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## Later (later.com) – Tool to help with Social Media Posting

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WikiCharities  
CONNECT. VALIDATE. COLLABORATE.

## Later (later.com) - Tool to help with Social Media Posting

By Griffin Davis, Michigan State University

### *The social media scheduler, with extra tricks*

*As advertised: Later is the all-in-one social marketing platform for the top social networks. Plan, analyze, and publish your content in a few clicks — so you can save time and grow your business.*

Running a nonprofit makes you work overtime. There are many tasks to complete and items to keep track of that sometimes, marketing must take a backseat. Fortunately, posting on your pages has never been easier.

Later.com is the perfect tool for nonprofits looking to streamline their marketing campaigns. Later.com allows you to schedule posts on all major social platforms such as Twitter, Instagram, Facebook, TikTok, and many more. Simply pick a day and time that you would like a post to go out - add the media and write a caption - and Later.com will do the rest. You can schedule posts weeks or even months in advance, and Later.com will always post them right on time. Users are also able to utilize other features besides just a main feed post on the major apps, such as stories or Instagram reels. This allows nonprofits to create a comprehensive content plan and put it into action relatively easily.

Having a comprehensive plan is one thing but being able to make it come to fruition is another. Tools like Later.com are made for nonprofits and other businesses to be able to do just that. Take advantage of the tools that are out there. With Later.com you could technically just spend one week on marketing and have an entire campaign planned out months in advance. The fact that putting a plan like this together without ever having to look at it again after you've scheduled the posts is what makes Later.com a must use for all nonprofits. With posts scheduled, you can start to focus on all the other moving parts of your nonprofit that require attention.

[www.later.com](http://www.later.com)



## Promo (promo.com) - Video and Ad Creation Tool

By Naomi Anna Lao, University of California, Irvine

### *Power your business with unlimited videos*

*As advertised: Bring any idea to life in minutes - by yourself. Easily create compelling video ads, social media videos, product videos, explainer videos and more. The perfect solution for giving your brand a voice at scale.*

Use Promo to Promote Your Nonprofit.

Promo is a video-making platform that offers templates, video clips, and licensed audio tracks with a purchase of a subscription. Depending on the needs of your nonprofit, choose from one of the three plans Promo has to offer to start from the Basic plan. With the Basic subscription, users have access to animated texts, the mobile app, and the video editor. In addition, videos can be resized to fit different platforms from Instagram stories to YouTube videos. The option of uploading our own videos and audios can make a video more personalized. Furthermore, adding a watermark and logo to a video can help with marketing purposes however branding tools are reserved for the Standard and Pro subscriptions. The Standard subscriptions include premium video clips, audio tracks, and a social media calendar while Pro includes reseller rights along with white label sharing.

Promo is a great resource for nonprofits who seek to build their presence on social media platforms. They help create professional videos that can convey the messages and goals of nonprofits. The platform is beginner friendly and regardless of the subscription plan Promo offers tutorials, blogs, and other resources to teach users how to create videos and navigate the website. A chat box is also available on the bottom right corner of the website that can help answer questions 24/7 from navigating the site to more complex issues with Promo. From wherever you are starting Promo is a great video-making tool.

[www.promo.com](http://www.promo.com)

