1. **Keepass**
   1. Use: keep all our passwords. These passwords can include access to social media platforms and other outlets that we utilize in our everyday work.
2. **Hootsuite**
   1. Use: Plan social media posts. This is a quick and easy way to post to several social media platforms at once. For example, if I want to post for IADP on Facebook and LinkedIn, I would click both icons and schedule the post. Then it will be posted on both channels, it’s that easy.
3. **Airtable**
   1. Use: Internally plan social media. This is a way for the team to see when/where/what you are going to be posting. It is here where our bosses go in and approve our captions and images. Once they do this, we can schedule our posts in Hootsuite, which we check that column in Airtable “scheduled in Hootsuite.” After some time of our post being live, you go back and post a screenshot of it’s engagement on the social platform back in Airtable. Our supervisors use this to keep track of how often we post for our partners.
4. **Google**
   1. *AdWords:*
      1. Use: Optimize SEO. I have been using the Academy for AdWords to learn how to do this. We use this platform when working for clients who pay for the search engine optimization.
   2. *Gmail:*
      1. Use: Internal & external communication. We use this to communicate with our clients and our team.
   3. *Google Docs:*
      1. Use: Internal communication. We use this to plan and then we can share it with other members of our team. For example, I plan out social media posts here and my graphic design intern goes in and uses my strategy/research to make graphics for the social media posts.
   4. *Google Calendar:* 
      1. Use: Internal and external planning. We use this internally to schedule team meetings. Externally, a lot of my partners send this to me to secure meeting times.
5. **Box:**
   1. Use: Shared files. We use this to compile all our research and key information about our clients and internal management.
6. **WorkFront:**
   1. Use: Internal planning. Our supervisors use this to assign us all work with deadlines. They can assign a task and we can post progress reports.
7. **Social Media-Twitter, LinkedIn, Facebook:**
   1. <https://www.facebook.com/IllinoisOnline/?eid=ARCxicSRoqL-doLmtCBwYaptgPvheWM9_n2V8i18_azji3TlcQNkEtZRni9-26Nwr6oiL5rRJBmK3v5n>
   2. <https://twitter.com/Illinois_Online>
   3. <https://www.linkedin.com/showcase/illinois-online/>
   4. Use: Social media posts. We use these sites to post content for our academic partners.
8. **Skype for Business:**
   1. Use: Internal Communication. We use this to have a weekly intern check-in call. We go around and share what we are working on during that given week.