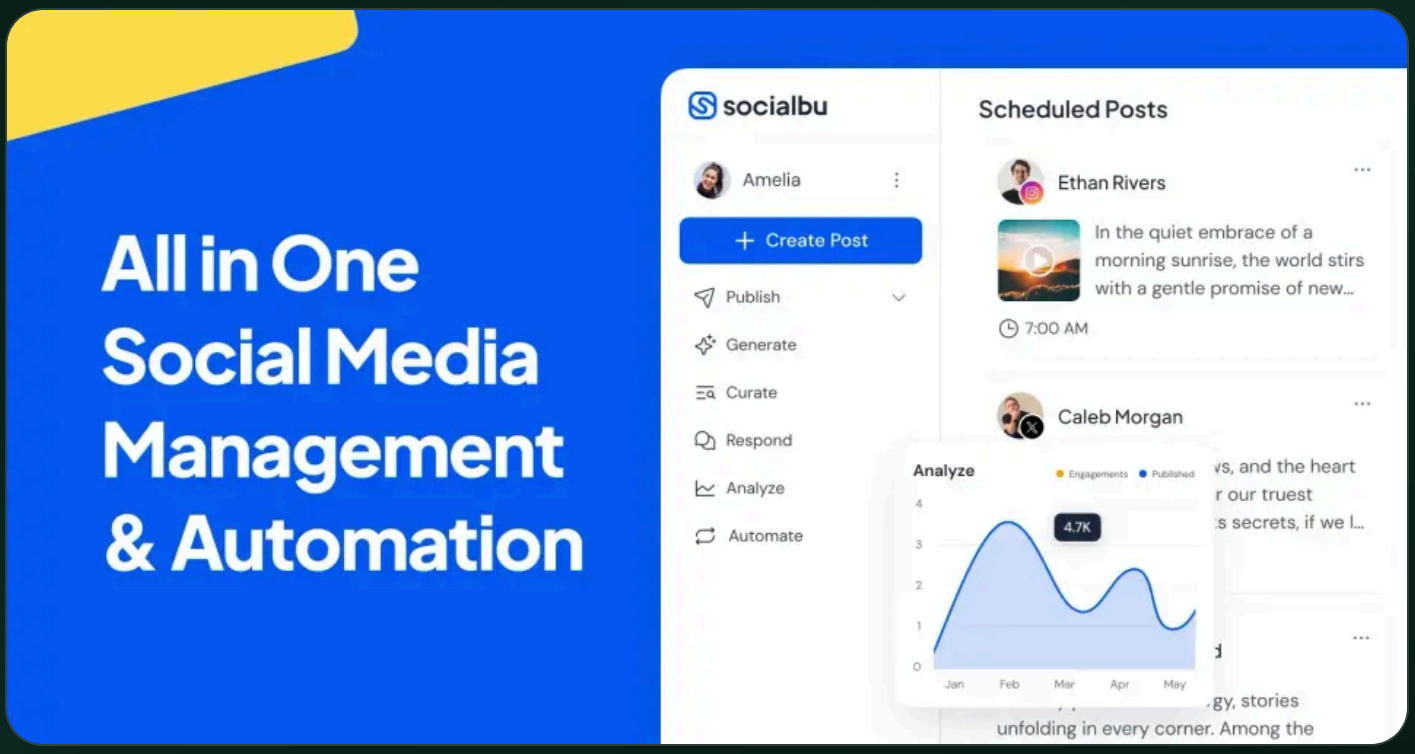
ToolGPA

NOVEMBER 2026

SocialBu

The Insider's Guide

Social media scheduler with inbox, listening and automation



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

Made by SocialBu · checked Nov 13, 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 SocialBu's own pages, its app-store listings and our grades. Every fact in it is on SocialBu'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

SocialBu is a browser-based tool for scheduling posts, replying to messages and comments, and reporting across 12 social networks. Plans are sized by connected accounts and monthly posts, with team workspaces, client approvals, RSS and webhook automation, and an MCP server for AI assistants.

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

> "
>
> **A web app with accounts, queues and automations to set up.**
>
> From our grade for ease of use

1 **Best for scheduling with an inbox and automation**

SocialBu covers scheduling, bulk posting, a social inbox, listening and automation.

