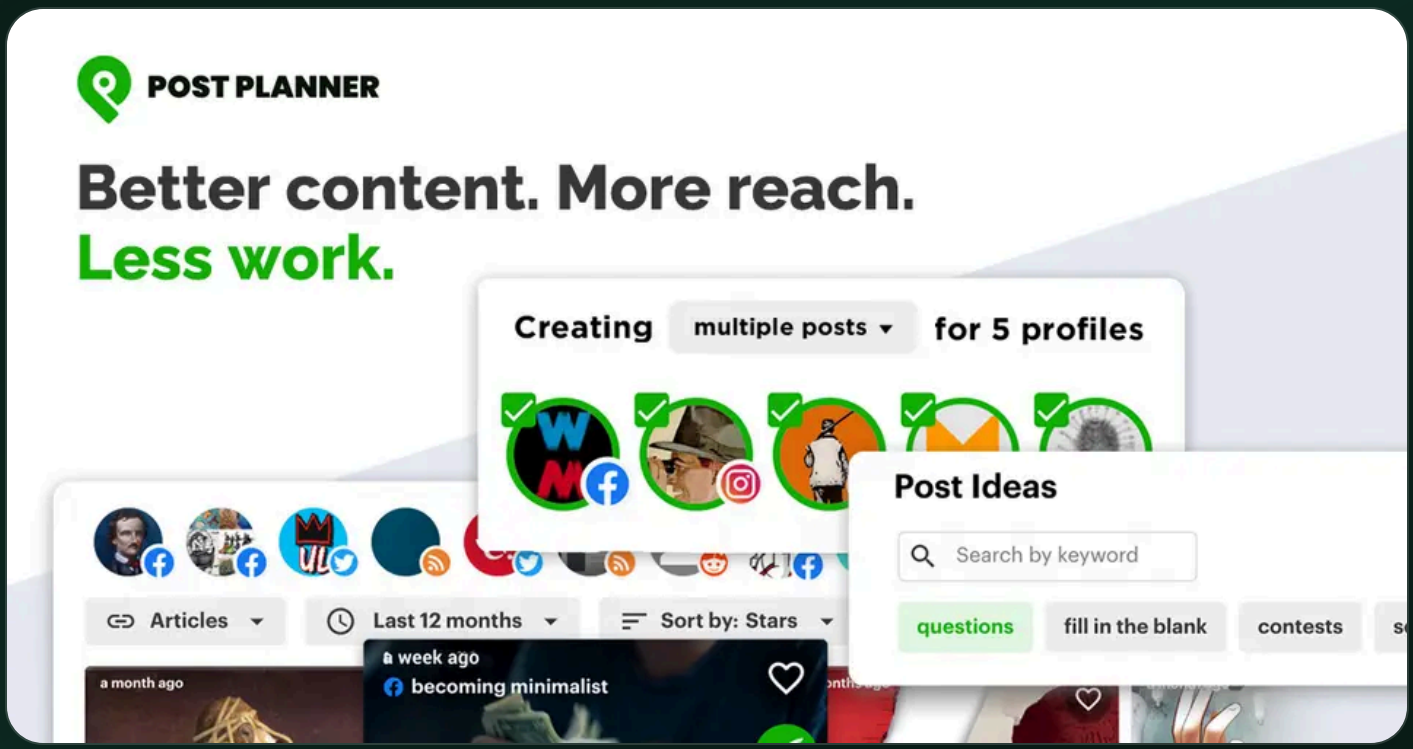
ToolGPA

NOVEMBER 2026

Post Planner

The Insider's Guide

Social media scheduler with viral content discovery



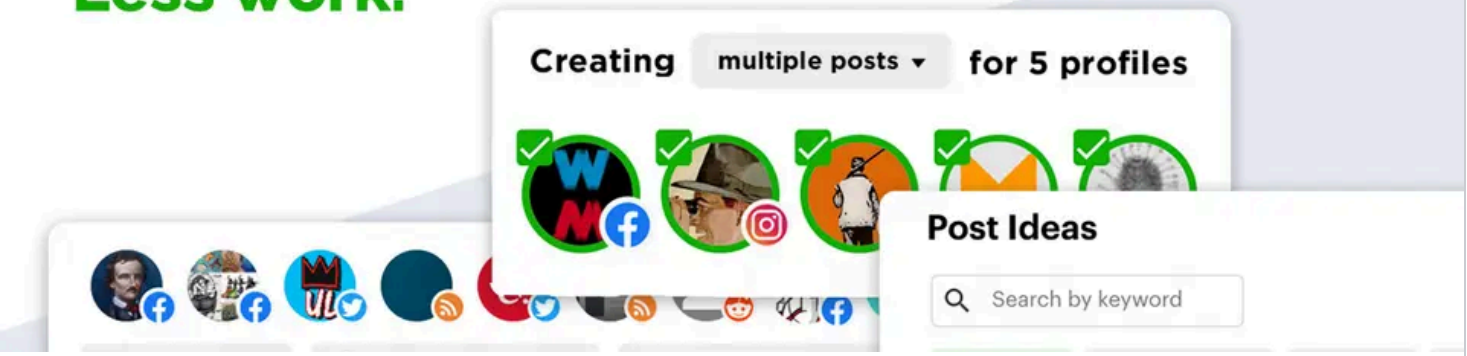
Every plan, grade, refund rule and rival among social media schedulers, read from Post Planner's own pages.

Made by Post Planner · checked Nov 13, 2026 · toolgpa.com

2.4
GPA

POST PLANNER

Better content. More reach. Less work.



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

2.4

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

Post Planner schedules posts to ten networks and pairs the scheduler with a stream of popular content to curate from. It offers post buckets, recycling, bulk upload and AI image generation. A free plan exists, and paid plans scale by accounts, users and queue size.

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

> "
>
> **A web app where you build queues and pick sources, no store rating on record.**
>
> From our grade for ease of use

1 **Best for finding and queueing posts to share**

Post Planner finds content to share and queues it across ten networks, from a free plan up.

2 **Paid plans start at $9 a month**

As its pricing page puts it: $9 per month for 3 accounts, billed yearly ($14 billed monthly).

3 **There is a free plan**

1 social account, 1 user, 30 scheduled posts and 3 AI images a month.

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Content discovery**

Finds viral posts and articles by topic to curate; the age of content available depends on the plan.

6 **Scheduling and recycling**

