

## Social Media Automation Software Comparison

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	Hootsuite	Planoly	Buffer
<b>General</b>			
Monthly Cost	\$49 to \$739/mo.	\$13 to \$43/mo.	\$6 to \$120/mo. per channel
Initial Setup Process	Self-Onboarding	Self-Onboarding	Self-Onboarding
Multi-User Access	Yes	Yes	Yes
Mobile Application	iOS, Android	iOS, Android	iOS, Android
User Interface	Complex But Intuitive	Complex But Intuitive	Complex But Intuitive
<b>Social Media Posting</b>			
Included Social Sites	Instagram, Facebook, Twitter, YouTube, LinkedIn, Pinterest	Instagram, Pinterest	Customizable
Instagram	Posts, Stories, Tags, Carousels, Ads	Posts, Stories, Tags, Carousels	Posts, Stories, Tags, Comments
Facebook	Pages, Groups, Tags	Via Instagram Auto-Post	Pages, Groups, Tags
Pinterest	Pins, Boards	Pins, Boards	Pins, Boards
Twitter	Posts	Via Instagram Auto-Post	Posts
LinkedIn	Profile, Pages	No	Profile, Pages
Post Scheduling	Included	Included	Included
Drafts	Yes	Yes	Yes
Post Templates	Requires Upgrade	None	None
Calendar View	Yes	Yes	Yes
Link Shortener	Yes	No	Yes
<b>Analytics</b>			
Performance Overview	Robust and customizable	Robust	Robust and customizable
Campaign Analytics	Requires Upgrade	Yes	Yes
Individual Post Analytics	Robust	Moderate	Robust
Hashtag Performance	Yes	No	Yes
AI Insights	No	No	Yes
Audience Demographics	Gender, Language, Sentiment	Gender, Age, Location, Activity	Gender, Age, Location
<b>Integrations</b>			
Zapier Integration	Yes	No	Yes
Other Integrations	Moderate	Limited	Robust

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<b><u>G2 Rating</u></b>			
Overall	4.1/5	4.3/5	4.3/5
Ease of Setup	8.4/10	9.3/10	9.2/10
Ease of Use	8.4/10	8.7/10	9.2/10
Quality of Support	7.9/10	9.2/10	8.5/10
<b>Summary</b>			
Best For Firm Size	Any	Small	Any
Best Features	Powerful dashboard to create and schedule content, as well as manage replies and interaction	Offers in-depth audience demographic data and is more cost effective compared to its competitors	Monthly content calendar views
			In-depth content analytics  Advanced third-party integrations
Worst Drawbacks	Limited calendar view	Limited third party integrations	Requires separate system to manage conversations
	Slightly complicated user interface and dashboard  Great for content management, but not as robust for content creation	Unable to auto-post directly to Facebook, Twitter, LinkedIn or other social channels outside of Instagram and Pinterest	Paying per social channel may makes cost a factor as marketing needs increase
<b>Outcome</b>			
Hootsuite	Hootsuite is the most comprehensive social media management system currently available. While getting set up may be a bit of a learning curve, it has the most social media channels, built-in conversation, and advertising management.		
Planoly	Planoly offers a great starting point for small companies who need simplified marketing features. However, due to its limited third party integrations and native features, upgrading to a more robust platform will be inevitable.		
Buffer	Buffer provides a feature-rich platform with an intuitive user interface. It's preferable for users seeking simplicity and is currently the best for publishing.		

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