ToolGPA

NOVEMBER 2026

Planoly

The Insider's Guide

Visual social planner with link in bio and Instagram DM automation



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

Made by Planoly · checked Nov 12, 2026 · toolgpa.com

2.4

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 Planoly's own pages, its app-store listings and our grades. Every fact in it is on Planoly's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.4

GPA, above 65 of the 90 other social media schedulers we grade

Planoly is a visual planner and scheduler for Instagram, TikTok, LinkedIn, Facebook, YouTube, Threads and Pinterest, with a grid preview and a media library. It adds AI idea and caption suggestions, a link-in-bio page that can sell digital products, and automated replies to Instagram DMs and comments. Plans are sized by social sets and users.

> "
>
> **Social sets and the grid layout to set up.**
>
> From our grade for ease of use

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

1 **Best for mobile Instagram planning with link in bio**

Planoly previews your Instagram grid and combines planning, link in bio and automated DM replies.

2 **Paid plans start at $14 a month**

As its pricing page puts it: $14 per month (page defaults to annual billing; monthly-billing price not read).

3 **There is a free plan**

Free plan on the mobile app with 10 uploads per month.

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Visual planning and grid preview**

Plan the whole calendar in one view and preview how an Instagram feed will look, rearranging posts before they go out.

6 **Auto-posting and reminders**

Posts publish automatically where the platform allows it. Otherwise a push notification reminds you to post natively.

7 **AI ideas and captions**

Suggests post ideas, keywords and captions tailored to a brand, plus a calendar of holidays and trending formats.

8 **A 2.4 GPA, above 65 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 Planoly you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Planoly at a glance

PRICING Free plan, from $14 per month (page defaults to annual billing; monthly-billing price not read)	FREE PLAN Yes
FREE TRIAL 14-day free trial on paid plans	RUNS ON Web, iOS, Android
MADE BY Planoly	CATEGORY Social Media Schedulers
OUR GRADE 2.4 GPA, fair	

The report card

Best for mobile Instagram planning with link in bio

Planoly previews your Instagram grid and combines planning, link in bio and automated DM replies. The free plan is a mobile-only 10 uploads a month, and some networks only get posting reminders. Teams will outgrow Starter's 1 set and 1 user quickly.

TOOLGPA REPORT CARD	Planoly	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$14 a month on the default annual billing, inside the category's $17.99 cheaper quarter; the monthly price wasn't read. Growth is $24.
Free plan and trial	C	Free plan: mobile app only, 10 uploads a month. 14-day trial of paid plans.
Features	C	Grid preview, auto-posting, AI captions, link in bio and automated replies. Some platforms can't auto-post, so you get reminders.
Ease of use	C	No store rating on record. Social sets and the grid layout to set up.
Platforms and integrations	B	Web, iOS and Android, with Instagram, TikTok, LinkedIn, Facebook, YouTube, Threads, Pinterest and X.
Grade point average		Fair, out of 4.0 **2.4**

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 Planoly is for

- ✓ Fits if you plan an Instagram feed from your phone
- ✓ Makes sense if you want planning, link in bio and DM replies in one place

Who it is not for

- ✕ Tight if you stay free: 10 uploads a month, on the mobile app
- ✕ Not for you if you need teams on Starter, which allows 1 set and 1 user
- ✕ Watch out: where a platform bars auto-posting, you get a reminder to post it yourself
- ✕ Watch out: the page shows annual billing by default, with savings up to 15%

Good to know

Good for

- ✓ Solo creators planning an Instagram feed visually
- ✓ Small brands that want planning, link in bio and DM replies together
- ✓ Mobile-first posters who need reminders for native posting

Worth knowing

- ⓘ The free plan is limited to 10 uploads a month and lives on the mobile app.
- ⓘ Starter allows 1 social set and 1 user; extra sets and users start on Growth.
- ⓘ Some platforms do not allow auto-posting, so those posts arrive as reminders instead.
- ⓘ The pricing page shows annual billing by default and gives a saving of up to 15%, not the monthly prices.

PART 02 · PRICING

What it costs

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

$14

A month to start. There is a free plan too

Planoly has a free plan. Paid plans start at $14 per month (page defaults to annual billing; monthly-billing price not read).

FREE

$0

Available on the Planoly mobile app, limited to 10 uploads per month.

STARTER

$14

per month; page defaults to annual billing

1 social set, 1 user and unlimited uploads. Adding sets or users needs Growth.

GROWTH

$24

per month; page defaults to annual billing

2 social sets and 2 users. Extra sets $10 a month, extra users $5 a month.

PRO

$47

per month; page defaults to annual billing

6 social sets and 6 users. Extra sets $8 a month, extra users $3 a month.

The free plan

Free plan on the mobile app with 10 uploads per month.

