

Pricing and plans

Close the gaps in your social media marketing workflow with the most complete tool for every stage of growth.

Supported Networks



<div>Standard</div> <div>us \$79 <small>per user/month (Billed annually)</small></div> <div>\$99 <small>per user/month (Billed monthly)</small></div> <div>10 social profiles \$10/mo per additional social profile (Billed annually) \$15/mo per additional social profile (Billed monthly)</div> <div>All features you need to get started:</div> <div><div><input checked="" type="checkbox"/> Posts scheduling</div><div><input checked="" type="checkbox"/> Unlimited posts</div><div><input checked="" type="checkbox"/> Draft posts</div><div><input checked="" type="checkbox"/> Unified Publishing Calendar</div><div><input checked="" type="checkbox"/> Standard Social Inbox</div><div><input checked="" type="checkbox"/> Automated Inbox Assistant</div><div><input checked="" type="checkbox"/> Instant translations</div><div><input checked="" type="checkbox"/> Report export</div><div><input checked="" type="checkbox"/> Basic Social Media ROI</div><div><input checked="" type="checkbox"/> Custom Report date range</div><div><input checked="" type="checkbox"/> White-label reporting</div><div><input checked="" type="checkbox"/> Mobile application (iOS & Android)</div><div><input checked="" type="checkbox"/> Google Analytics Integration</div></div>	<div>Professional</div> <div>us \$119 <small>per user/month (Billed annually)</small></div> <div>\$149 <small>per user/month (Billed monthly)</small></div> <div>10 social profiles \$10/mo per additional social profile (Billed annually) \$15/mo per additional social profile (Billed monthly)</div> <div>All features available on the Standard plan, plus:</div> <div><div><input checked="" type="checkbox"/> Instagram Product Tagging</div><div><input checked="" type="checkbox"/> PulseLink in bio</div><div><input checked="" type="checkbox"/> Instagram grid view</div><div><input checked="" type="checkbox"/> First comment scheduling (Instagram, Facebook, LinkedIn)</div><div><input checked="" type="checkbox"/> X (Twitter) threads scheduling</div><div><input checked="" type="checkbox"/> Team workflow</div><div><input checked="" type="checkbox"/> Canva integration</div><div><input checked="" type="checkbox"/> Calendar notes</div><div><input checked="" type="checkbox"/> Basic Ad Comment Monitoring</div><div><input checked="" type="checkbox"/> TikTok & LinkedIn ad comments monitoring</div><div><input checked="" type="checkbox"/> Team performance reports</div><div><input checked="" type="checkbox"/> Priority email & chat support</div></div>	<div>Advanced</div> <div>us \$149 <small>per user/month (Billed monthly)</small></div> <div>\$199 <small>per user/month (Billed monthly)</small></div> <div>10 social profiles \$10/mo per additional social profile (Billed annually) \$15/mo per additional social profile (Billed monthly)</div> <div>All features available on the Professional plan, plus:</div> <div><div><input checked="" type="checkbox"/> Content Library</div><div><input checked="" type="checkbox"/> 5 Shared Calendars</div><div><input checked="" type="checkbox"/> Bulk publish content</div><div><input checked="" type="checkbox"/> Content queues</div><div><input checked="" type="checkbox"/> Advanced spam management</div><div><input checked="" type="checkbox"/> Advanced Ad comments monitoring</div><div><input checked="" type="checkbox"/> Saved replies</div><div><input checked="" type="checkbox"/> Inbox bulk actions</div><div><input checked="" type="checkbox"/> Publishing content labels</div><div><input checked="" type="checkbox"/> Advanced Social Media ROI reports</div><div><input checked="" type="checkbox"/> Power reports (customized)</div></div>	<div>Custom</div> <div>Custom solutions tailored to your business needs.</div> <div></div> <div>All features available on the Advanced plan, plus:</div> <div><div><input checked="" type="checkbox"/> Unlimited social profiles</div><div><input checked="" type="checkbox"/> Unlimited Shared Calendars</div><div><input checked="" type="checkbox"/> Unlimited Inbox Moderation Rules</div><div><input checked="" type="checkbox"/> Priority email, chat, & video call</div><div><input checked="" type="checkbox"/> Dedicated Account Manager</div><div><input checked="" type="checkbox"/> Quarterly Business Reviews</div><div><input checked="" type="checkbox"/> Single Sign-On (SSO)</div><div><input checked="" type="checkbox"/> CRM Integration</div><div><input checked="" type="checkbox"/> Reply Suggestions</div><div><input checked="" type="checkbox"/> Schedule Facebook Boosted Posts</div><div><input checked="" type="checkbox"/> Open Reports API</div></div>
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<div>Free</div> <div>\$0/Mo</div> <div>3 social profiles, 1 user</div> <div><div><input checked="" type="checkbox"/> 10 scheduled posts</div><div><input checked="" type="checkbox"/> Basic Social Inbox*</div><div><input checked="" type="checkbox"/> Basic Reporting</div><div><input checked="" type="checkbox"/> Limited Social Media ROI report</div><div><input checked="" type="checkbox"/> Mobile app</div></div>
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*limited to 100 messages or comments per month