2 **Paid plans start at $22 a month**

As its pricing page puts it: $22 per month, billed yearly ($29 billed monthly).

3 **There is a free plan**

3 social accounts and 10 lifetime posts; X (Twitter) is available on paid plans only.

4 **It runs on Web**

Web.

5 **Scheduling and bulk posting**

Plan posts on a shared calendar, preview them per network, recycle evergreen posts and bulk import campaigns.

6 **Social inbox**

Messages, comments, mentions and reviews land in one inbox. The inbox is not included on Starter.

7 **AI writing**

An AI writer drafts captions and posts for each network, paid for with monthly credits that rise from 500 to 10,000 across the paid plans.

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 SocialBu 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.

SocialBu at a glance

PRICING Free plan, from $22 per month, billed yearly ($29 billed monthly)	FREE PLAN Yes
FREE TRIAL 7-day free trial on every paid plan	RUNS ON Web
MADE BY SocialBu	CATEGORY Social Media Schedulers
OUR GRADE 2.4 GPA, fair	

The report card

Best for scheduling with an inbox and automation

SocialBu covers scheduling, bulk posting, a social inbox, listening and automation. The free plan allows only 10 lifetime posts and no X, the cheaper plan has no inbox or teams, and team seat counts are small.

TOOLGPA REPORT CARD **SocialBu** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $22 a month on yearly billing for 8 accounts, between the $14 cheaper-quarter line and the $24.99 middle.
Free plan and trial	C	A free plan with 3 accounts, but only 10 lifetime posts and no X. There is also a 7-day trial on paid plans.
Features	B	Scheduling, bulk posting, inbox, listening, AI writing, RSS automation and approvals. The listing shows no gap in the core job, though the inbox starts on Growth.
Ease of use	C	A web app with accounts, queues and automations to set up. No store rating on record.
Platforms and integrations	B	Web only, with Facebook, Instagram, LinkedIn, TikTok, YouTube, Google Drive, Dropbox and ChatGPT.

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 SocialBu is for

- ✓ Fits if you want bulk scheduling and RSS automation
- ✓ Works for small agencies on the 20-account plan

Who it is not for

- ✗ Tight if you stay free, as 10 lifetime posts run out fast
- ✗ Not for you if you need X on the free plan, as it is paid only
- ✗ Skip it if you need an inbox on the cheaper plan, as Starter has none
- ✗ Watch out: team seats are 4 on Growth and 8 on Agency, and no desktop or phone apps are named

Good to know

Good for

- ✓ Freelancers and small agencies managing several client accounts
- ✓ Teams that want posting, inbox and listening in one subscription
- ✓ People who want to run social tasks from ChatGPT or Claude through MCP

Worth knowing

- ⓘ The free plan allows only 10 lifetime posts and excludes X (Twitter).
- ⓘ Starter has no social inbox and no teams; those start at Growth.
- ⓘ Team member counts are small: 4 on Growth and 8 on Agency.
- ⓘ The pricing page lists a web app only; no desktop or mobile apps are named.

PART 02 · PRICING

What it costs

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

$22

A month to start. There is a free plan too

SocialBu has a free plan. Paid plans start at $22 per month, billed yearly ($29 billed monthly).

FREE

$0

3 social accounts and 10 lifetime posts; no X (Twitter).

STARTER

$22

per month, billed yearly ($29 billed monthly)

8 accounts, up to 750 posts a month, 1 queue, basic analytics, no teams or social inbox.

GROWTH

$59

per month, billed yearly ($79 billed monthly)

20 accounts, up to 3,000 posts a month, 5 teams, social inbox and advanced analytics.

AGENCY

$149

per month, billed yearly ($199 billed monthly)

50 accounts, up to 100,000 posts a month, 20 teams, 30 queues and the highest AI credit allowance.

The free plan

3 social accounts and 10 lifetime posts; X (Twitter) is available on paid plans only.

Trying it first

7-day free trial on every paid plan

Read from socialbu.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 25% with yearly billing

SocialBu's pricing page lists a 25% saving on paid plans when billed yearly instead of monthly.

