

Tool comparison table

Tool	Key features	Platforms supported	Pricing (Entry level)	Best for	Ease of use (Beginner)
Buffer	<ul style="list-style-type: none">- Post scheduling- Calendar view- Basic analytics- Simple interface	Instagram, Facebook, LinkedIn, Twitter (X), Pinterest	Free plan (up to 3 channels) Paid plans start at \$6/month	Freelancers, small businesses, personal brands	(Very beginner-friendly)
Hootsuite	<ul style="list-style-type: none">- Advanced scheduling- Engagement inbox- Team collaboration- In-depth analytics	Most major platforms (incl. YouTube, TikTok, LinkedIn)	Paid plans only Start ~\$99/month	Medium to large businesses, agencies	(Moderate learning curve)
Later	<ul style="list-style-type: none">- Visual Instagram planner- Drag-and-drop calendar- Hashtag research tool	Instagram, Facebook, Pinterest, TikTok, LinkedIn	Free plan (limited features) Paid plans start ~\$25/month	Instagram-heavy creators, small teams	(Beginner-friendly)
Sprout Social	<ul style="list-style-type: none">- Full publishing suite- CRM features- Detailed analytics- Team workflows	Most major platforms	Paid only Starts ~\$249/month	Large teams, enterprise, agencies	(Steep for beginners)
Meta Business Suite	<ul style="list-style-type: none">- Native Facebook & Instagram scheduling- Free platform- Integrated ads management	Facebook, Instagram	Completely free	Small businesses focusing on Meta platforms	(Beginner-friendly but limited to Meta)