

CONTENT CREATION CRANNY

Suggested Websites, Software, and Apps

WEBSITE-BASED CONTENT

Website: Webpage(s) to inform the public about you, your company, or whatever information you're trying to convey. It can hold blog posts, informative downloads, media, etc.

Type	Name	What it Does	Fees
Website	Squarespace	Website Builder	Free with Paid Upgrade Options
Website	Wix	Website Builder	Free with Paid Upgrade Options
Website	WordPress	Originally for blogs, now a Website Builder	Free with Paid Upgrade Options
Website	Carrd	One-page Website Builder	Free

Blog: Written entry or article displayed on website

Type	Name	What it Does	Fees
Website	Medium	Online Publishing Platform	Subscription-Based Payment

TECHnook Tip: Squarespace, Wix, WordPress, and Carrd also have options where you can create a blog within a larger website

Informative Downloads: PDFs, Charts, Guides, Outlines

Type	Name	What it Does	Fees
Website/App	Canva	Graphic Design Platform	Free with Paid Upgrade Options
Software	Scribus	Page Layout Platform for PDFs	Free
Software	Adobe InDesign	Page Layout Platform for PDFs	Subscription-Based Payment

MARKETING CONTENT

Social Media: Visual and written content to share on various social network platforms.

Type	Name	What it Does	Fees
Website	Canva	Graphics/Photo Editor & Graphics Creation	Free with Paid Upgrade Options
Website	Photopea	Online Photo Editor	Free with Paid Upgrade Options
Software	Adobe Photoshop	Graphics/Photo Editor	Subscription-Based Payment
Software	Adobe Illustrator	Graphics Creation from scratch	Subscription-Based Payment
Software	Luminar	Graphics/Photo Editor	One-time Payment
Software	GIMP	Graphics/Photo Editor	Free
Software	Inkscape	Graphics Creation from scratch	Free
App	GIPHY	GIF Creator	Free
App	Memes	Meme Creator	Free with Paid Upgrade Options
App	AdobeSpark	Graphics/Photo Editor & Graphics Creation	Free with Paid Upgrade Options

TECHnook Tip: Schedule Social Media posts through Buffer, Hootsuite, or Later Apps

Email Campaign: Newsletter where people give you their actual email address (big deal) for exchange of information

Type	Name	What it Does	Fees
Website	Constant Contact	E-mail Marketing Platform and Service	Subscription-Based Payment
Website	ConvertKit	E-mail Marketing Platform and Service	Free with Paid Upgrade Options
Website	Mailchimp	E-mail Marketing Platform and Service	Free with Paid Upgrade Options

CLINICAL CONTENT

Visuals: Powerpoints and PDFs for songs, social stories, worksheets, and notation

Type	Name	What it Does	Fees
Website	Canva	Graphic Design Platform for PDFs, Charts, Graphs, etc	Free with Paid Upgrade Options
Software	Keynote	Presentation Slides	Free
Software	PowerPoint	Presentation Slides	Free
Software	Scribus	Page Layout Platform for PDFs	Free
Software	Adobe inDesign	Page Layout Platform for PDFs	Subscription-Based Payment

TECHnook Tip: Presentation slides can be used to make animations from one portion of a song to another. For example, you can make a Keynote to create a visual of 5 green and speckled frogs with animated frog jumping off of the log into the pond of water.

TECHnook Tip: Use PDFs or presentation slides for cueing instruments in choir or ensemble

EDUCATIONAL CONTENT

Presentation: Visuals for lectures, presentations, and in-service

Type	Name	What it Does	Fees
Website	SlidesCarnival	Templates for GoogleSlides, Keynote, and PowerPoint	Free
Software	Keynote	Presentation Slides	Free
Software	PowerPoint	Presentation Slides	Free
Website	GoogleSlides	Presentation Slides	Free
Website	Prezi	Presentation Website using motion and spatial effects	Free with Paid Upgrade Options
Software	Adobe inDesign	Page LayoutPlatform for PDFs	Subscription-Based Payment

eBooks: Online publication available for distribution or courses

Type	Name	What it Does	Fees
Website/App	Canva	Graphic Design Platform for PDFs	Free with Paid Upgrade Options
Software	Scribus	Page Layout/Typesetting Platform for PDFs	Free
Software	Adobe inDesign	Page Layout/Typesetting Platform for PDFs	Subscription-Based Payment

Graphs/Charts/Tables: Visual representation of data to put into presentations, papers, eBooks, etc

Type	Name	What it Does	Fees
Website	Canva	Graphic Design Platform for Graphs/Charts	Free with Paid Upgrade Options
Website	Visme	Graphic Design Platform for Graphs/Charts	Subscription-Based Payment
Software	Charts	Graphic Design Platform for Graphs/Charts	Free
Software	eDraw	Graphic Design Platform for Diagrams	Free
App	AdobeSpark	Graphic Design Platform for Graphs/Charts	Free with Paid Upgrade Options

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Need more help? You can always consult the authors directly for 1:1 tutorials, lessons, etc.