

Here are my recommended tools:

Canva - <https://www.canva.com/> [Photo and image design]

Buffer - <https://buffer.com/> [Scheduling Tool]

Gabstats - <http://gabstats.com/> [Instagram Stats]

Union Metrics - <https://app.unionmetrics.com/> [Instagram and Twitter metrics]

squarelovin - <https://squarelovin.com/> [Instagram metrics]

You can also see metrics and analytics if you have a business account. HootSuite has a great write up of why you need a business account - <https://blog.hootsuite.com/how-to-use-instagram-for-business/>

Here are my recommended books:

[Capture Your Style: Transform Your Instagram Photos, Showcase Your Life, and Build the Ultimate Platform](#)

[Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More](#)

[Styling for Instagram: What to Style & How to Style It](#)

[Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures](#)

[Instagram Power, Second Edition: Build Your Brand and Reach More Customers with Visual Influence](#)

[The Joy of iPhotography: Take Awesome Photos with Your Phone](#)

[The Librarian's Nitty-Gritty Guide to Content Marketing](#)

[The Librarian's Nitty-Gritty Guide to Social Media](#)

[Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons](#)

[Strategic Planning for Social Media in Libraries](#)

[Read This if You Want to Be Instagram Famous](#)

[A Beautiful Mess Photo Idea Book: 95 Inspiring Ideas for Photographing Your Friends, Your World, and Yourself](#)

[Art of Everyday Photography: Move Toward Manual and Make Creative Photos](#)

[Ultimate Guide to Instagram for Business](#)

[InstaStyle: Curate Your Life, Create Stunning Photos, and Elevate Your Instagram Influence](#)

[Hashtag Authentic: Finding creativity and building a community on Instagram and beyond](#)