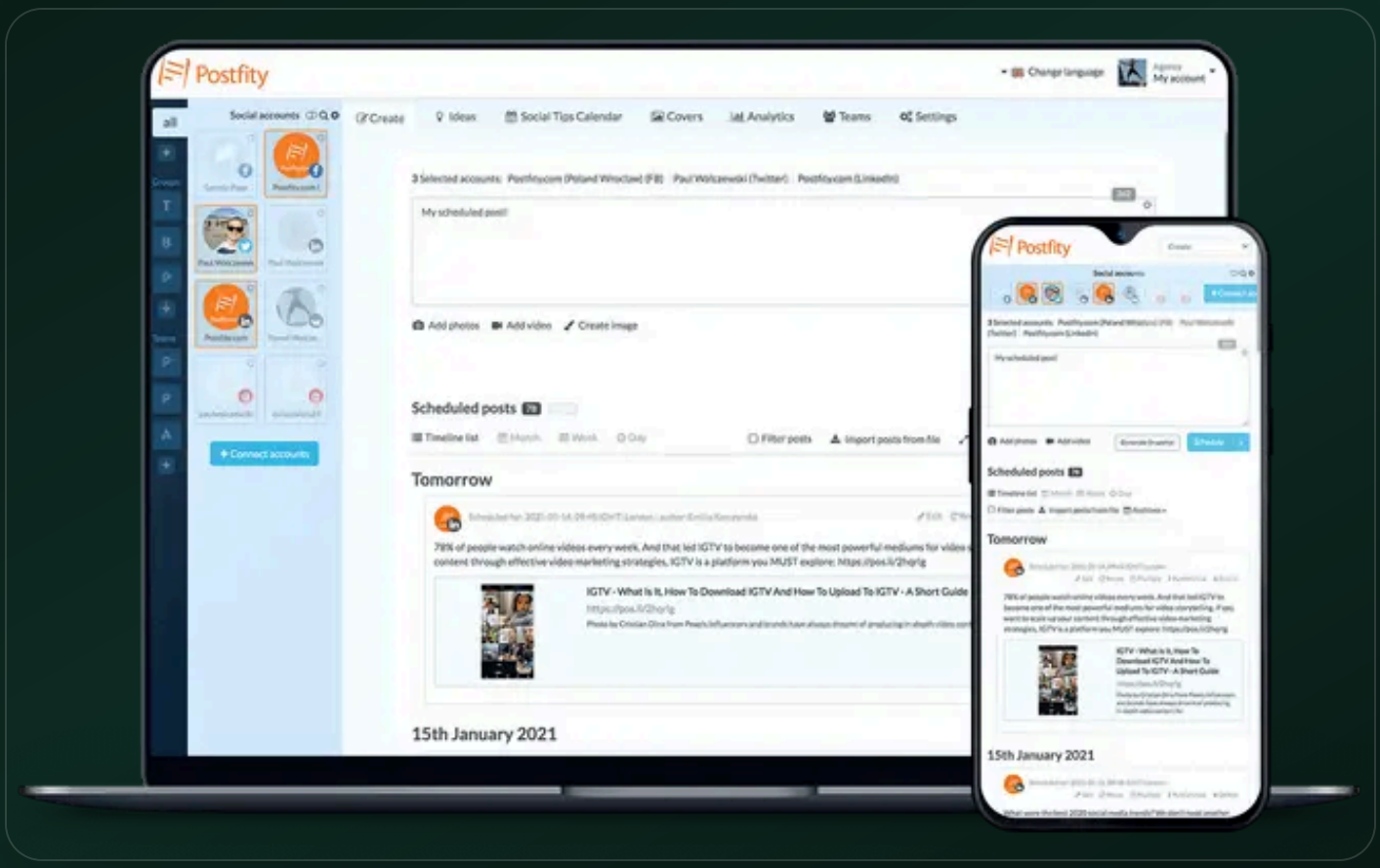
ToolGPA

NOVEMBER 2026

Postfity

The Insider's Guide

Social post scheduler bundled with AI design and writing tools

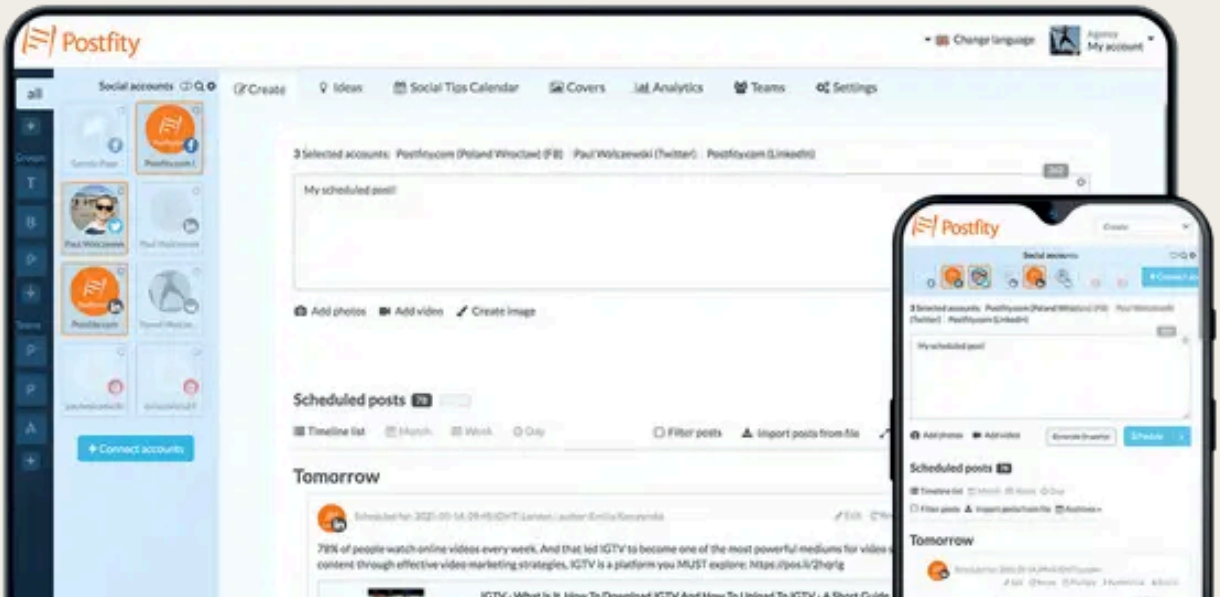


Every plan, grade, refund rule and rival among social media schedulers, read from Postfity's own pages.

Made by Postfity · 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 Postfity's own pages, its app-store listings and our grades. Every fact in it is on Postfity'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

Postfity schedules posts to Facebook, Instagram, LinkedIn, Pinterest, Google Business Profile and other networks from a calendar, with bulk uploads, an inbox, approvals and analytics. Its paid plans run on Simplified's checkout and add AI copywriting, graphics and video clips to the scheduler.

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

> **You connect accounts, and the Simplified plan names and credits take some working out.**
>
> From our grade for ease of use

1 **Best for scheduling with AI writing and design in the same account**

Postfity is a post scheduler whose plans run through Simplified's checkout, so they bundle AI copy, graphics and video clips.

2 **Paid plans start at $20 a month**

As its pricing page puts it: $20 per month for 7 accounts, billed annually ($29.99 billed monthly).

3 There is a free plan

Free plan with unlimited design projects, 5 GB storage and a small credit allowance; the page does not list its scheduling limits.

4 It runs on Web

Web.

5 Scheduler and calendar

Plan posts to several networks from a content calendar, save drafts and publish instantly.

6 Bulk scheduling

Queue many posts with graphics and video in one upload. It is an add-on at $19 a month on the One plan.

7 AI writing and design

Paid plans include AI copywriting, AI graphics and video clip tools with monthly allowances.

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 Keep it

To replace Postfity 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.

