ToolGPA

NOVEMBER 2026

Flick

The Insider's Guide

Instagram hashtag tools, scheduler and analytics with AI help



Every plan, grade, refund rule and rival among social media schedulers, read from Flick's own pages.

Made by Flick.Tech LTD · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Flick's own pages, its app-store listings and our grades. Every fact in it is on Flick's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 19 of the 90 other social media schedulers we grade

Flick is a social media toolkit that started with Instagram hashtag research and tracking. It now includes a post scheduler for Instagram, Facebook, TikTok and LinkedIn, Instagram-only analytics and AI features for strategy and captions. Plans scale by the number of social profiles and users.

To get you started, here are **9 things to know about Flick**, taken from its own pages and our grades.

> "
>
> **A web and phone product you set up with profiles and hashtag collections.**
>
> From our grade for ease of use

1 **Best for Instagram hashtags and planning**

Flick is a planner built around Instagram hashtags, scheduling and an AI content tool.

2 **Paid plans start at about $14.74 a month**

As its pricing page puts it: £11 per month for 4 profiles, billed yearly.

3 **You can try it first**

7-day free trial on all plans

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Hashtag search and collections**

Find hashtags, save them in collections and use suggested sets; advanced metrics and a banned-hashtag check sit on the wider platform.

6 **Hashtag tracking**

Tracks where your posts rank under each hashtag over time using Instagram's API.

7 **Scheduler**

Schedules Instagram posts and Reels, Facebook, TikTok and LinkedIn, with a media library, feed preview and best times to post.

8 **A 2.0 GPA, above 19 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

9 **You could make this**

What Flick does at its core is reports, and that is the kind of thing an AI app builder makes well.

Flick at a glance

PRICING Free trial, from £11 per month for 4 profiles, billed yearly	FREE PLAN No
FREE TRIAL 7-day free trial on all plans	RUNS ON Web, iOS, Android
MADE BY Flick.Tech LTD	CATEGORY Social Media Schedulers
OUR GRADE 2.0 GPA, fair	

The report card

Best for Instagram hashtags and planning

Flick is a planner built around Instagram hashtags, scheduling and an AI content tool. Prices are in pounds, analytics cover Instagram only, and the entry plan caps scheduled posts at 30 per profile a month.

TOOLGPA REPORT CARD

Flick

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Solo is 11 pounds a month on yearly billing for 4 profiles, close to the category's cheaper-quarter line of $14 once converted; prices are shown in pounds and tax is extra.
Free plan and trial	D	A 7-day trial on every plan with no free plan; the listing does not say whether a card is needed.
Features	C	Hashtag search and tracking, a scheduler and AI. Analytics are Instagram only, and Solo tracks 30 posts a month.
Ease of use	C	A web and phone product you set up with profiles and hashtag collections. No store rating on record.
Platforms and integrations	B	Web, iPhone and Android, with Instagram, Facebook, TikTok and LinkedIn. No desktop app.

Grade point average — Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Flick is for

- ✓ Fits if Instagram is your main channel and hashtags matter
- ✓ Works for a solo creator with up to 4 profiles

Who it is not for

- ✕ Not for you if you want analytics on networks other than Instagram
- ✕ Tight if you schedule more than 30 posts per profile a month on Solo
- ✕ Pricey if you add people or profiles: extra users are 8 pounds and extra profiles 4 pounds a month
- ✕ Watch out: prices are in pounds with tax added on top

Good to know

Good for

- ✓ Instagram-focused creators and small businesses
- ✓ Marketers who pick posts by hashtag performance

Worth knowing

- ⓘ Prices are shown in pounds sterling; the vendor's page showed no dollar version.
- ⓘ Analytics are Instagram only, and Solo allows only 30 tracked posts a month.
- ⓘ Extra social profiles cost £4 a month and extra users £8 on the plan page.
- ⓘ Tax is added on top of the prices shown.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

~$14.74

A month to start

Flick is a paid product with a free trial, starting at £11 per month for 4 profiles, billed yearly.

SOLO

£11

per month for 4 profiles, billed yearly

1 user, 30 scheduled posts per profile a month, 30 tracked Instagram posts, some features.

PRO

£24

per month for 8 profiles, billed yearly

2 users, unlimited scheduled and tracked posts, all features; extra users £8 a month.

AGENCY

£55

per month for 20 profiles, billed yearly

5 users, unlimited scheduled and tracked posts, all features; extra users £8 a month.

Trying it first

7-day free trial on all plans

Read from flick.social on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with yearly billing

Flick's pricing page offers a 20% saving when paying yearly instead of monthly.

Stated on flick.social

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

Instagram hashtag tools, scheduler and analytics with AI help. Here is what it does, as its own site describes it, and what it covers: AI features, reports.