Stated on socialbu.com

What it does

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

1

Place it runs: Web

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

"

Scheduling, bulk posting, inbox, listening, AI writing, RSS automation and approvals.

From our grade for features

Scheduling and bulk posting

Plan posts on a shared calendar, preview them per network, recycle evergreen posts and bulk import campaigns.

Social inbox

Messages, comments, mentions and reviews land in one inbox. The inbox is not included on Starter.

AI writing

An AI writer drafts captions and posts for each network, paid for with monthly credits that rise from 500 to 10,000 across the paid plans.

Listening streams

Track keywords and mentions with listening streams, each plan capping the streams and matched items per month.

Automation and RSS

Auto-post from RSS feeds, trigger webhooks and set up auto replies, with run limits that rise by plan.

Team approvals

Teams, roles and content approvals keep client work separate; Growth allows 4 team members and Agency 8.

Where it runs

Web

What it works with

Facebook
Instagram
LinkedIn
TikTok
YouTube
Google Drive
Dropbox
ChatGPT

SocialBu is made by SocialBu.

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

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

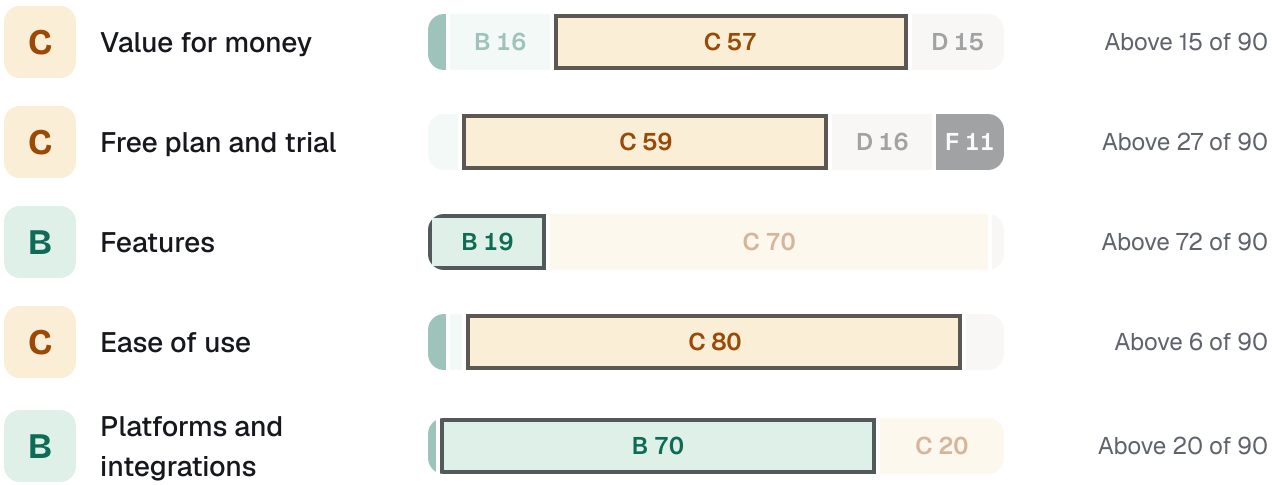
It stands best on features (B, above 72 of 90) and worst on ease of use (C, above 6).

Its paid plans start at $22 a month, against a middle price of $24.46 for the category: 36 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.

