ToolGPA

NOVEMBER 2026

OneUp

The Insider's Guide

Social media scheduler with cross-posting, inbox and listening

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

Made by OneUp · checked Nov 13, 2026 · toolgpa.com

2.2
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 OneUp's own pages, its app-store listings and our grades. Every fact in it is on OneUp'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

2.2

GPA, above 36 of the 90 other social media schedulers we grade

OneUp schedules and recycles posts across 14 social networks, with a calendar, post approvals for clients, a shared inbox for comments and DMs, and basic keyword listening. Plans are priced by social accounts and scheduled posts, and every plan includes API and MCP access.

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

> "
>
> **A web app where you connect accounts and set up cross-posting workflows.**
>
> From our grade for ease of use

1 **Best for scheduling and cross-posting for several accounts**

OneUp schedules, recycles and cross-posts, with an inbox, listening, approvals and an API.

2 **Paid plans start at $15 a month**

As its pricing page puts it: $15 per month for 5 accounts, billed annually ($25 billed monthly).

3 **You can try it first**

7-day free trial; 100% refund if you cancel within a week after it ends

4 **It runs on 3 platforms**

Web, iOS and Android, with a browser extension too.

5 Scheduling and recycling

Queue posts into timeslots, repeat them on a cycle, and bulk upload through CSV, Google Sheets, Google Drive or Dropbox.

6 Automatic cross-posting

A post made on one connected account can be copied to the others automatically, within each plan's workflow limit.

7 Social inbox

Reply to Facebook, Instagram and WhatsApp DMs and to comments on several networks from one place.

8 A 2.2 GPA, above 36 of 90

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

9 Keep it

To replace OneUp you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

OneUp at a glance

PRICING
Free trial, from $15 per month for 5 accounts, billed annually ($25 billed monthly)

FREE PLAN
No

FREE TRIAL
7-day free trial; 100% refund if you cancel within a week after it ends

RUNS ON
Web, iOS, Android, Browser extension

MADE BY
OneUp, since 2016

CATEGORY
Social Media Schedulers

OUR GRADE
2.2 GPA, fair

The report card

Best for scheduling and cross-posting for several accounts

OneUp schedules, recycles and cross-posts, with an inbox, listening, approvals and an API. The cheapest plan caps you at 300 scheduled posts and no extra team members, and X analytics and listening start higher up.

TOOLGPA REPORT CARD — **OneUp** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Basic is $15 a month on yearly billing for 5 accounts, just above the $14 cheaper-quarter line. Extra accounts are $5 each.
Free plan and trial	D	A 7-day trial with a refund if you cancel in the week after, and no free plan. The listing does not say whether a card is needed.
Features	B	Scheduling, recycling, cross-posting, inbox, approvals, listening, analytics and an API. The listing shows no gap in the core job.
Ease of use	C	A web app where you connect accounts and set up cross-posting workflows. No store rating on record.
Platforms and integrations	B	Web, iPhone, Android and a browser extension, with Canva, Zapier, Google Drive and more. No desktop app.

Grade point average — Fair, out of 4.0 **2.2**

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 OneUp is for

- ✓ Fits if you manage a few accounts and want posts repeated on a schedule
- ✓ Works for agencies that need approvals and client access

Who it is not for

- ✕ Tight if you schedule more than 300 posts, which is the Basic cap
- ✕ Not for you if you want X analytics or X listening on Basic
- ✕ Skip it if you need team members on Basic, as it has none
- ✕ Watch out: analytics history is 3 months on Basic, and Enterprise starts at $2,000 a month

Good to know

Good for

- ✓ Freelancers and agencies who pay per connected account
- ✓ Brands that post the same content to many networks
- ✓ Teams that need client approvals without extra seats

Worth knowing

- ⓘ Basic caps scheduled posts at 300 and Intermediate at 800; only higher plans are unlimited.
- ⓘ X analytics and X listening are not on Basic; link posts to X need a paid add-on.
- ⓘ Basic has no extra team members, and X accounts are capped at 2 on Basic.
- ⓘ Analytics history is kept for 3 months on Basic and 12 months on Intermediate.

What it costs

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

$15
A month to start

OneUp is a paid product with a free trial, starting at $15 per month for 5 accounts, billed annually ($25 billed monthly).

> **The listing does not say whether a card is needed.**

From our grade for free plan and trial

BASIC

$15

per month for 5 accounts, billed annually ($25 billed monthly)

300 scheduled posts, 1 cross-posting workflow, no extra team members; extra accounts $5 each a month.

INTERMEDIATE

$48

per month for 15 accounts, billed annually ($60 billed monthly)

800 scheduled posts, 3 cross-posting workflows and 2 extra team members; extra accounts $4 each a month.

GROWTH

$84

per month for 30 accounts, billed annually ($120 billed monthly)

Unlimited posts, 5 cross-posting workflows, 8 extra team members and X analytics; extra accounts $3 each.

BUSINESS

$240

per month for 80 accounts, billed annually ($300 billed monthly)

Unlimited posts, 8 cross-posting workflows and 20 team members; extra accounts $1 each a month.