"

Hashtag search and tracking, a scheduler and AI.

From our grade for features

Hashtag search and collections

Find hashtags, save them in collections and use suggested sets; advanced metrics and a banned-hashtag check sit on the wider platform.

Hashtag tracking

Tracks where your posts rank under each hashtag over time using Instagram's API.

Scheduler

Schedules Instagram posts and Reels, Facebook, TikTok and LinkedIn, with a media library, feed preview and best times to post.

Instagram analytics

Account, content (feed, Stories, Reels), audience activity and hashtag performance reports. Analytics cover Instagram only.

AI content lab

AI help with strategy, planning, ideas and caption writing, listed on the vendor's site.

Where it runs

Web · iOS · Android

What it works with

Instagram · Facebook · TikTok · LinkedIn

Flick is made by Flick.Tech LTD.

Where it stands

Its grades against its category, and whether to keep it or make your own

19/90

Other social media schedulers it is graded above

Flick's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

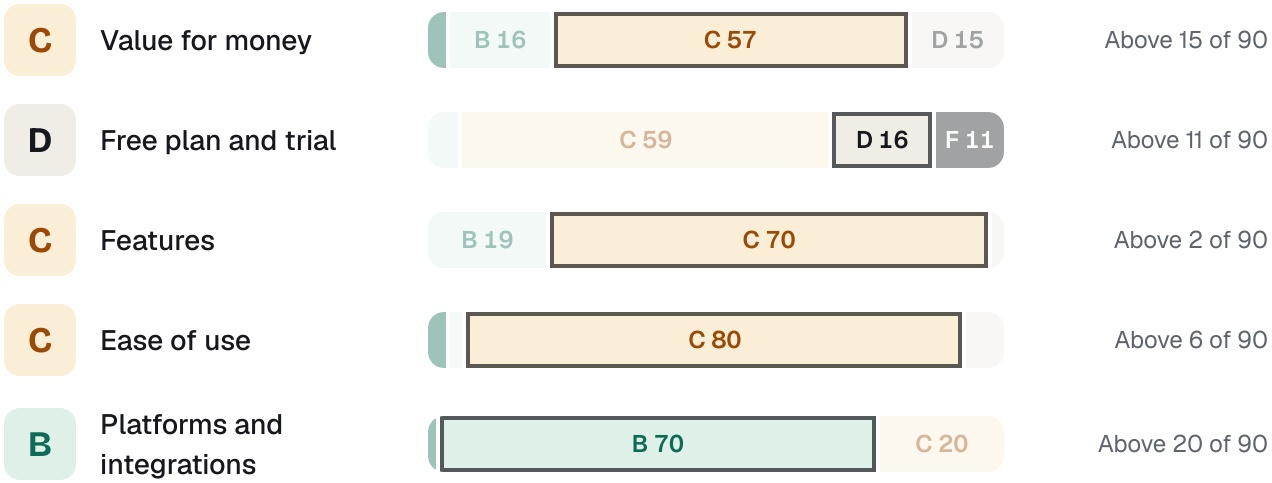
It stands best on platforms and integrations (B, above 20 of 90) and worst on free plan and trial (D, above 11).

Its paid plans start at about $14.74 a month, against a middle price of $24.46 for the category: 21 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

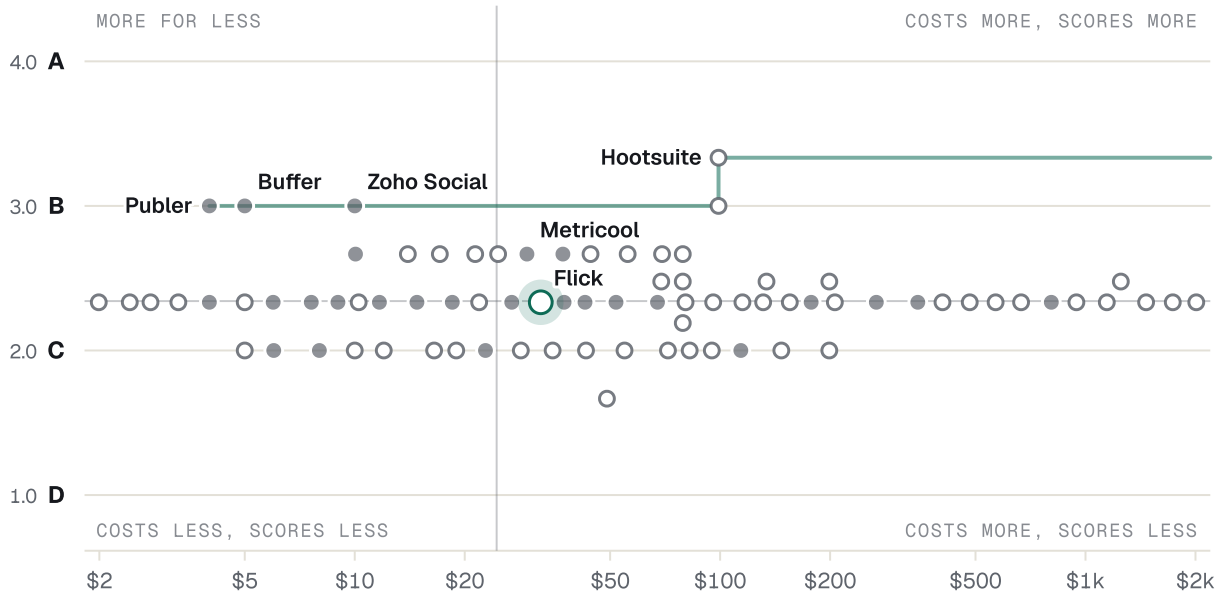
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Flick's own letter is outlined.