Postfity at a glance

PRICING
Free plan, from $20 per month for 7 accounts, billed annually ($29.99 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Postfity

CATEGORY
Social Media Schedulers

OUR GRADE
2.0 GPA, fair

The report card

Best for scheduling with AI writing and design in the same account

Postfity is a post scheduler whose plans run through Simplified's checkout, so they bundle AI copy, graphics and video clips. A free plan exists but its scheduling limits aren't listed, and the One plan at $20 a month leaves out bulk scheduling, which is a $19 add-on.

TOOLGPA REPORT CARD	Postfity	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$20 a month on yearly billing for 7 accounts and 1 user ($29.99 monthly), around the category middle. Extra accounts are $5, extra users $10 and bulk scheduling $19, each monthly.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	A free plan exists with design projects, 5 GB and a few AI credits, but the pricing page doesn't list its scheduling or account limits, so we can't say how far it gets you.
Features	C	Calendar, drafts, inbox, approvals, analytics and link in bio, plus AI writing and design. The gaps are the add-ons: bulk scheduling isn't in the One plan.
Ease of use	C	No store rating on record. You connect accounts, and the Simplified plan names and credits take some working out.
Platforms and integrations	C	Web only. It lists Facebook, Instagram, LinkedIn, Pinterest and Google Business Profile, and no wider integrations.
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 Postfity is for

- ✓ Fits if you want AI writing and graphics in the same account as your scheduler
- ✓ Works for one person managing about 7 accounts on a plan

Who it is not for

- ✗ Skip it if you need bulk uploads on the cheap plan, since that's a $19 a month add-on
- ✗ Tight if you rely on the free plan, because its scheduling limits aren't published
- ✗ Pricey if you add accounts and users: $5 and $10 a month each on the One plan
- ✗ Watch out: limits follow Simplified's plan names and AI credits, so the numbers can shift

Good to know

Good for

- ✓ Creators who also need graphics and captions made in the same app
- ✓ Small businesses with up to a handful of accounts
- ✓ Agencies that need client approval and bulk scheduling

Worth knowing

- ⓘ Pricing is run through Simplified's checkout, so the product and its limits follow Simplified's plan names and AI credits.
- ⓘ Extra accounts cost $5 a month each and extra users $10 a month on the One plan.
- ⓘ Bulk scheduling is a $19 a month add-on on the One plan and is included from Growth.
- ⓘ The free plan's scheduling and account limits are not listed on the pricing page.

PART 02 · PRICING

What it costs

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

$20

A month to start. There is a free plan too

Postfity has a free plan. Paid plans start at $20 per month for 7 accounts, billed annually ($29.99 billed monthly).

FREE

$0

Design projects, templates, instant publishing and 5 GB of storage, with some AI credits.

SOCIAL MEDIA AI ONE

$20

per month for 7 accounts, billed annually ($29.99 billed monthly)

7 social accounts, 1 user, calendar, drafts, analytics, unified inbox, approvals and link in bio.

GROWTH

$85

per month for 30 accounts, billed annually ($119.99 billed monthly)

30 accounts and 5 users, bulk scheduling, external client approval and private team spaces.

ENTERPRISE

$399

per month, billed annually

10 seats, SSO, API access and white-labeled reports; sold through sales.

The free plan

Free plan with unlimited design projects, 5 GB storage and a small credit allowance; the page does not list its scheduling limits.

Read from postfity.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save with yearly billing

Annual billing is $20 a month for the One plan against $29.99 monthly, and $85 against $119.99 for Growth.

Stated on postfity.com

What it does

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

1

Place it runs: Web

Social post scheduler bundled with AI design and writing tools. Here is what it does, as its own site describes it, and what it covers: AI features, templates, calendar, shared inbox, reports, image generation.

> **Calendar, drafts, inbox, approvals, analytics and link in bio, plus AI writing and design.**
>
> From our grade for features

Scheduler and calendar

Plan posts to several networks from a content calendar, save drafts and publish instantly.

Bulk scheduling

Queue many posts with graphics and video in one upload. It is an add-on at $19 a month on the One plan.

AI writing and design

Paid plans include AI copywriting, AI graphics and video clip tools with monthly allowances.