Post buckets, recycling, shuffling, bulk upload, Reels, Stories, carousels and LinkedIn PDF posts.

7 **Ten networks**

Facebook, Instagram, Google Business, LinkedIn, Pinterest, TikTok, X, YouTube, Threads and Bluesky.

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 Post Planner you would be making an image model, which you can rent by the picture but not make. That is not a weekend's work, with an AI app builder or without one.

Post Planner at a glance

PRICING
Free plan, from $9 per month for 3 accounts, billed yearly ($14 billed monthly)

FREE PLAN
Yes

FREE TRIAL
7-day free trial; choose a plan during the trial

RUNS ON
Web, iOS, Android

MADE BY
Post Planner

CATEGORY
Social Media Schedulers

OUR GRADE
2.4 GPA, fair

The report card

Best for finding and queueing posts to share

Post Planner finds content to share and queues it across ten networks, from a free plan up. X and Pinterest publishing needs Growth at $39 a month, and the queues are capped at 30 posts on Free and 150 on Starter.

TOOLGPA REPORT CARD

Post Planner

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Starter is $9 a month on yearly billing for 3 accounts, inside the cheaper quarter, which tops out at $14.
Free plan and trial	C	A free plan with 1 account, 30 queued posts and 12 posts a day, so you hit the cap quickly.
Features	C	Content discovery, scheduling, recycling and AI images. X and Pinterest need Growth and older content needs a paid plan.
Ease of use	C	A web app where you build queues and pick sources, no store rating on record.
Platforms and integrations	B	Web, iPhone and Android, with ten networks. No desktop app.