Price against what you get

Each dot is one of 80 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Flick is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

You could make this

What Flick does at its core is reports, and that is the kind of thing an AI app builder makes well.

You would give up 2 things, listed below, and little else. It costs $176.87 a year. An AI app builder starts at about $20 a month on our listings, and you only need it while you build.

What you could make

- Reports: an app builder makes this well.

What you could not

- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Flick's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Later, Planoly, Tailwind, Metricool and Iconosquare

The 5 tools Flick is most often weighed against, with where each one differs from it.

2.4 GPA

Later

Free trial · from $18.75/mo

Visual social media planner with link in bio and analytics.

- Only Later lists a browser extension.
- Later also covers calendar and shared inbox.

Flick and Later compared in full

2.4 GPA

Planoly

Free plan · from $14/mo

Visual social planner with link in bio and Instagram DM automation.

- Planoly has a free plan. Flick does not, though it has a free trial.
- Flick also covers reports.
- Planoly also covers templates, calendar and online store.

Flick and Planoly compared in full



2.2
GPA

Tailwind

Free trial · from $17.99/mo

Pinterest scheduler that designs, writes and times Pins for you.

- Only Flick lists iOS and Android apps.
- Only Tailwind lists a browser extension.
- Tailwind also covers calendar.

Flick and Tailwind compared in full



2.4
GPA

Metricool

Free plan · from $20/mo

Social media planner and analytics priced by the number of brands.

- Metricool has a free plan. Flick does not, though it has a free trial.
- Metricool also covers calendar.

Flick and Metricool compared in full



2.4
GPA

Iconosquare

Free plan · from €9/mo

Social media analytics and scheduling for brands and agencies.

- Iconosquare has a free plan. Flick does not, though it has a free trial.
- Iconosquare also covers calendar.

Flick and Iconosquare compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Flick free?

No, Flick is a paid product, but you can try it first. 7-day free trial on all plans.

How much does Flick cost?

Flick lists 3 plans. Solo: £11 per month for 4 profiles, billed yearly.

What platforms does Flick work on?

Flick is available on Web, iOS and Android.

Does Flick offer any discounts?

Flick publicly lists the following: Save 20% with yearly billing.

Does Flick have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Flick is listed for Web, iOS and Android.

Does Flick have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Flick is listed for Web, iOS and Android.

Is Flick open source?

Flick is not described as open source on its own site, as read on Nov 13, 2026.

What does Flick integrate with?

Flick's listing names Instagram, Facebook, TikTok and LinkedIn. A listing names up to eight integrations, so it may connect to more.

Who makes Flick?

Flick is made by Flick.Tech LTD.

What are the alternatives to Flick?

The closest alternatives to Flick in our directory are Later, Planoly, Tailwind, Metricool and Iconosquare.

How does Flick compare with other social media schedulers?

Flick's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

Is Flick good value for money?

ToolGPA grades Flick C for value for money. Its paid plans start at about $14.74 a month, against a middle price of $24.46 for the category: 21 of the 79 others that charge start lower.

Could I make my own version of Flick?

What Flick does at its core is reports, and that is the kind of thing an AI app builder makes well.

Where this guide comes from

The prices, plans, platforms and features were read from Flick's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Flick's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Flick.Tech LTD. Prices change, so check flick.social before you buy.

flick.social/learn/pricing

flick.social/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Flick, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/flick

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Flick: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/flick
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Know someone choosing between social media schedulers?

Send them this guide: toolgpa.com/tools/flick/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Flick, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Flick's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Flick is a trademark of its owner, and this guide is not made, paid for or approved by Flick.Tech LTD. Prices and plans change: check flick.social before you buy.