Trying it first

14-day free trial on paid plans

Read from planoly.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 15% on annual plans

The pricing page says annual plans are billed upfront at a discount of up to 15%.

Stated on planoly.com

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

Visual social planner with link in bio and Instagram DM automation. Here is what it does, as its own site describes it, and what it covers: AI features, templates, calendar, online store.

> **Grid preview, auto-posting, AI captions, link in bio and automated replies.**

From our grade for features

Visual planning and grid preview

Plan the whole calendar in one view and preview how an Instagram feed will look, rearranging posts before they go out.

Auto-posting and reminders

Posts publish automatically where the platform allows it. Otherwise a push notification reminds you to post natively.

AI ideas and captions

Suggests post ideas, keywords and captions tailored to a brand, plus a calendar of holidays and trending formats.

Link in bio and store

A link-in-bio page can sell digital products, services, bookings and merch. The vendor says it charges no transaction fees.

Automated replies and DMs

Set auto-responses for Instagram comments and direct messages. The feature is listed on every paid plan.

Media library

A built-in library stores photos, videos and graphics, with unlimited uploads on the paid plans.

Where it runs

Web · iOS · Android

What it works with

Instagram · TikTok · LinkedIn · Facebook · YouTube · Threads · Pinterest · X

Planoly is made by Planoly.

PART 04 · STANDING

Where it stands

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

65/90

Other social media schedulers it is graded above

Planoly's GPA of 2.4 is higher than 65 of the 90 other social media schedulers we grade, and level with 16.

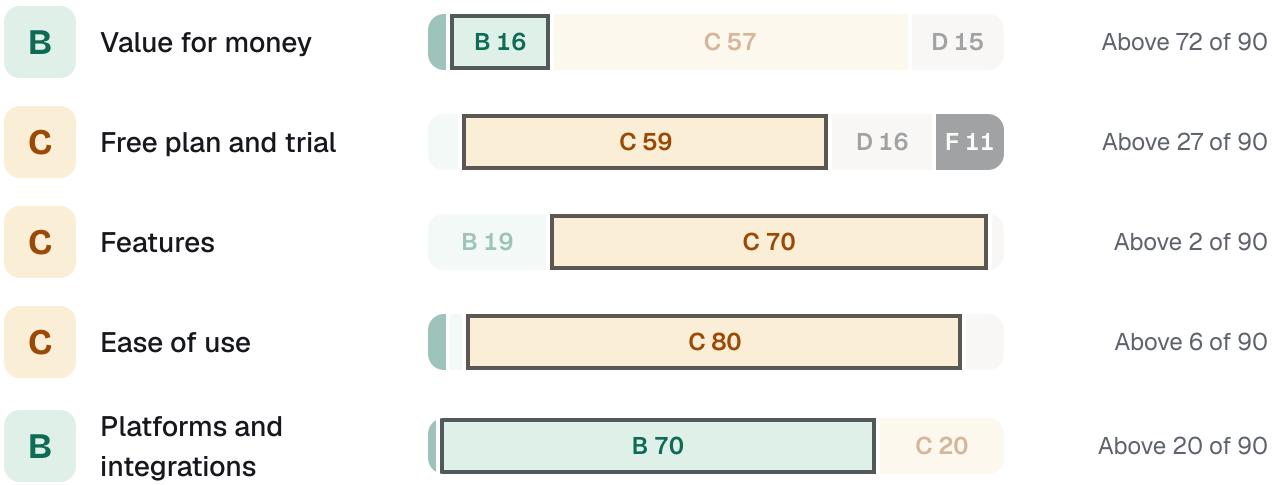
It stands best on value for money (B, above 72 of 90) and worst on features (C, above 2).

Its paid plans start at $14 a month, against a middle price of $24.46 for the category: 20 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.