ENTERPRISE

$2,000

per month and up

For more than 100 accounts: everything in Business plus SOC 2 and ISO 27001 certification.

Trying it first

7-day free trial; 100% refund if you cancel within a week after it ends

Read from oneupapp.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save with annual billing

OneUp's pricing page shows lower monthly rates when billed annually, for example Basic at $15 a month against $25 billed monthly.

Stated on oneupapp.io

What it does

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

4

Places it runs: Web, iOS, Android and Browser extension

Social media scheduler with cross-posting, inbox and listening. Here is what it does, as its own site describes it, and what it covers: public API, AI features, calendar, workflow automation, reports.

> **Scheduling, recycling, cross-posting, inbox, approvals, listening, analytics and an API.**
>
> From our grade for features

Scheduling and recycling

Queue posts into timeslots, repeat them on a cycle, and bulk upload through CSV, Google Sheets, Google Drive or Dropbox.

Automatic cross-posting

A post made on one connected account can be copied to the others automatically, within each plan's workflow limit.

Social inbox

Reply to Facebook, Instagram and WhatsApp DMs and to comments on several networks from one place.

Approvals and client access

Send posts to clients for approval, share view-only calendar links and let clients connect accounts without logging in.

Listening and analytics

Track keywords for mentions and send white-labeled PDF or CSV reports; limits on keywords and report counts rise by plan.

API and MCP

Every plan can schedule posts, reply to comments and read analytics through the API and MCP.

Where it runs

- Web
- iOS
- Android
- Browser extension

What it works with

- Canva
- Zapier
- Google Drive
- Dropbox
- Google Sheets
- WhatsApp
- Discord
- Meta Ads

OneUp is made by OneUp, and has been around since 2016.

Where it stands

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

36/90

Other social media schedulers it is graded above

OneUp's GPA of 2.2 is higher than 36 of the 90 other social media schedulers we grade, and level with 28.

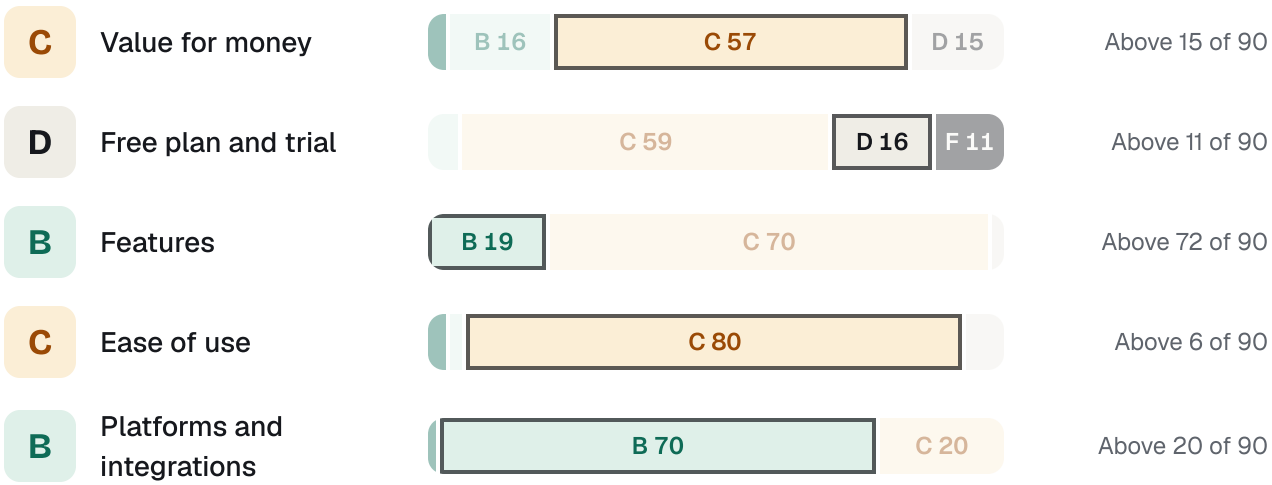
It stands best on features (B, above 72 of 90) and worst on free plan and trial (D, above 11).

Its paid plans start at $15 a month, against a middle price of $24.46 for the category: 23 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