Approvals and inbox

Internal approval workflow and a unified inbox on every paid plan; client approval comes from Growth.

Analytics

Reports on shares, likes and which posts do best, plus AI social insights.

Link in bio

Build a link-in-bio page that points followers to a site, store or blog.

Where it runs

Web

What it works with

Facebook
Instagram
LinkedIn
Pinterest
Google Business Profile

Postfity is made by Postfity.

PART 04 · STANDING

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

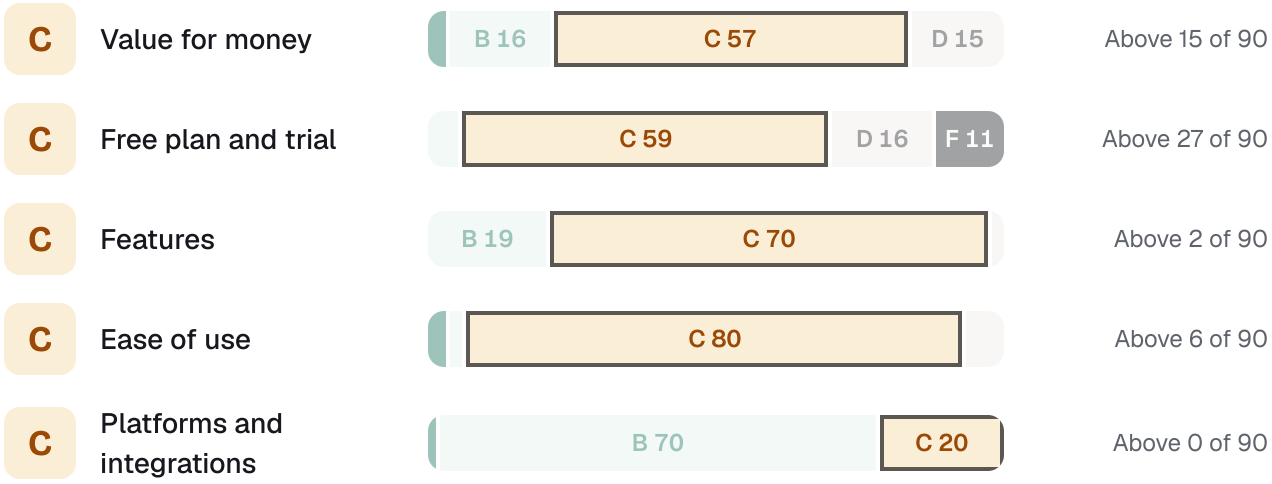
Postfity's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

Its paid plans start at $20 a month, against a middle price of $24.46 for the category: 34 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 27 tools score higher and cost less.

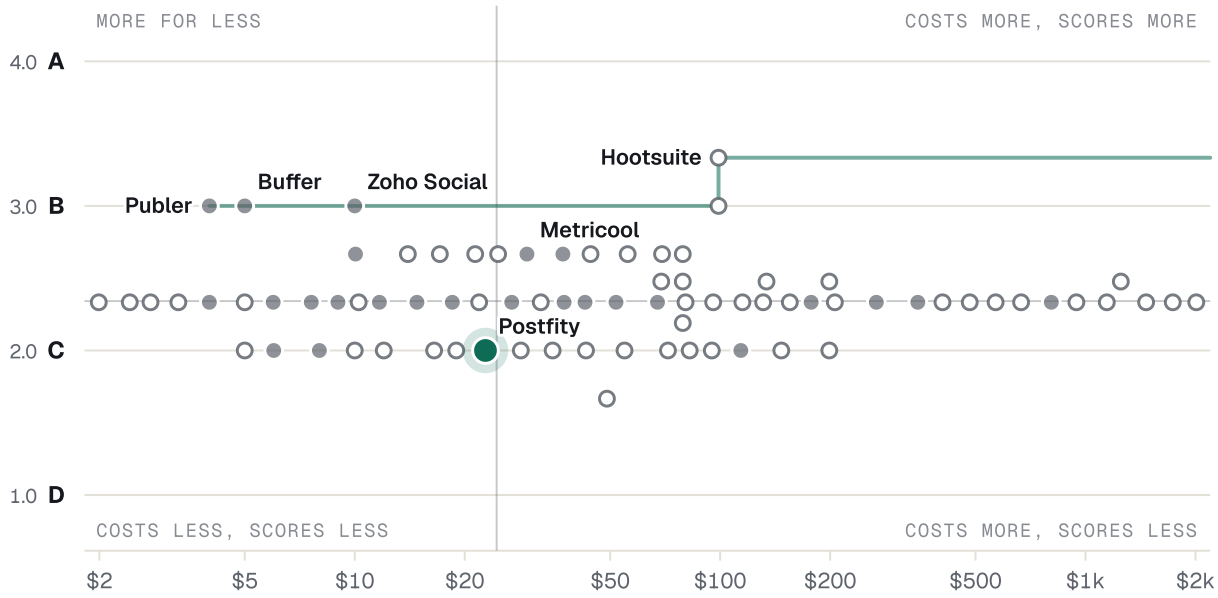
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Postfity'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. Postfity 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 Postfity 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: 55 of the 90 other social media schedulers grade higher. It costs $240 a year.

