



INSTAGRAM
**NEXT LEVEL
PLAYBOOK**

TRIPLE EFFECT SOCIAL



INTRODUCTION



Welcome to our awesome playbook of the best and most useful Instagram apps and sites!

As the founder of Triple Effect Social, I've spend years trying out hundreds of apps. I'm always trying something new.

Below are the apps and sites that made the cut.

Enjoy!
Alex

*please do not distribute this resource in any way. It took a lot of time to compile these resources. They are meant for your eyes only in this bonus.



APPS



Photo Editing

Photo Editor +

This is a pretty basic photo editor. It is great for what it does though.

What you can do:

- remove blemishes
- enhance your photos to hi-def
- add filter effects
- add frames
- add overlays
- create memes
- adjust lighting
- take out color in all of a photo except for one part
- and more!

Facetune

This one I especially love. I use it for all kinds of things.

What you can do:

- whiten teeth or eyes
- smooth parts of the photo or skin
- accentuate details in a certain area
- reshape things
- eliminate redevye
- choose from different textures to add
- add filters
- use different styles of lighting
- and more!



APPS



Photo Editing

VSCO

This is one of the go-to's for bloggers and graphic designers. Mainly why people love it so much is for the really well crafted filters.

What you can do:

- multiple built-in adjustable filter effects
- adjust lighting
- add grain
- create your own "recipes" as they call them for your ideal filter
- and more!

Snapseed

This one I especially love. I use it for all kinds of things.

What you can do:

- filters
- lighten a specific portion of an image
- change perspective
- add grain
- vintage look
- noir look
- double exposure
- and more!



APPS



Photo Editing

Colorstory

This is one of the go-to's for bloggers and graphic designers. Mainly why people love it so much is for the really well crafted filters.

What you can do:

- tons of filters
- adjust lighting
- add flare
- add color overlays
- and more!

CARBON

Well crafted filters and overlay effects.

What you can do:

- tons of filters
- adjust filters levels
- add overlays
- add textures
- add borders
- and more!



APPS



Videos

CutStory

The best app for cutting your videos into perfect 15 second clips for IG Stories:

1. Import your longer video into CutStory
2. Choose IG 15 second clips
3. Let it process
4. Your new clips are automatically saved to your camera roll!

CropVideo

Change the dimensions of videos you've shot to fit various social media formats.

1. Select a video from your library
2. Choose "crop"
3. Decide which dimensions you want for your new video
4. Press "done"
5. Export your new clip to your camera roll



APPS



Slideshows

Animoto

You can easily create great slideshows with different themes, transition types, styles and music. Just choose which of your images you want to include and go!



APPS



How-to videos

Jumprope

This is a very well designed and easy to use app with which you can create How-To videos! It guides you right through it. You can adjust the speed of your videos. You can also include products.



APPS



Beautify yourself

Snow

You may be aware of the built-in filters in Instagram stories that can make you look like a bunny or smooth your skin or make hearts float around you. This app has its own smoothing filters. This app is one of the secrets behind people who always have beautiful skin in their videos.

What you can do:

- adjust how much smoothing there is to your skin
- add and adjust permanent makeup
- use dozens of filters to get different effects on your face
- and more!

BeautyVideo

This one is similar to Snow in that it allows you basically airbrush your skin. But it doesn't have a bunch of filters or makeup effects.



APPS



Special Effects

Enlight Photofox

If you want to create stunning "how-did-they-do-that?" graphics, this is the one for you.

- transpose images over each other - with different blending techniques
- multiple filters
- film filter effects
- add light sources
- create glitch effects
- add interesting background, of which you can control the intensity
- make your images look like sketches
- have dual filters over a single image
- and more!

Enlight Pixaloop

If you want to create really cool moving images, this is the one for you.

- animate your clip
- add various sky backgrounds
- add built-in overlays
- add gif-like elements
- *add various really cool camera effects
- multiple filters
- and more!



APPS



Special Effects

Back Eraser

Erase the background of any photo! Sometimes you want to add just part of an image to something or paste on top of something else. That's exactly what this app allows you to do with their simple layout.



APPS



Special Effects

Prisma

This app allows you to turn your photos into works of art! Whether it be an impressionistic painting, or a charcoal drawing, you can make some really cool things with this.

What you can do:

- Access to dozens of different art filters
- ability to adjust the amount of the filter you want to apply
- easily export for use for social media posts or website imagery



APPS



Animated Text

HypeType

If you've ever seen those animated quotes on social media, this is one of the main ways they're created.

Hype Type provides many options for the type of animation, the color, the speed, etc. Your quotes will look great and captivating.

Legend

Legend also creates animated quotes. It provides many options for the type of animation, the color, the speed, etc. Your quotes will look amazing and eye-catching.



APPS



Instagram Stories

Unfold

Beautiful easy-to-use templates for IG stories.

