

Features

Content Curation

- Find content from social feeds and blogs, filter and sort by engagement, bulk-import up to 200 posts
- Bookmark your go-to sources and search within them to find specific content to share
- Auto-import content from RSS feeds
- Bulk import content from CSV
- Easily add content from integrated royalty-free media libraries – Giphy, Unsplash, Pixabay
- Easily access your uploaded branded assets from your searchable media library
- Re-gram from your Instagram profiles
- Share while you browse with the browser bookmarklet
- Import your top-performing published posts to share again
- Create images with Canva, or use your existing designs

Scheduling

- Divide content into colour-coded Categories for balanced scheduling and clear reporting
- Create Seasonal Categories for time-limited promotions, campaigns, events, partnerships or holidays
- Set up custom Posting Plans for each Category, so you don't need to think about manual publishing times
- Filter your Queue by Category, social network, content type, or search term
- View your queued posts as a list or weekly/monthly calendar
- Preview exactly how your posts will look when published
- Pause individual Category Queues, Profiles, or your whole Queue
- Shuffle posts
- View/edit related posts
- Create draft/template posts
- Review and fix duplicate tweets to avoid Twitter penalties (also see: Variations)

Visual Instagram Planner

- Preview your Instagram feed (past and future posts together)
- Drag to re-order posts
- Preview how your feed will change after you add each new post (Grid Shift)

Social Report

- Analyse any public Facebook/Twitter profile, and your own Instagram/Pinterest/LinkedIn profiles
- View insights for all posts, top posts, top hashtags/mentions
- View stats by content type
- View engagement over time
- View best time to post (engagement chart by day/hour)

Instagram Top Nine

- Share a grid of your top nine Instagram posts of the year
- Choose the most-liked, most-commented, or cherry-pick your favorites
- Drag-and-drop to re-arrange your grid before sharing

Integrations

Publishing

- Facebook Pages
- Facebook Groups
- Twitter
- LinkedIn Profiles
- LinkedIn Pages
- Instagram (image & video feed posts) - Direct Publishing
- Instagram (stories & carousel posts) - via mobile notifications
- Pinterest

Inbox / Engagement

- Twitter DMs
- Facebook messages
- Like/reply/retweet on any tweet
- Like/comment/share any Facebook post

Mobile

- iOS app (for publishing stories/carousel posts to Instagram, creating posts)
- Android app (for publishing stories to Instagram)
- The remaining product functionality (add/edit/review posts, analytics, inbox) is available via our website, which is mobile-friendly.

Post Editor

- Create custom text per social profile
- Create multiple Variations of your post, with alternate text and/or media so it's fresh each time it's recycled
- Tag Facebook, LinkedIn, and Twitter accounts
- Create multi-image posts
- Auto-publish the first comment (Instagram Business profiles, LinkedIn, Facebook Pages)
- Set your posts to recycle with Evergreen post recycling, with option to expire on a specific date, after a certain number of posts or continue indefinitely
- Create reusable text Snippets to add to posts with a click (e.g. hashtag lists)
- Easily add emojis to your posts with the Emoji Keyboard
- See accurate post previews for each social network - incl. Twitter Cards
- Add customisable UTM tracking automatically
- Add multiple Bitly accounts, customise the usage/domain per profile
- Add an image by URL, upload an image or choose an image from the link you're sharing

Analytics

- View stats for each post, sortable by date/engagement
- View stats for each Evergreen cycle, or aggregated across all cycles
- View weekly/monthly reports per profile
- View and compare insights and stats per Category
- Chart any two metrics over time
- View your best times to post (engagement chart by day/hour)
- Export post stats as CSV

Social Inbox

- View and reply to Facebook & Twitter messages from one unified inbox
- Send template replies (canned responses) with one click
- Filter by social profile

Social Listening

- Monitor keywords, lists, people you follow, your social timelines, or mentions
- Like/retweet Twitter posts, and like/share Facebook posts, from any of your connected profiles
- Add comments to Facebook posts, or Twitter retweets

Support

- 300+ detailed Knowledge Base articles and videos
- Live chat
- Email support within 24 hours, 363 days a year
- Regularly awarded 100% customer satisfaction

Affiliate Program

- Earn 10-20% commission for life, for referring people to a paid plan

Partnerships

- Pinterest Marketing Partner
- LinkedIn Marketing Partner
- Canva Partner

Import Sources / Monitoring

- Facebook Pages
- Facebook Groups (that you manage)
- Twitter Profiles
- Twitter home timeline
- Twitter Lists
- Twitter Mentions
- Twitter Search
- Your Pinterest Boards
- Pinterest Boards you follow
- Instagram (your profiles)
- LinkedIn (your profiles)
- RSS (including auto-import), and Feedly import
- CSV
- Pixabay
- Unsplash
- Giphy
- Canva