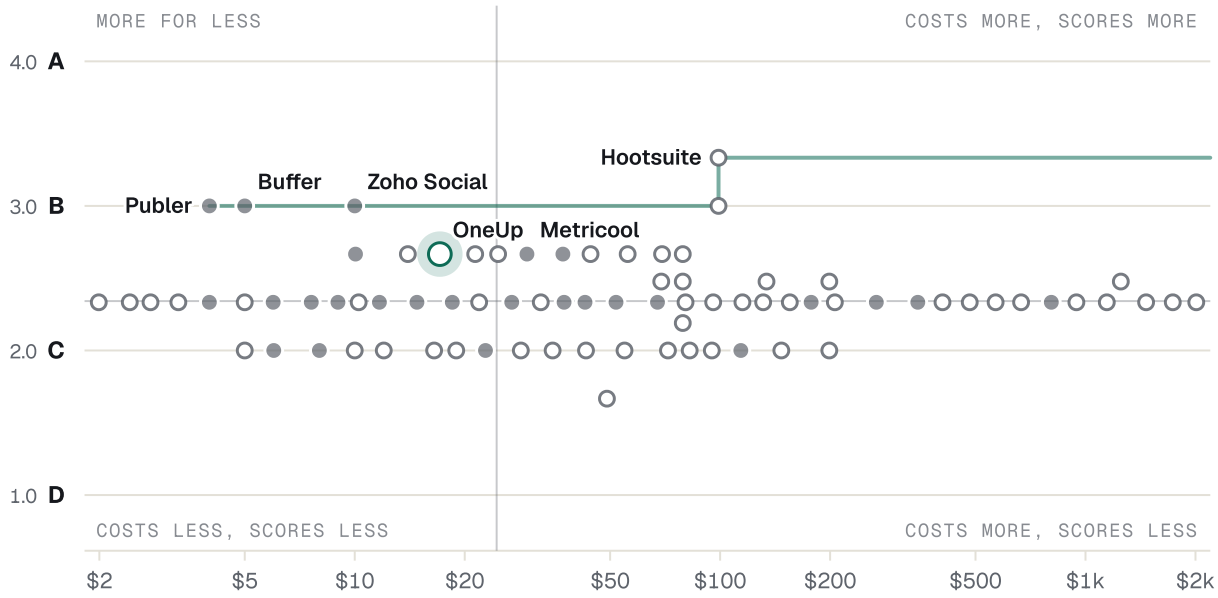
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. OneUp'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. OneUp 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.

Keep it

To replace OneUp you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $180 a year.

What you could make

- Reports and calendar: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.

- 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.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. OneUp'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



Buffer, SocialPilot, Publer, RecurPost and SocialBee

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



2.8 GPA

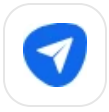
Buffer

Free plan · from $5/mo

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

- Buffer has a free plan. OneUp does not, though it has a free trial.
- OneUp also covers workflow automation.
- Buffer also covers templates.

OneUp and Buffer compared in full



2.4 GPA

SocialPilot

Free trial · from $25.50/mo

Social media scheduler for agencies and small teams, priced by plan.

- OneUp also covers workflow automation.

OneUp and SocialPilot compared in full

2.6 GPA

Publer

Free plan · from $4/mo

Social media scheduler priced by connected accounts and members.

- Publer has a free plan. OneUp does not, though it has a free trial.
- OneUp also covers workflow automation.

OneUp and Publer compared in full

2.4 GPA

RecurPost

Free trial · from $9/mo

Scheduler that recycles evergreen posts, priced per account.

- OneUp also covers workflow automation.
- RecurPost also covers templates.

OneUp and RecurPost compared in full

2.2 GPA

SocialBee

Free trial · from $29/mo

Category-based social media scheduler that recycles evergreen posts.

- Only OneUp lists a browser extension.
- OneUp also covers workflow automation.

OneUp and SocialBee compared in full

Quick answers

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

14

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 OneUp free?

No, OneUp is a paid product, but you can try it first. 7-day free trial; 100% refund if you cancel within a week after it ends.

How much does OneUp cost?

OneUp lists 5 plans. Basic: $15 per month for 5 accounts, billed annually ($25 billed monthly).

What platforms does OneUp work on?

OneUp is available on Web, iOS and Android. It also has a browser extension.

Does OneUp offer any discounts?

OneUp publicly lists the following: Save with annual billing.

Does OneUp have a Windows app?

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

Does OneUp have a macOS app?

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

Is OneUp open source?

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

Does OneUp have an API?

Yes. OneUp offers a public API, according to its own site.

What does OneUp integrate with?

OneUp's listing names Canva, Zapier, Google Drive, Dropbox, Google Sheets, WhatsApp, Discord and Meta Ads.

Who makes OneUp?

OneUp is made by a company of the same name. It dates from 2016.

What are the alternatives to OneUp?

The closest alternatives to OneUp in our directory are Buffer, SocialPilot, Publer, RecurPost and SocialBee.

How does OneUp compare with other social media schedulers?

OneUp's GPA of 2.2 is higher than 36 of the 90 other social media schedulers we grade, and level with 28.

Is OneUp good value for money?

ToolGPA grades OneUp C for value for money. Its paid plans start at $15 a month, against a middle price of $24.46 for the category: 23 of the 79 others that charge start lower.

Could I make my own version of OneUp?

To replace OneUp you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from OneUp'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 OneUp'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 OneUp. Prices change, so check oneupapp.io before you buy.

oneupapp.io

oneupapp.io/price

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

OneUp, kept up to date

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

toolgpa.com/tools/oneup

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after OneUp, 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 OneUp'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. OneUp is a trademark of its owner, and this guide is not made, paid for or approved by OneUp. Prices and plans change: check oneupapp.io before you buy.