ToolGPA

NOVEMBER 2026

Orlo

The Insider's Guide

Social media, listening and inbox platform for the public sector



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

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

1.6
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 Orlo's own pages, its app-store listings and our grades. Every fact in it is on Orlo'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

1.6

GPA, above 1 of the 90 other social media schedulers we grade

Orlo is a community engagement platform sold to public sector organizations such as councils, police forces, NHS trusts and universities. It combines social media scheduling and analytics, listening and surveys, and a customer service inbox with chatbot and live chat. Pricing is quoted per organization by sector.

To get you started, here are **7 things to know about Orlo**, taken from its own pages and our grades.

> "
>
> **A multi-module platform sold through quotes, so expect onboarding.**
>
> From our grade for ease of use

1 **Best for social, inbox and listening for councils and public bodies**

No price is published, so you request a quote, and a small business isn't who it's written for.

2 **It runs on Web**

Web.

3 **Scheduling and publishing**

Multi-channel scheduling with a content calendar, AI alt text and hashtag generation, and approval, auditing and lockdown controls.

4 **Unified inbox**

Brings social messages and other digital conversations into one inbox, with AI prioritization and automated responses.

5 **Listening and media monitoring**

Tracks public sentiment and emotion, and measures public trust, as part of its Voice of the Community module.

6 **A 1.6 GPA, above 1 of 90**

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

7 **Keep it**

To replace Orlo you would be making one mailbox that several people work at once. That is not a weekend's work, with an AI app builder or without one.

Orlo at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Orlo	CATEGORY Social Media Schedulers
OUR GRADE 1.6 GPA, weak	

The report card

Best for social, inbox and listening for councils and public bodies

Orlo is a community engagement platform sold to councils, police forces, NHS trusts and universities, with scheduling, listening, surveys and a customer service inbox. No price is published, so you request a quote, and a small business isn't who it's written for.

TOOLGPA REPORT CARD	Orlo	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published: the pricing page asks you to pick a sector and request a quote, so there's nothing to set against the category's middle of $24.99.
Free plan and trial	F	Nothing free on the pricing page and no trial listed.
Features	C	Scheduling, unified inbox, media monitoring, surveys, chatbot and live chat, and archiving. It's a wide public-sector product, and its modules are priced separately.
Ease of use	C	No store rating on record. A multi-module platform sold through quotes, so expect onboarding.
Platforms and integrations	C	Web only, though it connects to Instagram, Facebook, LinkedIn, Nextdoor, TikTok, X, YouTube and WhatsApp.
Grade point average		Weak, out of 4.0 **1.6**

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 Orlo is for

- ✓ Fits if you run social or customer messages for a council, health trust or university
- ✓ Works for teams that need archiving and a shared inbox across channels

Who it is not for

- ✗ Not for you if you want a price before talking to sales, as none is published
- ✗ Not for you if you're a small business, which isn't its stated audience
- ✗ Skip it if you want to try it first, because no trial or free plan is listed
- ✗ Watch out: social, community voice and customer service are chosen and priced as separate modules

Good to know

Good for

- ✓ Local and central government communications teams
- ✓ Police, fire, health and housing organizations that must archive and approve posts
- ✓ Teams that want social, listening and customer service in one vendor

Worth knowing

- ⓘ No prices are published; the pricing page asks you to pick a sector and request a quote.
- ⓘ It is built for public sector organizations, so a small business is not its stated audience.
- ⓘ Modules (social, community voice, customer service) are chosen separately when pricing.

What it costs

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

Orlo's current pricing could not be confirmed from its own site.

> **Nothing free on the pricing page and no trial listed.**

From our grade for free plan and trial

We could not confirm Orlo's current prices from its own site, so this guide lists no plans. orlo.tech has them.

What it does

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

1

Place it runs: Web

Social media, listening and inbox platform for the public sector. Here is what it does, as its own site describes it, and what it covers: AI features, calendar, shared inbox, surveys, reports, chatbots.

> **Scheduling, unified inbox, media monitoring, surveys, chatbot and live chat, and archiving.**
>
> From our grade for features

Scheduling and publishing

Multi-channel scheduling with a content calendar, AI alt text and hashtag generation, and approval, auditing and lockdown controls.

Unified inbox

Brings social messages and other digital conversations into one inbox, with AI prioritization and automated responses.

Listening and media monitoring

Tracks public sentiment and emotion, and measures public trust, as part of its Voice of the Community module.

Surveys

Builds and promotes surveys and reports on the results alongside social and listening data.

Chatbot and live chat

An AI chatbot and live chat for answering resident queries, with CRM integration.

Analytics and archiving

Pulls analytics from all connected platforms; archiving of posts is included as standard.

Where it runs

Web

What it works with

Instagram
Facebook
LinkedIn
Nextdoor
TikTok
X
YouTube
WhatsApp

Orlo is made by Orlo.

