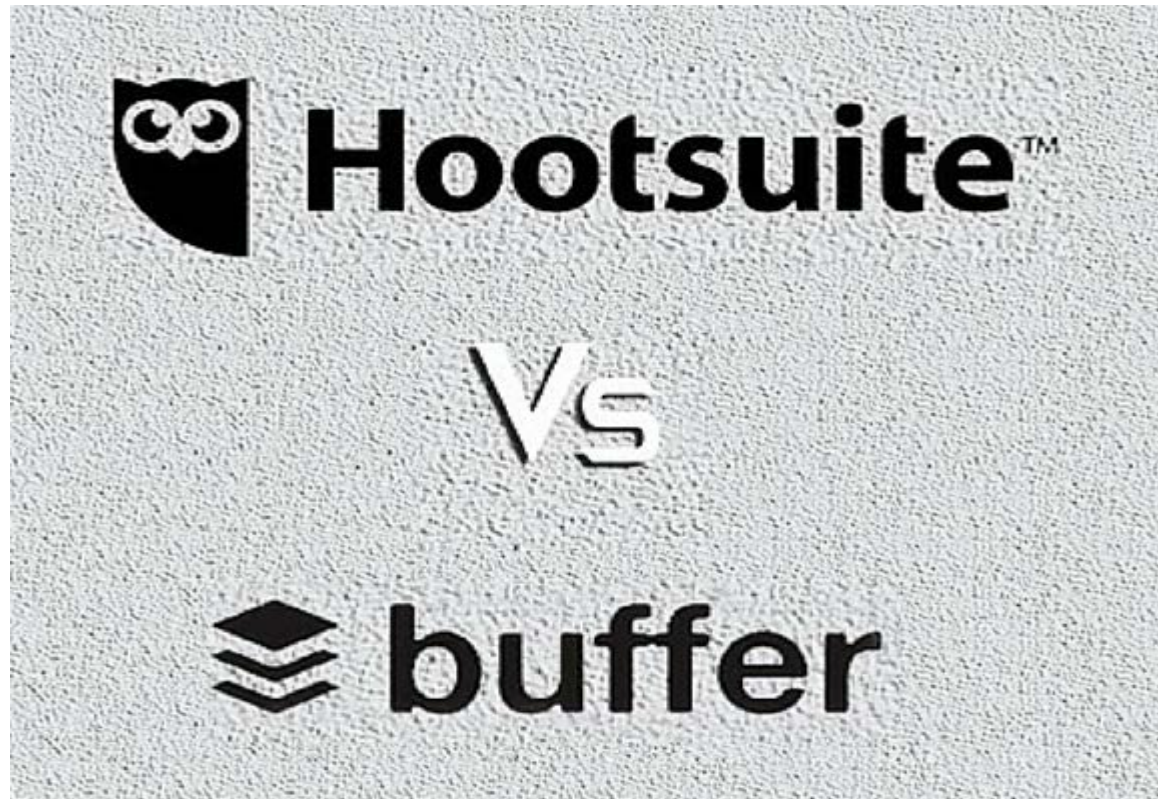




Social Media Scheduling...Hootsuite vs Buffer





[Social Media Scheduling...Hootsuite vs Buffer](#)

Managing your social media posting

One of the most common problems associated with social media, is how to minimise the time spent posting content on a variety of social media platforms. Planning ahead and being organised is key to overcoming time management issues. The good news is that there are excellent tools out there to help you manage your social media posting, two of which are [Hootsuite](#) and [Buffer](#).

Which is best for your business, you may ask? Well that depends on what you are looking for! Below we explore the pros and cons to both to help you decide:

Hootsuite is a very popular media-monitoring tool that supports Twitter, Facebook, Google+ and LinkedIn. It has a wide and comprehensive range of features and also allows you to respond and interact with your followers, which is great for engagement.



Social Media Scheduling...Hootsuite vs Buffer

Pros:

A vast variety of features covering pretty much all things social media related.
You can monitor a number streams simultaneously i.e. Mentions, hashtags, competitors' feeds, etc.
Excellent customer assistance is provided.
It is well developed since its launch in 2008.
The bulk schedule feature allows you to upload .csv files of your content with the times you want them to be posted.

Cons:

The dashboard is complex and can initially be difficult to get to grips with.
The plans are more costly. The free and professional plans are limited and the enterprise plan is very expensive.



Social Media Scheduling...Hootsuite vs Buffer

Buffer

Buffer supports the same platforms and is a simpler and easier tool to use, even though it does not have the range of features as Hootsuite. Buffer will save you time, but consider how much you will get out of it.

Pros:

- Easy to use and initially pick up.
- Makes sharing and message scheduling simple.
- Saves you time you would normally spend administering your social media platforms.
- Integrates well with your social media networks enabling you to schedule your posts.

Cons:

- Buffer has limited features and isn't suitable for multiple accounts.
- It doesn't allow you to interact with your Twitter followers or even view the feed.



[Social Media Scheduling...Hootsuite vs Buffer](#)

Organise and Plan your Social Media Campaign

Both Hootsuite and Buffer are very useful tools that enable you to organise and plan your social media campaigns. Posting is easier on Buffer, however Hootsuite enables you to interact with your followers. If you have a large following or manage multiple account than Hootsuite is probably your best option. You will need to put the time in to get to grips with how it works and what the different features enable you to do, but it will pay off in the long run by making your posting easier and more efficient. Alternatively, Buffer is simple, easy to pick up and quick to schedule updates, for those who are tight on time and want quick results.

In terms of which one is better, it depends on your individual business needs. Consider what your objective is for applying a social media-scheduling tool and evaluate which one would support your business more appropriately.