ToolGPA

NOVEMBER 2026

Typefully

The Insider's Guide

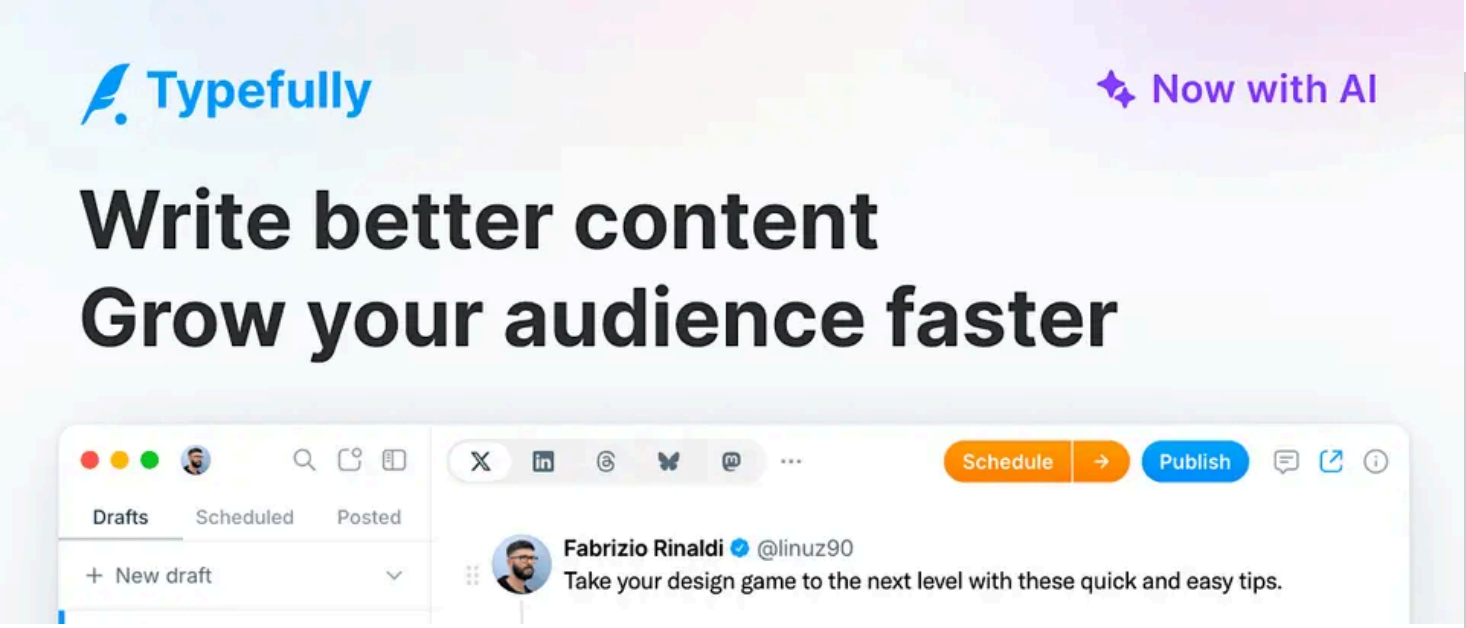
Writing and scheduling for X, LinkedIn, Bluesky and Threads



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

Made by Typefully Inc. · checked Nov 12, 2026 · toolgpa.com

2.2
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 Typefully's own pages, its app-store listings and our grades. Every fact in it is on Typefully'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

2.2

GPA, above 16 of the 49 other social media schedulers we grade

Typefully is a social media editor and scheduler focused on writing posts and threads, with cross-posting to X, LinkedIn, Bluesky, Threads and Mastodon. It adds AI writing help, shareable drafts, a calendar, X analytics, an API and an MCP server. A free plan exists, and Creator and Business plans add analytics, AI and team features.

> "
>
> **X analytics and AI writing need the Creator plan.**
>
> From our report card of Typefully

To get you started, here are **8 things to know about Typefully**, taken from its own pages and our grades.

1 **Best for drafting threads and posts**

Typefully is an editor for drafting and scheduling posts, with an API, MCP and AI writing.

2 **There is a free plan**

1 social set, 1 user and 10 posts a month, with advanced scheduling, API and MCP access and limited media uploads.

3 **It runs on 2 platforms**

Web and macOS.

4 **Focused editor**

A high-fidelity editor with auto-numbering for threads, long-form posts, polls, tagging and previews of threads, mentions and media.

5 **Cross-posting**

One draft publishes to X, LinkedIn, Bluesky, Threads and Mastodon, and the plan table lists Substack as well.

6 **AI writing**

A writing assistant to rewrite and improve drafts and add image descriptions, available from the Creator plan.