Compare plans

Publishing	Free	Standard	Professional	Advanced	Custom
Scheduled posts	10 Scheduled posts	Unlimited	Unlimited	Unlimited	Unlimited
Unified calendar	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Product Tagging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PulseLink in bio	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram grid	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First comment scheduling (Instagram, Facebook, LinkedIn)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
X (Twitter) threads scheduling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Label Content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content library	<input checked="" type="checkbox"/>	10 images/ 2 videos	10 images/ 2 videos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook Boosting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collaboration					
Assign & approve posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Comments on posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collision detection	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bulk approve	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Multi-step approval workflows	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared calendar	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	yes, 5	Unlimited
Productivity					
Draft posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Canva integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Calendar notes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content queues	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bulk publishing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Slack Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Engagement					
Advanced social inbox	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manage GMB reviews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inline translation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automated inbox assistant	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes, Unlimited
Assign content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad comments monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TikTok & LinkedIn ad comments monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced spam management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Saved replies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reply Suggestions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bulk actions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Label tags	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sentiment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Display	Display & Filter
Listening					
Advanced Social/Web Listening Search <small>*Monitor brand mentions and sentiment, consumer discussions, industry trends, and aggregate insights for reporting purposes. Listen across X, FB, IG, Web, and Blog sources for keywords, mentions & hashtags.</small>	<input checked="" type="checkbox"/>	\$100/search/ month	\$100/search/ month	\$100/search/ month	\$100/search/ month
Reporting					
Basic report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Analytics Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Basic social media ROI report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Basic report export	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Top content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Report date picker	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
White-label reporting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Competitor benchmarking report	<input checked="" type="checkbox"/>	Yes, 1	Yes, 1	Yes, 6	Yes, Custom
Team performance report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced power reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced social media ROI report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Meta Ad Reporting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Open Reports API	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Data retention	1 month	6 months	12 months	24 months	24 months
Other benefits					
Mobile app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
X Lite <small>*Includes only X (Twitter) Publishing capabilities.</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
X Plus <small>*Includes X (Twitter) Publishing, Inbox, and Reporting.</small>	<input checked="" type="checkbox"/>	\$50/month/profile	\$50/month/profile	\$50/month/profile	\$50/month/profile
Advocacy <small>*Includes unlimited campaigns and 50 advocates.</small>	<input checked="" type="checkbox"/>	\$150/month	\$150/month	\$150/month	Custom
Customer support	email support	email support	priority email & chat support	priority email & chat support	priority email & chat & video call
Response time	best efforts	6hrs or less	2hrs or less	1hr or less	30min or less
Training	Group training	Group training	Group training	Group training	1-1 training
Dedicated account manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly business review	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Single Sign-On (SSO)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CRM Integration <small>*Connect your Salesforce or HubSpot CRM to link customer contacts directly to your Social Inbox engagement.</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>