Creative Tools and Resources

Documentation

Adobe Creative Cloud - Creative.adobe.com/plans

We use the full Adobe Creative suite, from graphic design to video editing. Each team member has a full cloud subscription.

Figma

Design app used for Web and App prototyping and design. Figma.com

Techsoup.org (Non-Profit Discounts)

Non profit service for discounts on various software providers including Microsoft, Adobe etc. This is a free service that is very easy to get setup. You can get Adobe creative Cloud for around $20 per user monthly for the first year.

Wufoo.com (Forms & Data collection)

Manages online forms & submission. Low cost and effective way to generate forms on the fly and powerful enough to adapt to any web environment. Simple event registration including payments is handled by wufoo. If you have filled out a form online with Bethany you have most likely done it through wufoo.

Google Apps G-Suite - gsuite.google.com

We use Google for email, calendar, file sharing, etc Team wide. Google is at the core of all Bethany Staff workflows.

Asana.com

We have test driven just about everything and while not perfect, Asana is the current front runner that fits our team needs. All project & task management for the team happens in Asana. Developed by Facebook founders.

Communication & Marketing

Campaignmonitor.com

Mass Email service used for marketing and communication by email. Subscription based and one time send to curated lists.

Internal Communication & Team Tools

Frame.io
Video service used for feedback and screening of all video deliverables.

Slack.com
Text & chat communication used internally by creative team for all communication.

Dropbox.com
All file sharing is handled by dropbox using a Team account. Active projects and live assets are stored and shared there.

Bitwarden
Secure data and password management tool designed for teams. bitwarden.com

Social Media

Hootsuite.com (Various Memberships)
Twitter scheduling, Overall Platform monitoring, Analytics

Grum.co ($9.99/Month)
Instagram Scheduling - the ONLY online tool that will automatically upload and schedule content directly to Instagram. All other tools and resources, including Hootsuite, only allow for notifications and manual posting.

Facebook Scheduler (Free) - Facebook.com
Facebook Scheduling that is more user friendly than Hootsuite. Allows multiple photo uploads, crossposting tool allows videos to be originally shared on multiple platforms.

Google Photos (Free) - Photos.google.com
Photo Inventory & Organization, Sharing, etc. Ties into our Google Apps organization. Very powerful recognition system for faces, environments, mood, etc.

Planoly.com (Free)
App for Instagram grid testing. Allows you to upload and arrange photos in your Instagram feed. Useful for large grid designs.

Canva.com (Free Version & Pro Version)
Powerful design tool that can be used by beginner level or advanced designers. Saves time and provides easy graphic design, on the go. **FB Ads Manager (Free)** - Digital Marketing & Advertising

Web Technologies

Domain Management - Hover.com
All domains are managed and maintained using Hover.com. Not the cheapest service available but the most user friendly and feature rich.

Web Hosting Environment - LAMP
All our web assets run in an internally hosted LAMP environment, (Linux, Apache, Mysel, PHP)

Pyrocms
Content management system that powers all Bethany sites. A content management framework built on Laravel (PHP) Pyrocms.com

Hosting

Internal (Main Hosting)
We run servers on site to handle hosting of all online and digital assets. Ubuntu LAMP environment.

UCDN.com (Ondemand Media)
A CDN we use to power Roku and Apple Tv apps. This allows us to provide really cost effective video on demand in HLS streaming formats.

Code Base, Dev Environment & Front End

Backend - PHP & MYSQL
Anything built by hand or using a framework/platform/etc will be PHP based and use Mysql for data management.

Frontend UIKIT - Getuikit.com
Current CSS framework used for rapid prototype and deployment.

Web Analytics
How we track traffic & behavior across our digital platforms.

Google Analytics - analytics.google.com

Powerful free analytics tool offered by google. Can be added to any existing site with basic code insert. We run this on every site by default.

Live Streaming

Castr.com (Video Streaming)

Streaming service, receives our video broadcast and re-distributes to the end-user. Also re-distributes to social platforms (FB, YT, Etc)

Churchonlineplatform.com (Chat & Interaction)

Church Online is a platform provided by Lifechurch.tv. It is a free service we use for the end user experience on Bethany.com. The platform provides a live chat room with moderation, outline support, Bible view, volunteer management, live slides, custom layout. It is a feature packed system that is very robust.