



Social Media Automation Tools

While there are plenty other programs and services out there, these are the tools we are personally familiar with and use in our own businesses. Do your homework; see what makes sense for you

These tools are great for scheduling posts ahead of time. This allows you to either outsource the task, or dedicate a certain time and day to it. This in turn frees you up for other tasks, while still being able to interact and engage with your audience in real time.

Yes, there are tools out there that allow you to follow people on autopilot, like x amount of posts per day, or even shoot off DMs to every new follower or fan. That might sound good in theory, but in our experience, it usually backfires. People can smell a bot from a mile away. Grow your audience organically and use a few social media automation tools to help you make the best use of your productive time.

It's always best to start with programs that are either owned by the social media platform itself, or endorsed by it. This keeps you from experiencing any negative bias. That said, try posting in real time every once in a while and see if those posts get a lot more engagement and reach.

Facebook Business Suite

This all in one suite for Facebook, Instagram and Whatsapp, allows you to keep track of all your accounts and message inboxes. It also gives you the option to schedule your posts and see everything going out in the future at a glance. It's impressive and there's a handy smartphone app as well. Start [here](#) to set up automations and schedule posts ahead of time.

Instagram Also Post To Facebook, Twitter, and Tumblr

Did you know that you can post your Instagram Posts to Facebook, Twitter, and Tumbler with the click of a button?

Create your Instagram post as usual and at the last screen look at the options at the bottom. You'll see toggle buttons to share the same content to those additional platforms. This is a great way to save time and keep your Facebook page and Twitter account active while spending most of your time on Instagram.

This is ideal for anyone who enjoys the Instagram platform, but never gets around to posting anywhere else. It is also a great way to supplement your Facebook page and Twitter feed.



Since the audiences for all three platforms are vastly different, you don't have to worry too much about people seeing the same content multiple times.

PostPlanner

PostPlanner allows you to put your social media posting on autopilot. You set a schedule, upload a bunch of posts and then have the option to recycle said posts indefinitely. You can spend a few days loading up several dozen Facebook posts and Tweets for example, and then have them go out once a day or once every couple of days. What we like about it is that with this loop feature, no matter what happens (you get sick, overwhelmed, or spend all your time working on an important project) and your social media profiles don't die. Yes, it's best if you schedule fresh posts or share in real time. Yes, it helps to engage with your audience in comments. But sometimes that doesn't happen. Think of this as your backup while it also takes care of some of your posts on a regular basis.

PostPlanner plans start as low as \$5 per month.

MeetEdgar

MeetEdgar allows you to create different categories of content along with a schedule. The software will then plug in any links and posts you feed it into those slots, cycling through it as needed.

There's a neat feature that picks out quote-worthy text from any link you provide. This is great when you've left social media scheduling to the end of the day and can't muster the mental energy to come up with good copy.

It works with Facebook pages, Facebook groups, Instagram feed, Instagram stories, Twitter, Pinterest, LinkedIn & LinkedIn Company Pages and has some impressive analytics features. It's also on the pricier side of these types of programs.

MeetEdgar starts at \$19 per month.

Tailwind



Last but not least, there's Tailwind. It's *the* scheduling tool for Pinterest. Like post planner it allows you to look and recycle content enabling you to upload your most powerful content and cycle through it on autopilot. As with Post Planner, it's important to supplement that looped content with fresh pins and of course engage with your audience.

Tribes are another interesting feature. Think of them as groups where you share and re-pin each other's content.

Start with the free tailwind account. It gives you 20 posts per month, which isn't much, but enough to get a feel for the platform. From there, plans start as low as \$10 per month.

Hootsuite

Hootsuite is the first program of this kind that we came across back in the day. And that experience shows. It's impressive. It has the best integration with other programs like [Canva](#) for example, reaches more social accounts, and gives you a great overview of everything happening with your platforms. It's ideal for crafting social media campaigns across all your channels. It has impressive analytics to boot.

All of this comes with the biggest price tag out of the bunch, starting at \$49 per month.

If you're on a budget or just starting out, use the Facebook Business Manager and allow Instagram to share your posts to your Facebook Page, Twitter, and Tumblr if applicable. Then consider spending \$5 per month on a post planner account to make sure content keeps showing up on your accounts if you're not around for a few days.

Above all, remember these are social platforms. To make meaningful connections, you have to show up and engage with your ideal target audience.