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
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