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 Post Planner is for

- ✓ Fits if you want ideas to share as well as a scheduler
- ✓ Works for one person with up to 3 accounts

Who it is not for

- ✗ Not for you if you publish to X or Pinterest on a cheap plan, as that needs Growth at $39 a month
- ✗ Tight if you queue lots of posts, as Free holds 30 and Starter 150
- ✗ Skip it if you want old content, since anything over 30 days needs Growth or higher
- ✗ Pricey if you manage many accounts: Agency tiers above 50 accounts cost $219 and $419 a month

Good to know

Good for

- ✓ Small businesses that want fresh content ideas in the scheduler
- ✓ Page owners who recycle well-performing posts

Worth knowing

- ⓘ X and Pinterest publishing needs Growth or higher.
- ⓘ Queue size is capped: 30 posts on Free, 150 on Starter.
- ⓘ Content older than 30 days needs Growth or higher.
- ⓘ Agency tiers above 50 accounts cost $219 and $419 a month on yearly billing.

PART 02 · PRICING

What it costs

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

$9

A month to start. There is a free plan too

Post Planner has a free plan. Paid plans start at $9 per month for 3 accounts, billed yearly ($14 billed monthly).

FREE

$0

1 social account, 30 queued posts, 12 daily posts per profile and curated content up to 7 days old.

STARTER

$9

per month for 3 accounts, billed yearly ($14 billed monthly)

3 accounts, 1 user, 150 queued posts and 15 AI images a month.

GROWTH

$39

per month for 15 accounts, billed yearly ($59 billed monthly)

15 accounts, 2 users, 1,500 queued posts; adds X and Pinterest publishing.

BUSINESS

$69

per month for 25 accounts, billed yearly ($99 billed monthly)

25 accounts, 5 users, unlimited queued posts and 250 AI images a month.

AGENCY

$119

per month for 50 accounts, billed yearly ($179 billed monthly)

50 accounts, 10 users; larger Agency tiers go to 200 accounts and 40 users.

The free plan

1 social account, 1 user, 30 scheduled posts and 3 AI images a month.

Trying it first

7-day free trial; choose a plan during the trial

Read from postplanner.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Cheaper with yearly billing

Post Planner's plan page shows yearly billing at lower monthly rates, such as Starter at $9 against $14 billed monthly.

Stated on postplanner.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

Social media scheduler with viral content discovery. Here is what it does, as its own site describes it, and what it covers: AI features, templates, image generation.

"

Content discovery, scheduling, recycling and AI images.

From our grade for features

Content discovery

Finds viral posts and articles by topic to curate; the age of content available depends on the plan.

Scheduling and recycling

Post buckets, recycling, shuffling, bulk upload, Reels, Stories, carousels and LinkedIn PDF posts.

Ten networks

Facebook, Instagram, Google Business, LinkedIn, Pinterest, TikTok, X, YouTube, Threads and Bluesky.

AI and media tools

Generates images (monthly cap by plan) and has unlimited hashtag, content and caption generation, plus a media editor.

Mobile apps

iOS and Android apps for creating and managing posts.

Where it runs

Web · iOS · Android

What it works with

Facebook · Instagram · Google Business Profile · LinkedIn · Pinterest · TikTok · YouTube · Bluesky

Post Planner is made by Post Planner.

