

We are all about working smarter here at Buffer. Our focus on improvement and efficiency has led us to blog smarter, share smarter, and approach problems and activities with a fresh perspective of getting more done as quickly and simply as possible.

To that end, we love automation. We get a kick out of tools and apps that do some of our work for us, leaving us more time to invest elsewhere.

Two of our favorite automation tools—[IFTTT](#) and [Zapier](#)—can help you coordinate and automate your marketing efforts in a variety of fun, unique ways. The former is a free service, the latter gives you your first five free and then switches to paid plans (Zapier has hundreds of connectable apps and services, compared to IFTTTs dozens).

Here are a few of our favorites and some that might help you share a little more efficiently.

Save links from favorite tweets to Pocket



Save links from favorite tweets to Pocket!

by [bunnie](#)

Try it!

This recipe grabs the first link in a tweet that you've favorited and adds the article to your Pocket, a read-it-later app. You can also save links in this way to Instapaper or Evernote, if you prefer those services.

Buffer a tweet every time you favorite a story



Pocket favorite to Buffer

by [toddejohnson](#)

Try it!

Talk about a quick automation! I use this one regularly to add my favorite articles from Pocket straight to my Buffer queue. The recipe grabs the default text from Pocket (the title and url of the post), and I can easily hop back into Buffer later to tidy up my queue and customize the information I want.

Post Instagram photos as Twitter photos



Post your Instagram pictures as native Twitter pictures

by djuiceman

Try it!

If you use Instagram and Twitter, you've likely run into the fact that the two sites don't sync very well. An IFTTT recipe can help with this. You can have your new Instagram photos post as native photos directly to Twitter.

Send Pinterest board posts to your Facebook Page



Pinterest board posts to Facebook page

by gearheadshirts

Try it!

Though you cannot update a Pinterest board with IFTTT, you can use a Pinterest board to update other social accounts. Pinterest recipes like this are hacked together with RSS feeds. You add .rss to the end of a Pinterest board url, so your final url will look like this: <http://pinterest.com/username/boardname.rss>.

If you'd like, your Pins can be triggers for updates to Facebook Pages, Tweets, Google+ posts (via Buffer), or even Tumblr.

Send Feedly "Saved for Later" items to Buffer



Feedly Saved for Later Items to Buffer

by winobs

Try it!

Another fun Feedly trick is to mark your favorite articles directly in Feedly and push these favorites into your Buffer queue. The recipe works similarly to the one above about starred articles in Pocket. It just comes down to which tools you use most (maybe both?).

Assorted extras

RSS to Twitter

Send each new post straight into your Twitter timeline and customize the way the new tweet is worded.

Try it!

Add new Twitter followers to a Google spreadsheet

You can collect all the names, locations, links, and bios of every new follower.

Try it!

RSS to Facebook page

Just like the Twitter RSS recipe, this one adds new posts from your chosen feed, and you can customize the way they're worded and displayed on your timeline.

Try it!

Archive Facebook posts to a Google spreadsheet

Keep a record of all your updates in a Google spreadsheet where you can analyze and organize as you like.

Try it!

Further reading: [The Big List of IFTTT Recipes: 34 Hacks for Hardcore Social Media Productivity](#)