AUTOMATING
YOUR POSTS

Using tools to automate and schedule posts isn't cheating.
It's what smart companies do to.
This is a list of services to automate your posts. In thirty minutes,
you could plan a day's worth of posts by using any of them:

Buffer

This schedules posts for Google+ pages, Facebook Pages and profiles, LinkedIn, and Twitter. It enables you to add posts at a specific time or to put them in a queue. Team management and analytics are available in the Buffer for Business plan. Buffer suggests stories to share, and it's the prettiest of the services.

DoShare

If you don't have a Google+ page, this is the only product that enables you to schedule posts on a personal profile. It is a Chrome extension and requires that Chrome be running in order to work. DoShare is great but limited by that requirement; for example, if you're traveling and your computer isn't running, DoShare won't share your posts. Your company's account is probably a page, not a profile, so DoShare may not apply to your needs.

Friends+Me

This product enables you to share your Google+ posts to other platforms. It currently supports Facebook (groups, profiles, and Pages), Twitter, LinkedIn (profiles, groups, and company pages), and Tumblr. The ability to tweet with the image from your Google+ post is useful. Using hashtags, you can control how and where each post is shared or if you want it to post only to Google+.

Hootsuite.

You can schedule content, monitor comments, and respond to comments with Hootsuite. You can share to Facebook profiles and Pages, Google+ pages, LinkedIn profiles, and Twitter. Using the **ViralTag app,** you can schedule pins on Pinterest. Useful features include bulk-scheduling posts from a spreadsheet, dragging and dropping from the calendar for scheduling, and collaborating with multiple users.

Post Planner.

Although Post Planner only works only with Facebook, it also provides stories to share and suggests when to share, too. With easy access from an app inside Facebook, you can find viral photos and trending content for story ideas. You can also add feeds for blogs that you like and share from Post Planner. It's a great service for managers of Facebook Pages.

Sprout Social.

This is a powerful product that works with Facebook Pages and profiles; Twitter; Google+ pages; and LinkedIn profiles. There is team-management functionality and integration with ZenDesk. The ability to repeat the same tweet with an image and create a team calendar is powerful. It costs a minimum of $59/month.

Tailwind.

You can schedule and monitor posts for only Pinterest with Tailwind. The display of rich data of popular pins, trending boards, and other people's popular content is a powerful feature. Tailwind has access to Pinterest's API, so there's bound to be more features in the near future.

TweetDeck.

This is a standalone application to monitor activity and schedule tweets. It has a columnar orientation that displays search results. For example, you can create a column for "@mentions" (an @mention is when people tweet the "@" symbol and your name) and another column for @mentions of your competition. The next time you go to a tech conference, look at how people are monitoring Twitter, and you'll see that most are using TweetDeck.