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

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

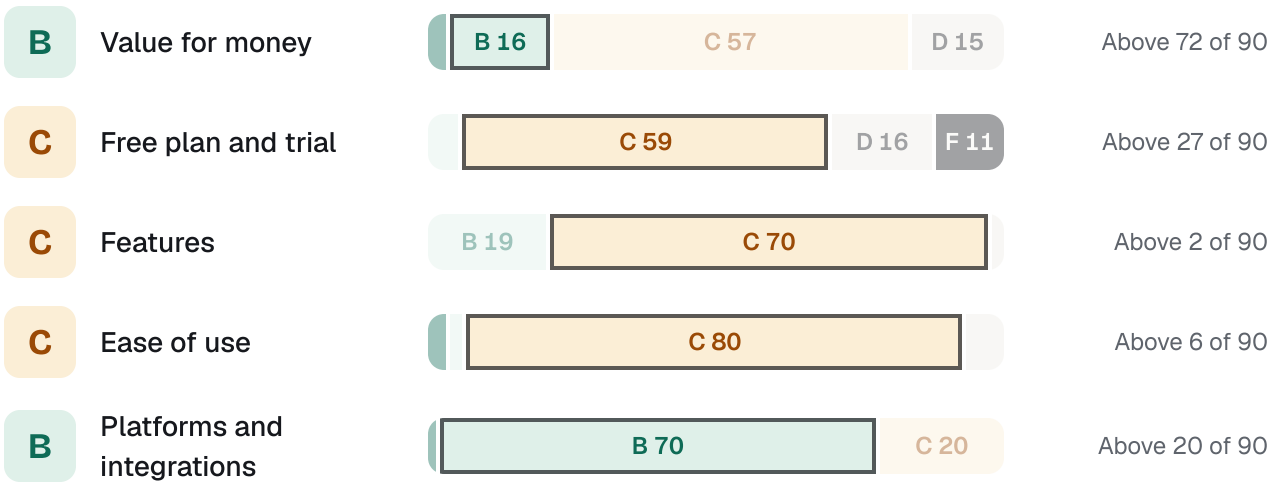
It stands best on value for money (B, above 72 of 90) and worst on features (C, above 2).

Its paid plans start at $9 a month, against a middle price of $24.46 for the category: 9 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

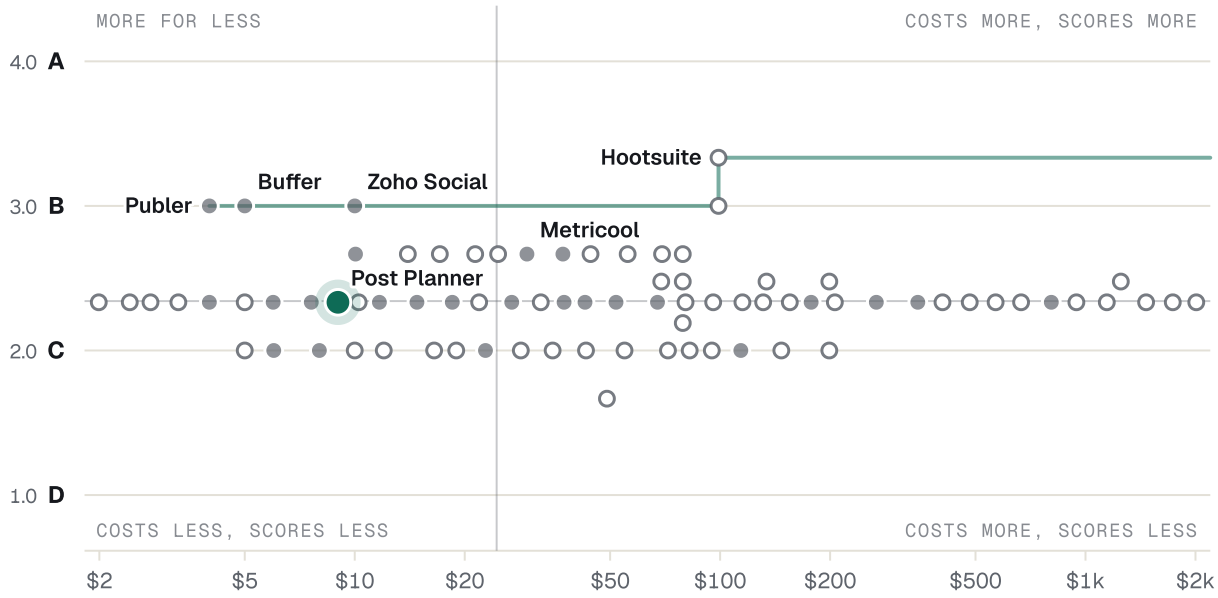
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Post Planner'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. Post Planner 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 Post Planner you would be making an image model, which you can rent by the picture but not make. 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 $108 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- An image model, which you can rent by the picture but not make.