7 **A 2.2 GPA, above 16 of 49**

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

8 **Keep it**

The plain part of Typefully you could make: calendar and reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

Typefully at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web, macOS
MADE BY Typefully Inc.	CATEGORY Social Media Schedulers
OUR GRADE 2.2 GPA, fair	

The report card

Best for drafting threads and posts

Typefully is an editor for drafting and scheduling posts, with an API, MCP and AI writing. The free plan is 1 social set and 10 posts a month, and no paid prices could be read from its page. X analytics and AI writing need the Creator plan.

TOOLGPA REPORT CARD

Typefully

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No plan prices could be read from the page, so it sits mid-table by default.
Free plan and trial	C	Free plan: 1 social set, 1 user and 10 posts a month. You'll hit 10 posts quickly.
Features	C	Editor, cross-posting, AI writing, collaboration and API. X analytics and AI writing are Creator-plan features.
Ease of use	C	No store rating on record. Accounts to connect.
Platforms and integrations	B	Web and Mac, with Claude, ChatGPT, Notion, Slack, Raycast and Zapier on the list.

Grade point average — Fair, out of 4.0 **2.2**

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 Typefully is for

- ✓ Fits if you are a writer who drafts threads and posts
- ✓ Works for people who work through AI assistants and want an API

Who it is not for

- ✗ Tight if you stay free: 10 posts a month and 1 social set
- ✗ Skip it if you want visible prices, since the page loads them with JavaScript and we couldn't read them
- ✗ Watch out: the Creator plan is billed annually only, per the page
- ✗ Watch out: teams, roles and up to 50 social sets are on Business, priced per social set and billed yearly

Good to know

Good for

- ✓ Writers and creators who draft threads and posts
- ✓ Marketing teams and agencies sharing drafts for feedback
- ✓ People who work through AI assistants and want an API

Worth knowing

- ⓘ The pricing page loads its dollar amounts with JavaScript, and they could not be read, so no plan prices are recorded here.
- ⓘ The Free plan is capped at 1 social set, 1 user and 10 posts a month.
- ⓘ X analytics and AI writing features need the Creator plan, which the page says is billed annually only.
- ⓘ Teams, roles and up to 50 social sets belong to the Business plan, priced per social set and billed yearly.

What it costs

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

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

> **No plan prices could be read from the page, so it sits mid-table by default.**
>
> From our grade for value for money

We could not confirm Typefully's current prices from its own site, so this guide lists no plans. typefully.com has them.

What it does

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

2

Places it runs: Web and macOS

Writing and scheduling for X, LinkedIn, Bluesky and Threads. Here is what it does, as its own site describes it, and what it covers: public API, AI features, real-time collaboration, calendar, reports.

"

Editor, cross-posting, AI writing, collaboration and API.

From our grade for features

Focused editor

A high-fidelity editor with auto-numbering for threads, long-form posts, polls, tagging and previews of threads, mentions and media.

Cross-posting

One draft publishes to X, LinkedIn, Bluesky, Threads and Mastodon, and the plan table lists Substack as well.

AI writing

A writing assistant to rewrite and improve drafts and add image descriptions, available from the Creator plan.

Collaboration

Shared drafts, comments, Slack notifications, teams and permissions, with collaborative writing on the Business plan.

X analytics

Detailed metrics, profile conversion rate and tweeting streaks, with CSV download, from the Creator plan.

API, MCP and agents

The free plan includes agents, API and MCP access so AI assistants can queue drafts and manage the calendar.

Where it runs

Web · macOS

What it works with

Claude · ChatGPT · Notion · Slack · Raycast · Zapier

Typefully is made by Typefully Inc.

