**Toolbox links**

**Design tools**

Canva (<https://www.canva.com/>) – tool to create any number of designs from posters to animations to infographics and more. This is a free tool.

Venngage (<https://venngage.com/>) – tool to help create infographics. Lots of free templates and options.

**Research and data tools**

CountyHealthRankings (<https://www.countyhealthrankings.org/>) – health data by county for every county in the nation.

MO DHSS opioid data (<https://health.mo.gov/data/lphapolicies.php>) – you can request opioid data by county using the forms and guidelines from this link, including death counts, ER visits and other hospital-related opioid issues.

ExploreMOHealth (<https://exploremohealth.org/>) – Missouri-specific health database where you can compare data by zip code on various health issues ranging from cancer to diabetes to COPD.

Transcribe (<https://transcribe.wreally.com/>) – free transcription tool for interviews or focus groups or other activities.

Washington Post opioid data (<https://www.washingtonpost.com/graphics/2019/investigations/dea-pain-pill-database/?utm_term=.a3c15c7150ba>) – this database includes prescription opioid data, the number of pills sent to each county in the United States from 2006-2012 and more.

**Social media tools**

Buffer (<https://buffer.com/>) – social media management tool that works for Instagram, Facebook, Twitter, Pinterest and LinkedIn. Allows you to schedule your posts across accounts as well as provides analytics. There is an option for a week’s free trial, but this will cost $15/month for using up to 8 social media accounts and 100 posts per month.

Followerwonk (<https://followerwonk.com>) – social media tool to learn about your audience on Twitter. You can learn about your followers, where they are and when they are active with a free account. To use all the tools on Follwerwonk, you’d need a $29/month subscription.

Hootsuite (<https://hootsuite.com/>) – social media management tool for Facebook, Twitter, YouTube, LinkedIn, Instagram and Pinterest. Allows you to schedule your posts across accounts as well as provides analytics. Can use a limited free plan for 3 social media profiles and 30 posts per month. Otherwise plans start at $29/month.

Phlanx (<https://phlanx.com>) – social media engagement tool for Instagram, YouTube, Facebook and Twitter. Includes calculators to measure engagement and likes. Can get a free trial and some of the tools are free. Otherwise the cost is $25/month.

TweetDeck (<https://tweetdeck.com/>) – tool for Twitter that allows for scheduling posts along with monitoring interactions and messages, plus tracking hashtags.

Twitonomy (<http://www.twitonomy.com/>) – tool for Twitter analytics. Most tools are free, but some require a $19/per month fee.

Video tools

Animoto (<https://animoto.com>) – tool to plug in photo or video content and use preset transitions and music to create a video. Free for videos of less than 1 minute and $5/month for expanded options.

CuteCut – a free app you can download on your mobile device to take video you shoot and edit on that device. There is a paid version called CuteCutPro. Both provide more options and versatility than iMovie, but is not as intuitive. Just go to the app store on your device. Can be used on Apple or Android devices.

iMovie – a free app you can download on your mobile device to take video you shoot and edit on that device. Does not have the versatility of CuteCut, but is quite intuitive and considered easy to use. Used for Apple devices.

Promo (<https://promo.com/>) – create videos for YouTube, Instagram or Facebook using your own images or videos or stock from Promo. Also provides music and templates. Free option with limitations or $39/month for the basic plan.