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

What this rests on. Post Planner'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 ContentStudio

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



2.8 GPA

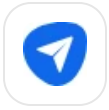
Buffer

Free plan · from $5/mo

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

- Only Buffer lists a browser extension.
- Post Planner also covers image generation.
- Buffer also covers calendar and reports.

Post Planner 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.

- Post Planner has a free plan. SocialPilot does not, though it has a free trial.
- Only SocialPilot lists a browser extension.
- Post Planner also covers templates and image generation.

Post Planner and SocialPilot compared in full

2.6 GPA

Publer

Free plan · from $4/mo

Social media scheduler priced by connected accounts and members.

- Only Publer lists a browser extension.
- Post Planner also covers templates and image generation.
- Publer also covers calendar and reports.

Post Planner and Publer compared in full

2.4 GPA

RecurPost

Free trial · from $9/mo

Scheduler that recycles evergreen posts, priced per account.

- Post Planner has a free plan. RecurPost does not, though it has a free trial.
- Only RecurPost lists a browser extension.
- Post Planner also covers image generation.

Post Planner and RecurPost compared in full

2.4 GPA

ContentStudio

Free trial · from $19/mo

Social media planner with AI content, inbox and agency workspaces.

- Post Planner has a free plan. ContentStudio does not, though it has a free trial.
- Only ContentStudio lists a browser extension.
- Post Planner also covers templates and image generation.

Post Planner and ContentStudio 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 Post Planner free?

Post Planner has a free plan. 1 social account, 1 user, 30 scheduled posts and 3 AI images a month.

How much does Post Planner cost?

Post Planner lists 5 plans. Free: $0.

What platforms does Post Planner work on?

Post Planner is available on Web, iOS and Android.

Does Post Planner offer any discounts?

Post Planner publicly lists the following: Cheaper with yearly billing.

Does Post Planner have a Windows app?

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

Does Post Planner have a macOS app?

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

Is Post Planner open source?

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

What does Post Planner integrate with?

Post Planner's listing names Facebook, Instagram, Google Business Profile, LinkedIn, Pinterest, TikTok, YouTube and Bluesky.

Does Post Planner have a free trial?

Yes. 7-day free trial; choose a plan during the trial.

Who makes Post Planner?

Post Planner is made by a company of the same name.

What are the alternatives to Post Planner?

The closest alternatives to Post Planner in our directory are Buffer, SocialPilot, Publer, RecurPost and ContentStudio.

How does Post Planner compare with other social media schedulers?

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

Is Post Planner good value for money?

ToolGPA grades Post Planner B for value for money. Its paid plans start at $9 a month, against a middle price of $24.46 for the category: 9 of the 79 others that charge start lower.

Could I make my own version of Post Planner?

To replace Post Planner you would be making an image model, which you can rent by the picture but not make.

Where this guide comes from

The prices, plans, platforms and features were read from Post Planner'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 Post Planner'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 Post Planner. Prices change, so check postplanner.com before you buy.

postplanner.com/plans-signup

postplanner.com/

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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Post Planner, kept up to date

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

toolgpa.com/tools/post-planner

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, "Post Planner: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/post-planner
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Know someone choosing between social media schedulers?

Send them this guide:
toolgpa.com/tools/post-planner/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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