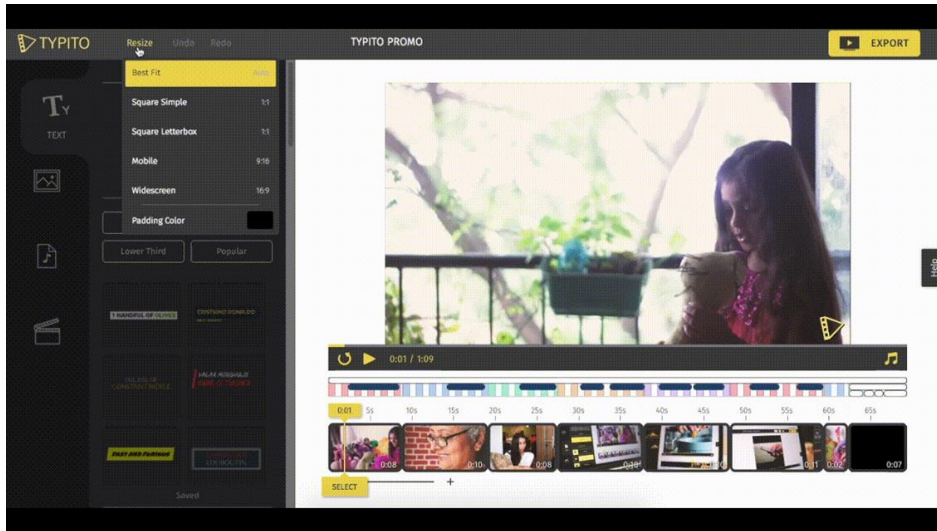
Batch editing

Great filters

Photo editing and
templates

Video editing

Tool #1: Typito



Easy to edit motion graphic templates

Drag-and-drop, easily convert videos to different formats: square, landscape, or vertical.

Makes it easy to upload to YouTube or post to social media, but can also handle larger videos—of a lecture or panel program, for instance

Video editing

Tool #2: Mevo



Live streaming to Facebook

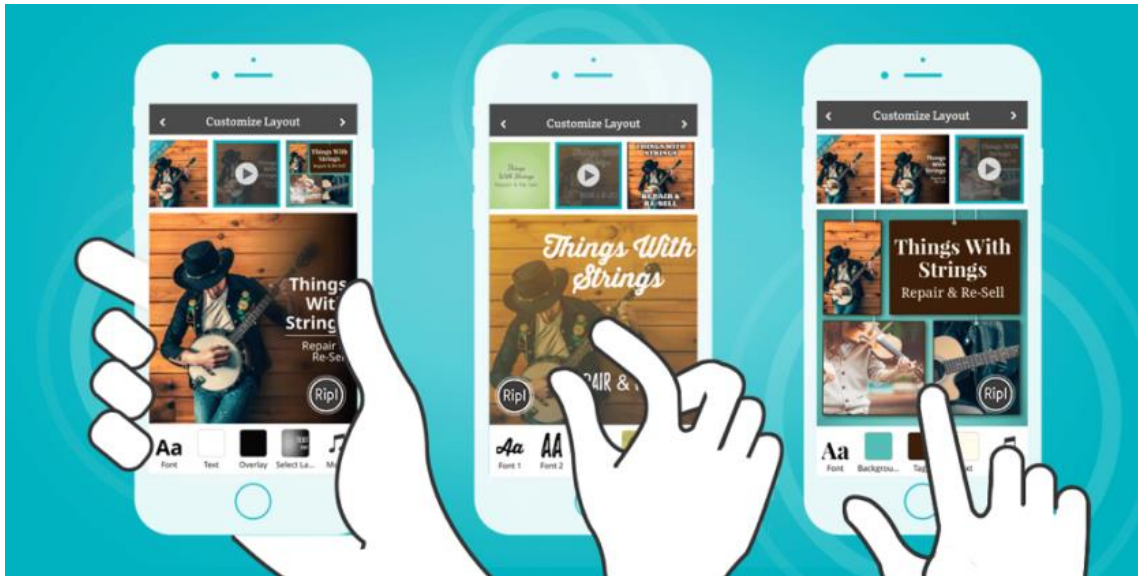
Upfront cost

Pocket-sized live event camera that lets you edit your video while your event unfolds

Can edit on its own, changing its focal point and zooming as it senses movement and sound.

Video editing

Tool #3: Ripl



Animated designs for social media

Easy to use and user friendly. Just type out the text, then choose the videos and images that match. Ripl then adds in transitions and music.