Quite a few people use this app.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- make your stories look cohesive and clean

StoryArt

Beautiful easy-to-use templates for IG stories. Not too many people use this app yet.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- make your stories look cohesive and clean



APPS



Instagram Stories

StoryLuxe

Beautiful easy-to-use templates for IG stories. Hardly anyone know about this amazing app yet.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- make your stories look cohesive and clean



APPS



Instagram Stories

Mojo

Beautiful easy-to-use ANIMATED templates for IG stories. These templates will inevitable make you look like an expert.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- you can control the duration
- add music
- multiple fonts that animate in many ways
- make your stories look cohesive and clean



APPS



Instagram Stories

Impresso

Like Mojo, these are beautiful easy-to-use ANIMATED templates for IG stories. These templates will inevitable make you look like an expert.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- you can control the duration
- add music
- multiple fonts that animate in many ways
- make your stories look cohesive and clean



APPS



Instagram Stories

500 Stories

More beautiful easy-to-use
ANIMATED templates for IG stories. These
templates will inevitable make you look like an
expert.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- multiple fonts that animate in many ways
- make your stories look cohesive and clean



APPS



Instagram Stories

StoryChic

More beautiful easy-to-use ANIMATED & static templates for IG stories. These templates will inevitable make you look like an expert.

What you can do:

- Import pix and videos into the pre-created templates
- utilize several pix and videos within a single template
- download all the different template options to get more variety for your stories
- multiple fonts
- make your stories look cohesive and clean



APPS



Scheduling

If you want to feel less stressed about Instagram, schedulers are a must.

Later

Great pre-visual auto-scheduler to Instagram, meaning you can see what your images would like in an Instagram 3-wide grid. Then you can move things around until you're aesthetically pleased with it. You can also schedule stories on the paid plans.

1. Import your images
 2. Drag them into the calendar scheduler
 3. Move them around until they look good to you
 4. Add captions
 5. Add hashtags
 6. Choose the times you want them to be auto-posted
- Done!

Planoly

Another great pre-visual auto-scheduler to Instagram.

1. Import your images
 2. Move them around with your finger until they look good to you
 3. Add captions
 4. Add hashtags
 5. Choose the times you want them to be auto-posted
- Done!



APPS



Scheduling

Preview

Another pre-visual scheduler.

1. Import your images
 2. Move them around with your finger until they look good to you
 3. Add captions
 4. Add hashtags
 5. Choose the times you want them to be auto-posted
- Done!

Unum

Another pre-visual scheduler. This one will send you a reminder of when to post.

1. Import your images
 2. Move them around with your finger until they look good to you
 3. Add captions
 4. Add hashtags
 5. Choose the times you want them to be auto-posted
- Done!



APPS



Scheduling

Buffer

Buffer is a master social media scheduler from which you can schedule to multiple network - including Instagram, Facebook, LinkedIn, Twitter & Pinterest. This one does not allow you to pre-visually plan. But it's very convenient to get your content scheduled out to multiple social networks at once.

Hootsuite

Hootsuite is another master social media scheduler from which you can schedule to multiple network - including Instagram, Facebook, LinkedIn, Twitter & Pinterest. This one does not allow you to pre-visually plan. But it's very convenient to get your content scheduled out to multiple social networks at once.



WEBSITES



Canva

I would argue that Canva is one of the biggest game changers in user-friendly graphic creation ever. Sign up for a free account and you have the abilities you used to have to pay hundreds of dollars for other people to do for you.

- create a "brand kit" with your brand colors so they're always readily accessible for a design
- hundreds of templates for EVERY type of social media post you could ever need - Including Instagram posts and stories
- easily switchable colors
- easily movable components
- tons of royalty free images built in
- many fonts to choose from
- cute icons to add
- easily searchable elements for almost anything you can think up
- ability to upload your own photos and graphics to add to your creations
- and more!

*phone apps like Canva:
Over
PicMonkey



WEBSITES



Line Breaks for Instagram Captions

You may have noticed that if you type directly into the Instagram app, you can't get regular line spaces.

Some scheduling apps solve this problem.

But this is another easy tool I've found to open either on a desktop or phone to type or paste in your caption, then press 'Convert'. You can then paste the perfectly spaced caption into Instagram!

[Here is the link to it](#)



WEBSITES



Mailchimp

This one is another big game changer, this time in the field of user-friendly emails, email campaigns, landing pages and more. There is a ton you can do with a free account.

- all customizable
- many email templates to choose from
- buildable templates
- set up "drip-out" mail campaigns where you set the timing of each email in the frequency
- ability to have multiple mailing lists and segments, so you can get your emails to the right set of people
- ability to build easy landing pages that are hosted on Mailchimp for free
- ability to add pop-ups on websites to join your mailing list or access your freebie
- ability to integrate with Wordpress and most other website builders
- and more!



Google Drive

Yet another big game changer! I don't know what I would do without this amazing resource for myself and for all the collaboration I do with others.

Google Drive contains all the elements of Microsoft Office into one free, easy to use platform. You can create any kind of document you need and it is automatically saved. One of the best aspects is the ability to share folders with others and not have to send documents back and forth!

- create any kind of document you need
- export to multiple formats - including Office formats
- share links to documents or folders with others and decide if they get "read-only" or editing privileges
- no need to send any documents over email to your friends or colleagues
- FREE storage
- multiple free templates
- and more!



Hope you've found this
useful!

For more tips every single
week, follow us on
Instagram:
[@tripleeffectsocial](https://www.instagram.com/tripleeffectsocial)

We're always here to help
take your Instagram to the
next level & get more sales
from the platform!

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