PART 04 · STANDING

Where it stands

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

1/90

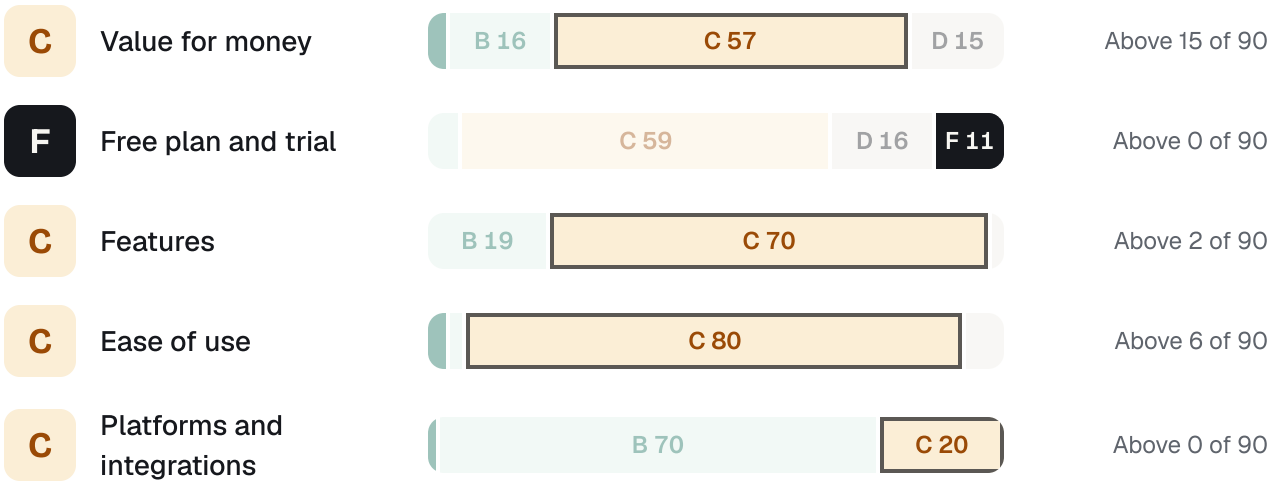
Other social media schedulers it is graded above

Orlo's GPA of 1.6 is higher than 1 of the 90 other social media schedulers we grade, and level with 4.

It stands best on value for money (C, above 15 of 90) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Orlo you would be making one mailbox that several people work at once. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 85 of the 90 other social media schedulers grade higher.

What you could make

- Calendar, reports and surveys: an app builder makes these well.

What you could not

- One mailbox that several people work at once.
- A chatbot builder hooked into the messaging apps.
- It plugs into other products, Instagram, Facebook and LinkedIn among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Orlo'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



Sprout Social, Hootsuite, Agorapulse, Sprinklr and Brandwatch

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

2.2 GPA

Sprout Social

Free trial · from $79/mo

Social media management with a shared inbox, listening and reports.

- Only Sprout Social lists iOS and Android apps.
- Orlo also covers surveys and chatbots.

Orlo and Sprout Social compared in full

2.6 GPA

Hootsuite

Free trial · from $99/mo

Social media suite for publishing, inbox, listening and reports.

- Only Hootsuite lists iOS and Android apps.
- Orlo also covers surveys and chatbots.

Orlo and Hootsuite compared in full



2.2
GPA

Agorapulse

Free trial · from $79/mo

Social media inbox, publishing and ROI reports, priced per user.

- Only Agorapulse lists iOS and Android apps.
- Orlo also covers surveys and chatbots.

Orlo and Agorapulse compared in full



1.8
GPA

Sprinklr

Paid

Enterprise social media management and customer experience suite.

- Orlo also covers surveys and chatbots.
- Sprinklr also covers workflow automation.

Orlo and Sprinklr compared in full



1.8
GPA

Brandwatch

Paid

Enterprise social listening, management and consumer research.

- Orlo also covers calendar, shared inbox, surveys and chatbots.
- Brandwatch also covers dashboards.

Orlo and Brandwatch compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Orlo free?

No. Orlo is a paid product.

What platforms does Orlo work on?

Orlo is available on Web.

Does Orlo have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Orlo is listed for Web.

Does Orlo have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Orlo is listed for Web.

Is Orlo open source?

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

What does Orlo integrate with?

Orlo's listing names Instagram, Facebook, LinkedIn, Nextdoor, TikTok, X, YouTube and WhatsApp.

Who makes Orlo?

Orlo is made by a company of the same name.

What are the alternatives to Orlo?

The closest alternatives to Orlo in our directory are Sprout Social, Hootsuite, Agorapulse, Sprinklr and Brandwatch.

How does Orlo compare with other social media schedulers?

Orlo's GPA of 1.6 is higher than 1 of the 90 other social media schedulers we grade, and level with 4.

Could I make my own version of Orlo?

To replace Orlo you would be making one mailbox that several people work at once.

Where this guide comes from

The prices, plans, platforms and features were read from Orlo'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 Orlo'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 Orlo. Prices change, so check orlo.tech before you buy.

orlo.tech/

orlo.tech/pricing

orlo.tech/integrations/

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

Orlo, kept up to date

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

toolgpa.com/tools/orlo

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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