RESOURCES WE ♥ FOR INSTAGRAM

CANVA

(Free) – Basically the bee's knees of graphics creators. We use this for our own accounts and for our clients. Their templates and free icons/graphics make creating a cohesive feed super easy AND they have both a desktop version and an app you can use on your phone.

COLOR STORY

(Free Version Available) – This app can do wonders for color branding your images to make them more visually appealing. The basic app is free and they offer paid upgrades in order to take advantage of the rest of their filters/editors.

HOOTSUITE

(Free Trial Available) – This bad boy is a well-known app that many business owners & bloggers use to schedule social media posts. If you're looking for an app that can keep all of your scheduling in one dashboard, we'd definitely recommend looking into this one!

BITLY

(Free Version Available) - Shorten all of of those lengthy links to make them more visually appealing for captions or your bio. Or, with a paid plan, add your own custom domain and a custom back-half to get really unique and branded links.