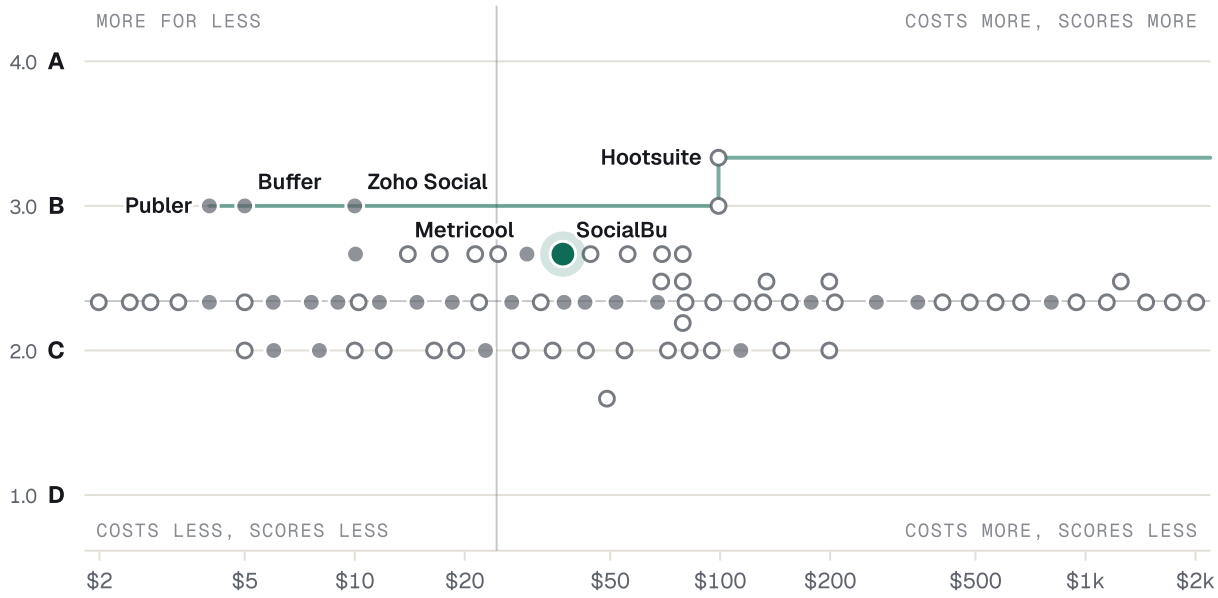
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. SocialBu'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. SocialBu 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 SocialBu 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 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 $264 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.
- AI features, unless you pay a model provider for each request yourself.
- Sharing with other people, which means accounts and invitations.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. SocialBu'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, Hootsuite and Pallyy

The 5 tools SocialBu 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 iOS and Android apps.
- Only Buffer lists a browser extension.
- SocialBu also covers workflow automation.

SocialBu 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.

- SocialBu 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.

SocialBu 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 iOS and Android apps.
- Only Publer lists a browser extension.
- SocialBu also covers workflow automation.

SocialBu and Publer compared in full



2.6
GPA

Hootsuite

Free trial · from $99/mo

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

- SocialBu has a free plan. Hootsuite does not, though it has a free trial.
- Only Hootsuite lists iOS and Android apps.
- SocialBu also covers workflow automation.

SocialBu and Hootsuite compared in full



2.2
GPA

Pallyy

Free plan · from $25/mo

Social media scheduler for agencies, priced per client.

- SocialBu also covers workflow automation.
- Pallyy also covers shared inbox.

SocialBu and Pallyy compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 SocialBu free?

SocialBu has a free plan. 3 social accounts and 10 lifetime posts; X (Twitter) is available on paid plans only.

How much does SocialBu cost?

SocialBu lists 4 plans. Free: $0.

What platforms does SocialBu work on?

SocialBu is available on Web.

Does SocialBu offer any discounts?

SocialBu publicly lists the following: Save 25% with yearly billing.

Does SocialBu have an Android app?

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

Does SocialBu have an iPhone app?

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

Is SocialBu open source?

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

Does SocialBu have an API?

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

What does SocialBu integrate with?

SocialBu's listing names Facebook, Instagram, LinkedIn, TikTok, YouTube, Google Drive, Dropbox and ChatGPT.

Does SocialBu have a free trial?

Yes. 7-day free trial on every paid plan.

Who makes SocialBu?

SocialBu is made by a company of the same name.

What are the alternatives to SocialBu?

The closest alternatives to SocialBu in our directory are Buffer, SocialPilot, Publer, Hootsuite and Pallyy.

How does SocialBu compare with other social media schedulers?

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

Is SocialBu good value for money?

ToolGPA grades SocialBu C for value for money. Its paid plans start at $22 a month, against a middle price of $24.46 for the category: 36 of the 79 others that charge start lower.

Could I make my own version of SocialBu?

To replace SocialBu 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 SocialBu'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 SocialBu'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 SocialBu. Prices change, so check socialbu.com before you buy.

socialbu.com

socialbu.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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

SocialBu, kept up to date

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

toolgpa.com/tools/socialbu

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

Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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