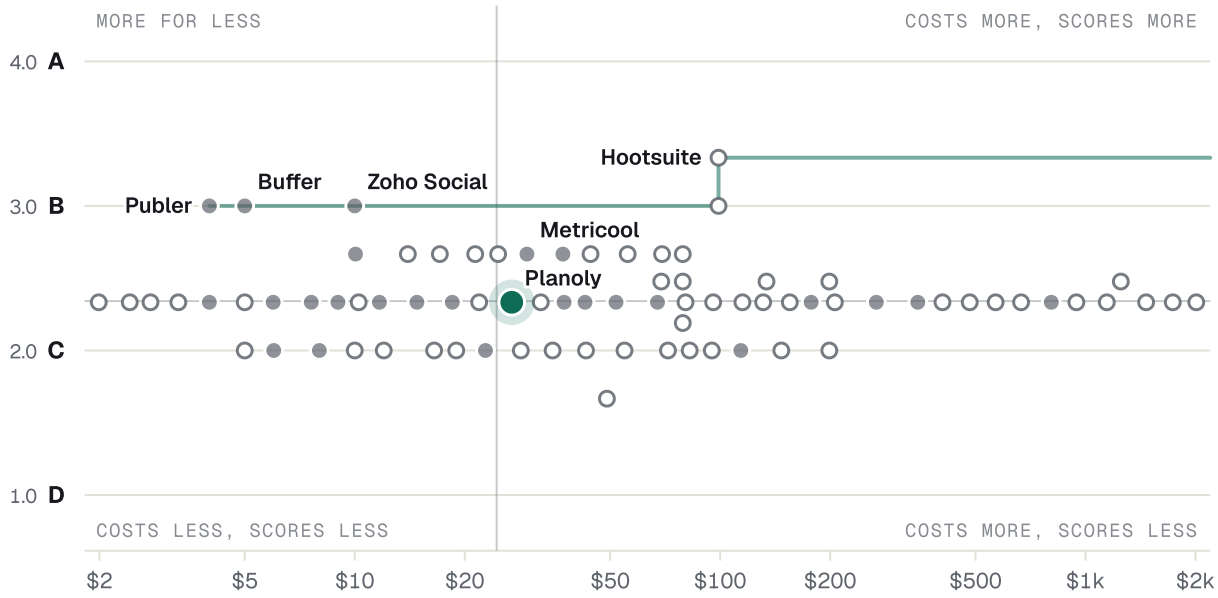
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Planoly'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. Planoly 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 Planoly you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 65 of the 90 other social media schedulers we grade. It costs $168 a year.

What you could make

- Calendar and templates: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.

- A real app for iOS and Android. Something home-made would be a web page.
- It plugs into other products, Instagram, TikTok and LinkedIn among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Planoly'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, Planable, Pallyy, Loomly and Buffer

The 5 tools Planoly 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.

- Planoly has a free plan. Later does not, though it has a free trial.
- Only Later lists a browser extension.
- Planoly also covers templates and online store.

Planoly and Later compared in full

2.2 GPA

Planable

Free trial · from $33/mo

Social media planning and approvals for agencies and brand teams.

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

Planoly and Planable compared in full

2.2 GPA

Pallyy

Free plan · from $25/mo

Social media scheduler for agencies, priced per client.

- Only Planoly lists iOS and Android apps.
- Planoly also covers templates and online store.
- Pallyy also covers shared inbox and reports.

Planoly and Pallyy compared in full

2.2 GPA

Loomly

Free trial · from $49/mo

Social media calendar with approvals, AI drafting and analytics.

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

Planoly and Loomly compared in full

2.8 GPA

Buffer

Free plan · from $5/mo

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

- Only Buffer lists a browser extension.
- Planoly also covers online store.
- Buffer also covers reports.

Planoly and Buffer compared in full

PART 06 · QUESTIONS

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 Planoly free?

Planoly has a free plan. Free plan on the mobile app with 10 uploads per month.

How much does Planoly cost?

Planoly lists 4 plans. Free: $0.

What platforms does Planoly work on?

Planoly is available on Web, iOS and Android.

Does Planoly offer any discounts?

Planoly publicly lists the following: Save up to 15% on annual plans.

Does Planoly have a Windows app?

No Windows app was listed when its pages were read on Nov 12, 2026. Planoly is listed for Web, iOS and Android.

Does Planoly have a macOS app?

No macOS app was listed when its pages were read on Nov 12, 2026. Planoly is listed for Web, iOS and Android.

Is Planoly open source?

Planoly is not described as open source on its own site, as read on Nov 12, 2026.

What does Planoly integrate with?

Planoly's listing names Instagram, TikTok, LinkedIn, Facebook, YouTube, Threads, Pinterest and X.

Does Planoly have a free trial?

Yes. 14-day free trial on paid plans.

Who makes Planoly?

Planoly is made by a company of the same name.

What are the alternatives to Planoly?

The closest alternatives to Planoly in our directory are Later, Planable, Pallyy, Loomly and Buffer.

How does Planoly compare with other social media schedulers?

Planoly's GPA of 2.4 is higher than 65 of the 90 other social media schedulers we grade, and level with 16.

Is Planoly good value for money?

ToolGPA grades Planoly B for value for money. Its paid plans start at $14 a month, against a middle price of $24.46 for the category: 20 of the 79 others that charge start lower.

Could I make my own version of Planoly?

To replace Planoly you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Planoly's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Planoly's own pages on 12 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 Planoly. Prices change, so check planoly.com before you buy.

planoly.com/pricing

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

Planoly, kept up to date

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

toolgpa.com/tools/planoly

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, "Planoly: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/planoly
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Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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