PART 04 · STANDING

Where it stands

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

16/49

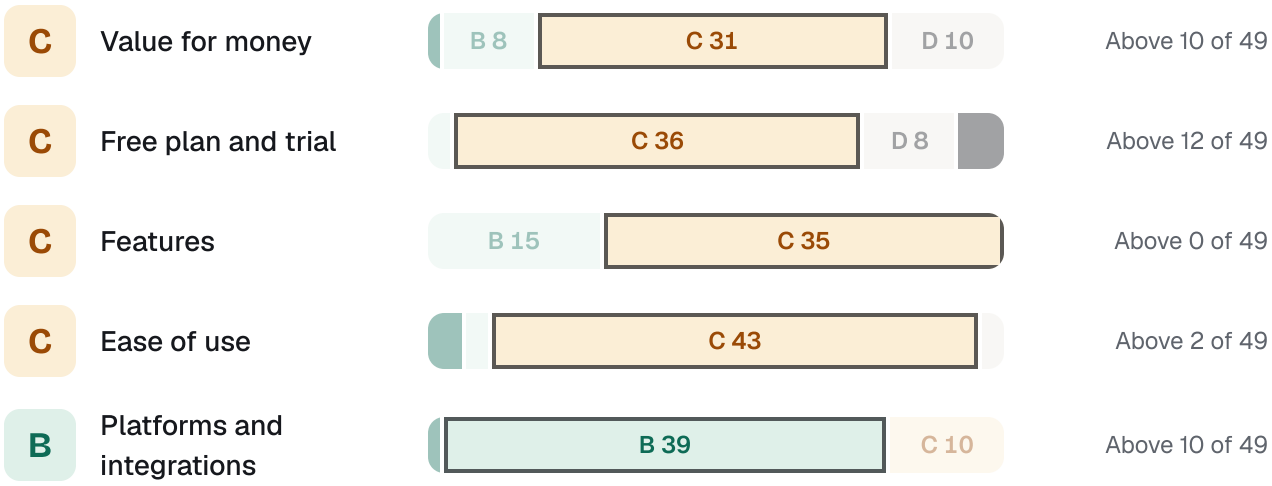
Other social media schedulers it is graded above

Typefully's GPA of 2.2 is higher than 16 of the 49 other social media schedulers we grade, and level with 16.

It stands best on platforms and integrations (B, above 10 of 49) and worst on features (C, above 0).

Each grade against the category

Every bar is all 50 social media schedulers we grade, cut by the letter each got. Typefully'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

The plain part of Typefully you could make: calendar and reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 17 of the 49 other social media schedulers grade higher.

What you could make

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

What you could not

- A real app for macOS. Something home-made would be a web page.
- Several people working in it at the same moment.
- It plugs into other products, Claude, ChatGPT and Notion among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: roles and permissions.

What this rests on. Typefully'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, Hypefury, Taplio, Publer and FeedHive

The 5 tools Typefully 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 Typefully lists a macOS app.
- Only Buffer lists iOS and Android apps.
- Only Buffer lists a browser extension.

Typefully and Buffer compared in full

2.2 GPA

Hypefury

Free trial · from $5/mo

Post scheduler for creators on Bluesky, Threads, LinkedIn and more.

- Typefully has a free plan. Hypefury does not, though it has a free trial.
- Only Typefully lists a macOS app.
- Typefully also covers calendar.

Typefully and Hypefury compared in full



2.0 GPA

Taplio

Free trial · from $32/mo

LinkedIn post writing, scheduling and engagement tool.

- Typefully has a free plan. Taplio does not, though it has a free trial.
- Only Typefully lists a macOS app.
- Only Taplio lists a browser extension.

Typefully and Taplio compared in full



2.6 GPA

Publer

Free plan · from $4/mo

Social media scheduler priced by connected accounts and members.

- Only Typefully lists a macOS app.
- Only Publer lists iOS and Android apps.
- Only Publer lists a browser extension.

Typefully and Publer compared in full



2.2 GPA

FeedHive

Free trial · from €15/mo

AI social media scheduler with automation and agent connections.

- Typefully has a free plan. FeedHive does not, though it has a free trial.
- Only Typefully lists a macOS app.
- Typefully also covers calendar and reports.

Typefully and FeedHive compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Typefully free?

Typefully has a free plan. 1 social set, 1 user and 10 posts a month, with advanced scheduling, API and MCP access and limited media uploads.

What platforms does Typefully work on?

Typefully is available on Web and macOS.

Does Typefully have an Android app?

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

Does Typefully have an iPhone app?

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

Is Typefully open source?

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

Does Typefully have an API?

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

What does Typefully integrate with?

Typefully's listing names Claude, ChatGPT, Notion, Slack, Raycast and Zapier.

Who makes Typefully?

Typefully is made by Typefully Inc.

What are the alternatives to Typefully?

The closest alternatives to Typefully in our directory are Buffer, Hypefury, Taplio, Publer and FeedHive.

How does Typefully compare with other social media schedulers?

Typefully's GPA of 2.2 is higher than 16 of the 49 other social media schedulers we grade, and level with 16.

Could I make my own version of Typefully?

The plain part of Typefully you could make: calendar and reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Typefully'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 Typefully'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 Typefully Inc. Prices change, so check typefully.com before you buy.

typefully.com/pricing

typefully.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

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.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Typefully, kept up to date

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

toolgpa.com/tools/typefully

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Typefully, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 50 social media schedulers we grade, compared

Buffer Insider's Guide

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

2.8 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

Mixpost Insider's Guide

Self-hosted social media scheduler sold with a one-time license

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 Typefully'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. Typefully is a trademark of its owner, and this guide is not made, paid for or approved by Typefully Inc. Prices and plans change: check typefully.com before you buy.