

RECOMMENDED TOOLS GUIDE

These are the tools we use and recommend at HRS to create, organize, and publish content with strategy, efficiency, and great design.

We've marked which ones are free, what their limitations are, and when it's worth upgrading.

DESIGN & CONTENT CREATION

Canva

✓ *Free with Pro version available*

Our go-to tool for creating carousels, stories, brand kits, and presentations.

Free version includes:

- Access to basic templates, elements, and fonts
- Download in PNG or PDF
- Real-time collaboration
- Folder and project management

Limitations:

- Premium templates and assets are locked
- No background remover
- No Brand Kit storage
- No resizing feature

Pro is worth it if: you want brand consistency, unlimited assets, or time-saving features like one-click resize and background removal.

● **Figma**

✓ *Free with Pro version available*

Perfect for collaborative design, web layout mockups, and structured brand visuals.

Free version includes:

- Unlimited personal files
- Up to 3 active projects per team
- Plugins and component libraries

Limitations:

- Version history is limited
- Collaboration for larger teams is restricted
- No access to premium libraries or advanced permissions

● **Adobe Express / Photoshop / Illustrator**

✓ *Adobe Express: Free with Premium available*

✗ *Photoshop & Illustrator: Paid only*

Adobe Express Free includes:

- Basic design templates and video tools
- Image editing, animations, and templates
- Mobile & desktop access

Limitations:

- Some templates and assets are Pro-only
- No full access to branding features
- Watermarks on some premium content

Photoshop/Illustrator: Full professional control but only available via paid Creative Cloud plans.

CapCut

✓ *Free*

Top choice for video editing (Reels, TikToks, Stories).

Includes:

- Transitions, subtitles, filters, effects
- Auto captions
- Desktop and mobile versions
- No watermark

Limitations:

- Some advanced transitions/effects are region-locked or limited on desktop



VISUAL ASSETS & RESOURCE BANKS

Freepik

✓ *Free with Premium option*

Free version includes:

- Access to thousands of vectors, photos, icons, PSDs
- Must give credit ("Designed by Freepik")

Limitations:

- Limited daily downloads
- No extended commercial license
- Attribution required on public materials

Premium is worth it if: you want unlimited use, license coverage, and no attribution.

 Envato Elements

 *Paid subscription only*

Includes:

- Unlimited downloads of high-quality templates, videos, fonts, mockups, music, etc.
- Full commercial license
- Constant updates and new resources

No free version.

Recommended for content creators who need lots of premium visuals regularly.



PLANNING & ORGANIZATION

 Notion (Content Calendar)

 *Free with Pro option*

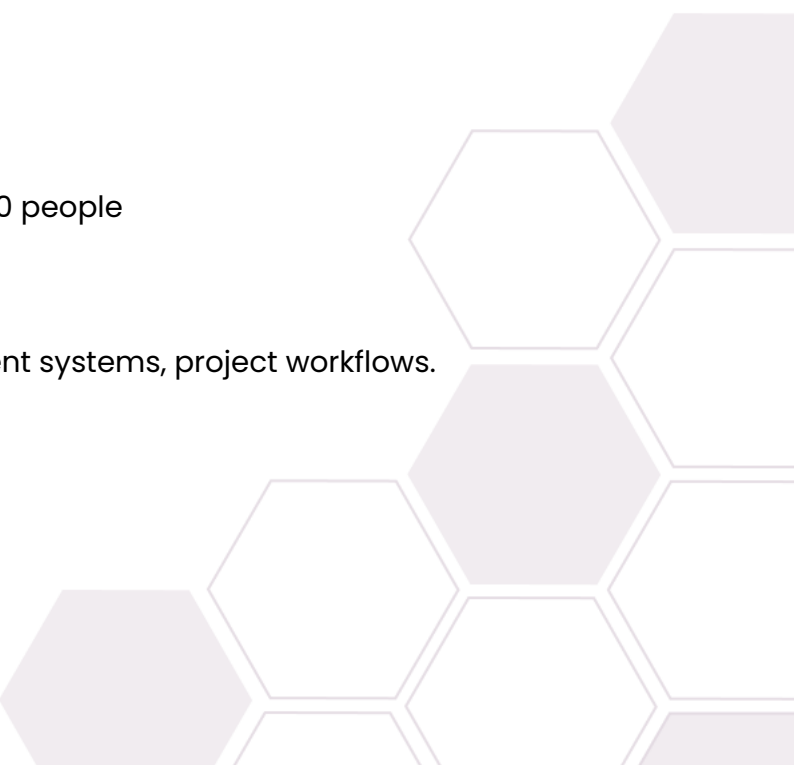
Free version includes:

- Unlimited pages and databases
- Calendar views, to-do lists, boards
- Real-time collaboration

Limitations:

- File upload limit (5MB per file)
- No guest permissions for more than 10 people
- No advanced team features

Great for: managing content calendars, client systems, project workflows.



Google Drive

✓ *Free with storage limit (15 GB)*

Free version includes:

- Full access to Docs, Sheets, Slides, Forms
- File sharing and storage
- Sync across devices

Limitations:

- 15 GB storage (shared across Drive, Gmail, Photos)
- Must upgrade to Google One for more space

Metricool

✓ *Free plan available with Pro upgrades*

Free version includes:

- Plan and schedule content for 1 brand (IG, FB, TikTok, LinkedIn, etc.)
- Basic analytics dashboard
- Link-in-bio feature
- Web traffic + social tracking in one place

Limitations:

- Only 1 brand
- Up to 50 scheduled posts
- No advanced analytics, competitor tracking, or team access

 HRS TIP:

You don't need every tool. Start with **Canva, Google Drive, and Meta Business Suite** — then expand based on your workflow.
The key is to build a system that works *for you*.

 Need help setting it up?

At **HRS Management**, we don't just recommend tools — we help you organize them into a strategy that works.

 Ready to streamline your content? Let's build your system together.