What you could make

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

What you could not

- One mailbox that several people work at once.

- An image model, which you can rent by the picture but not make.
- It plugs into other products, Facebook, Instagram and LinkedIn among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Postfity'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



Publer, SocialPilot, Buffer, RecurPost and Planable

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

2.6 GPA

Publer

Free plan · from $4/mo

Social media scheduler priced by connected accounts and members.

- Only Publer lists iOS and Android apps.
- Only Publer lists a browser extension.
- Postfity also covers templates, shared inbox and image generation.

Postfity and Publer compared in full

2.4 GPA

SocialPilot

Free trial · from $25.50/mo

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

- Postfity has a free plan. SocialPilot does not, though it has a free trial.
- Only SocialPilot lists iOS and Android apps.
- Only SocialPilot lists a browser extension.

Postfity and SocialPilot 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 iOS and Android apps.
- Only Buffer lists a browser extension.
- Postfity also covers shared inbox and image generation.

Postfity and Buffer compared in full



2.4 GPA

RecurPost

Free trial · from $9/mo

Scheduler that recycles evergreen posts, priced per account.

- Postfity has a free plan. RecurPost does not, though it has a free trial.
- Only RecurPost lists iOS and Android apps.
- Only RecurPost lists a browser extension.

Postfity and RecurPost compared in full



2.2 GPA

Planable

Free trial · from $33/mo

Social media planning and approvals for agencies and brand teams.

- Postfity has a free plan. Planable does not, though it has a free trial.
- Only Planable lists iOS and Android apps.
- Postfity also covers templates, shared inbox, reports and image generation.

Postfity and Planable 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 Postfity free?

Postfity has a free plan. Free plan with unlimited design projects, 5 GB storage and a small credit allowance; the page does not list its scheduling limits.

How much does Postfity cost?

Postfity lists 4 plans. Free: $0.

What platforms does Postfity work on?

Postfity is available on Web.

Does Postfity offer any discounts?

Postfity publicly lists the following: Save with yearly billing.

Does Postfity have an Android app?

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

Does Postfity have an iPhone app?

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

Is Postfity open source?

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

What does Postfity integrate with?

Postfity's listing names Facebook, Instagram, LinkedIn, Pinterest and Google Business Profile.

Who makes Postfity?

Postfity is made by a company of the same name.

What are the alternatives to Postfity?

The closest alternatives to Postfity in our directory are Publer, SocialPilot, Buffer, RecurPost and Planable.

How does Postfity compare with other social media schedulers?

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

Is Postfity good value for money?

ToolGPA grades Postfity C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Postfity?

To replace Postfity 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 Postfity'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 Postfity'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 Postfity. Prices change, so check postfity.com before you buy.

postfity.com/pricing

postfity.com/

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

Postfity, kept up to date

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

toolgpa.com/tools/postfity

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, "Postfity: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/postfity
```

Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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