

Doing More for Free: Advocacy Innovation on a Budget

Live Streaming

[Facebook Live](#) is a tool available for any individual or page on Facebook. This feature enables organizations to broadcast to and interact with their followers over this widely used platform. Once the live video ends, it is automatically published to that organization's page and can be viewed by their followers at any time if they missed the live stream.

[YouTube Live](#). Although YouTube is commonly known as a platform for uploading pre-recorded videos, it also offers a live streaming service. Like other programs, YouTube Live provides professional tools and enables its users to engage directly with their audiences during their live streaming events.

Social Media and Website

[Facebook Insights](#) provides all of the analytics data related to your Facebook page so that you can track growth and impact. Use Insights to better understand your followers and reach the right audience.

[Google Analytics Social Reports](#) measure how social traffic is directly impacting your conversions through your Google Analytics platform. Using an overview of your social networks, this tool allows you to visualize your social traffic so that you know where your time is best spent in the social world.

[Google Analytics](#) helps users that track and build analytical reports based on website and search traffic. Placing a Google Analytics pixel on your website can great help improve your search engine optimization score and allow you to tailor your website to your targeted audience.

[Klout](#) provides an influencer score based on your social media activity. Your Klout score is determined using over 400 variables. In addition to working on your own Klout score, you can look at your influencers and who you are trying to influence to regularly share content that is of the highest quality from trusted sources.

[SocialMention](#) tracks and measures who is talking about you, your company, your product or any topic related to your industry. SocialMention pulls data from hundreds of social media services to give you the most accurate, real-time information.

[TweetDeck](#) arranges feeds from all of your social networks in one place using a dashboard. You can also schedule tweets and set-up customizable feeds for your social search needs.

[Twitter Analytics](#) allows Twitter users to monitor their key performance analytics right from a central dashboard directly in the Twitter application. Twitter regularly improves their own analytics platform to keep users engaged throughout the day.



Surveys

[Google Forms](#) is an extensive and completely free survey tools that automatically collects all answers and data in Google Spreadsheets. Along with being the only free tool that provides skip logic, this program offers unlimited surveys & respondents, the ability to add your own custom logo, and to add collaborators.

[SurveyMonkey](#) is a free online tool that allows your organization to create and distribute surveys. However, there is a paid version that enables you to go beyond the limited number of questions and respondents of the free version.

[Typeform](#). In this program's free version, your organization can ask unlimited questions, export your data, use custom themes, and take advantage of basic reporting features.

Visuals

[infogr.am](#) is a free customizable and embeddable widget that can make interactive infographics and charts.

[Timeglider](#) is an embeddable free widget that is used to create interactive timelines of events. Using pop-outs of pictures and graphics, Timeglider is a tool that can help your organization illustrate and explain key issues as well as their legislative histories.

[Canva](#). In the program's free version, users have access to several pre-sized templates to create eye catching graphics for social channels, email or websites. Users have the ability to customize all graphics with their own photos and brand colors. This tool makes it quick and easy to get a professional looking graphic out without taking up a ton of time on design.

[Tableau](#) allows users to upload data from an excel file and display it in a visually appealing way. This program is a little more technical but ensures that data is accurately depicted. Users can customize their data by picking from several different chart and color options. Tableau also allows users to create interactive data accessible online which viewers can apply filters to customize the data view.

Webinars

[Anymeeting](#) is a web-based service that offers webinar services without the need for downloading any apps. This platform can support up to 200 participants and is perfect for organizations that trying to reach a focused audience.

[ezTalks Meetings](#) provides free HD video and audio webinar services. In addition, it allows you to share your screen and record the conference so it can be played back later. However, its free version can only host up to 100 participants at one time.