Volunteer Management

Tool #1: [iVolunteer.com](https://www.ivolunteer.com)

Best for small organizations

1 administrator, up to 15 volunteers

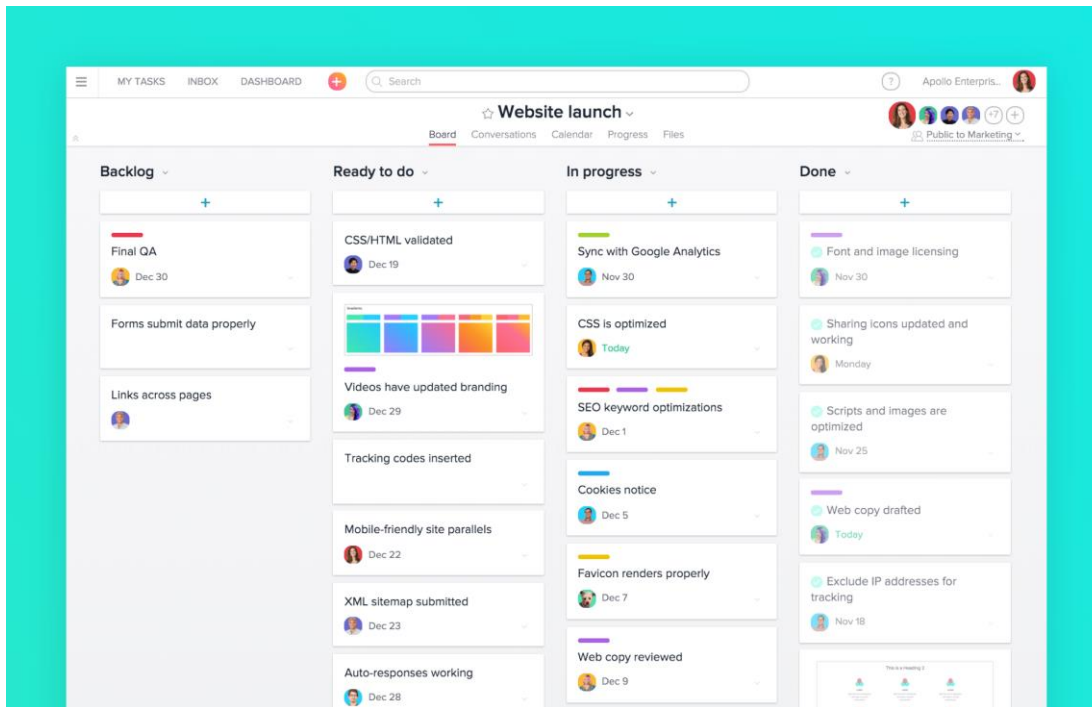
Tool #2: [volunteerlocal.com](https://www.volunteerlocal.com)

1 administrator, unlimited volunteers, jobs, and shifts

Lack of mass email capabilities in free version

Project Management

Tool #1: Asana

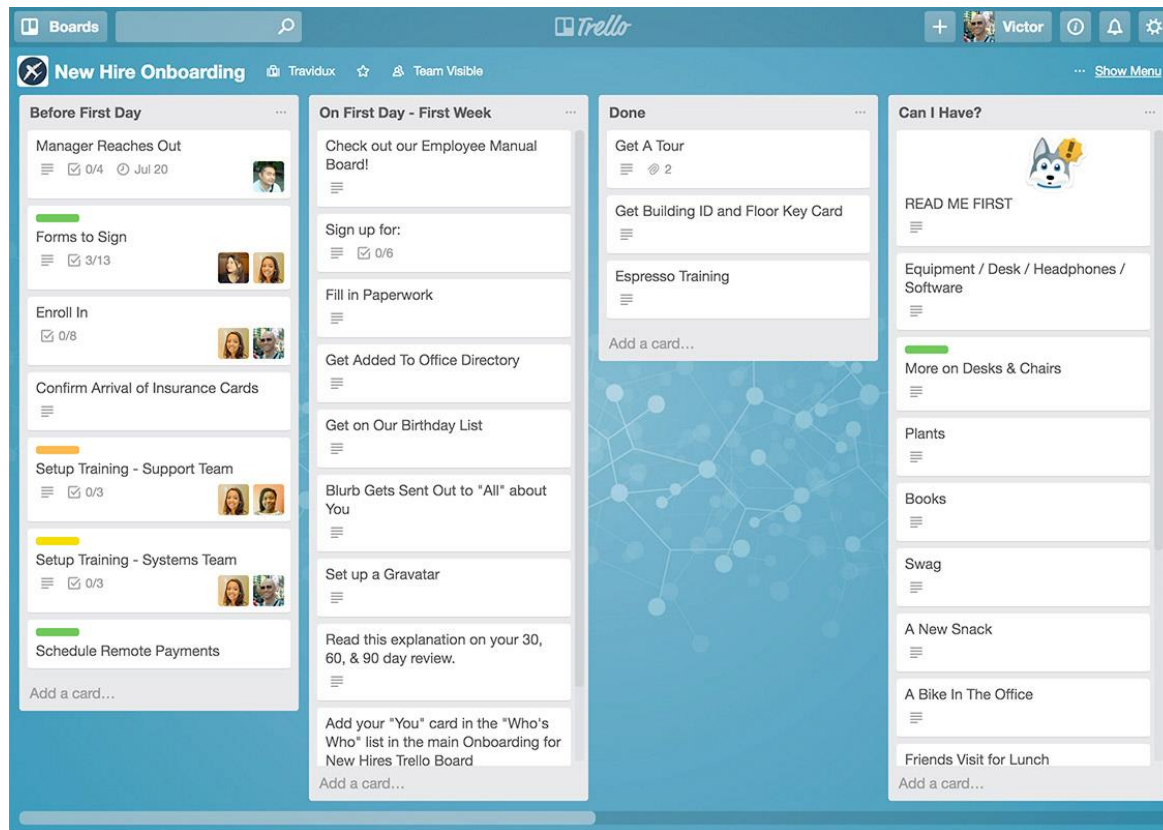


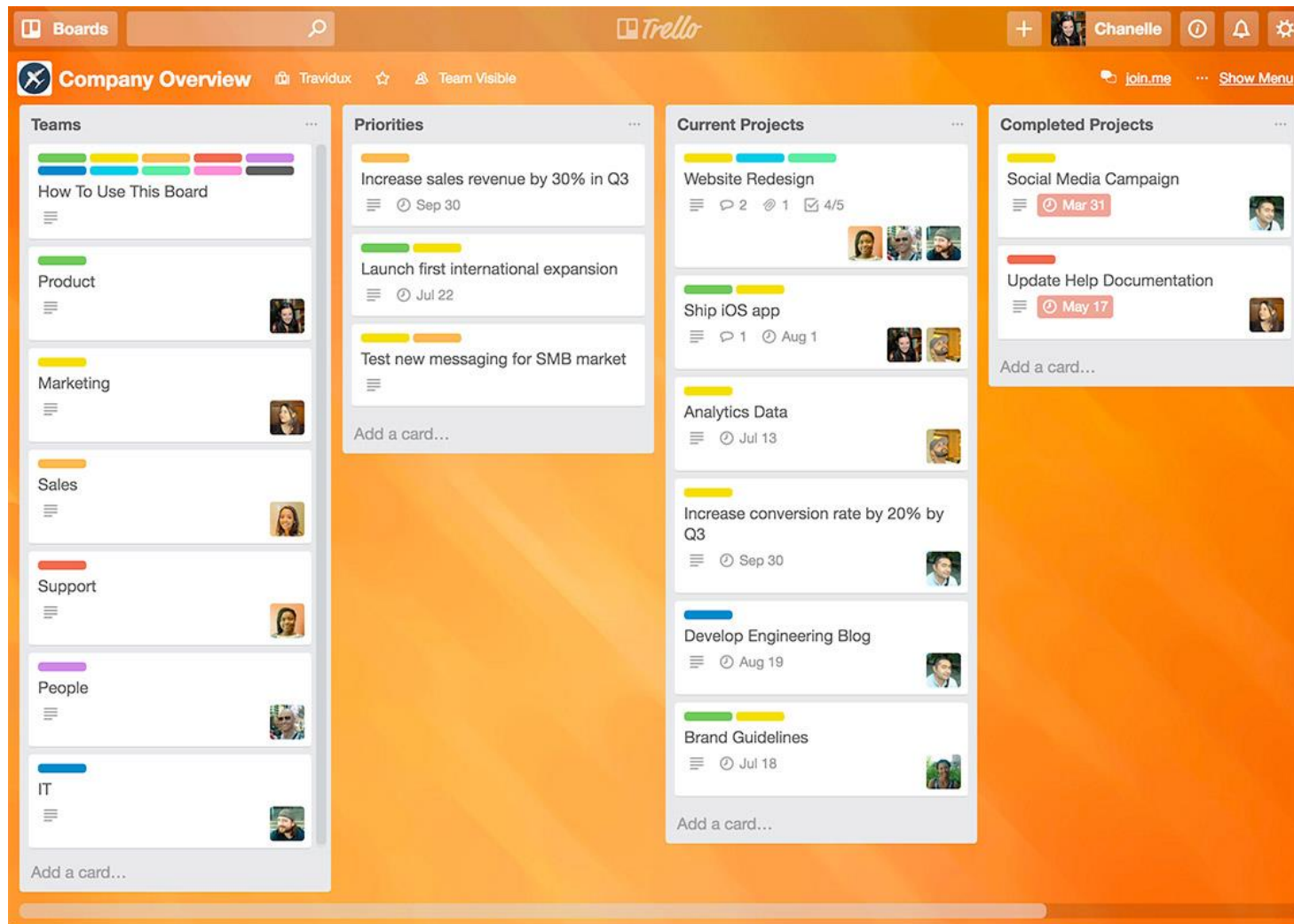
Create, display and track team projects

Free for up to 15 users

Project Management

Tool #2: Trello





Trello, team view

Stock Images

High quality visuals for web and social media

(Click through logos for websites)



Able to alter, copy and distribute images (crediting photographer is recommended but not required)

Fall under the Creative Commons Zero license; for personal or commercial use

Social Media Management

Tool #1: Sprout Social

Social inbox: manage all of the direct messages your brand receives on social media

Social Media Management

Tool #2: PostPlanner

Recommendation engine analyzes content across the web to identify top performing content for your particular audience


Social Media Management

Tool #3: TalkWalker alerts

Used to monitor conversations happening around your brand

Set up queries and receive email updates on the relevant mention

Text editing



Grammarly Spell Checker & Grammar C...

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