

You're listening to the Rockbition Business Podcast, episode number one. We're going to talk about my three favorite social media scheduling tools. Stay tuned.

Hi. I'm Nancy Halligan of Rockbition.com and I teach musicians and music venues how to use digital strategies and platforms to promote their music and shows. I've been a musician for most of my life and I've even owned a music venue so I bring a unique perspective to promoting because I can understand what both sides are trying to achieve. This is the Rockbition Business Podcast.

In today's episode, we're going to talk about scheduling for your social media posts. There are three platforms that I recommend. Two of them do have a free plan and I totally recommend going with free because most people don't have a budget right away, so for the free plans, I want to talk about, the first one is Buffer App.

That one I really, really like because it does have a browser extension so it's easy to share from the browser if you find something that you want to share to one of your social media accounts. You can literally just click a button and share it. So I really, really like that feature. For free, you're going to get three total social accounts, so you could say maybe one Facebook page, one Instagram account and then say, one twitter account. For each of those accounts, then you can schedule up to ten posts.

If you wanted to upgrade and get a little bit more, you could pay \$10 a month, you'll get 10 social media accounts and up to 100 scheduled posts per social account, so that's quite a bit more, and if you were in the process, say you have a whole bunch of shows lined up and you just want to post them all out. You'll probably want to pay the \$10 a month just so you could schedule your posts out and literally, you could just set it and forget it, which is nice because you don't want to have to remember to go back and post these things over and over again. So that's for Buffer App.

The next one is Hootsuite. HootSuite also has a free account close to Buffer, they have three social profiles and you get 30 scheduled messages. I believe that that's also 30 total between the three accounts, so like Buffer, that could probably equal out into the 10 scheduled post per account. For \$20 a month, they do offer on their paid plans a free 30-day trial, so it's nice to be able to try it out anyways, to see if you do like it and I would say check out all these, anything that has a free trial, check it out. Worse case scenario, you don't like it. You can just cancel the account.

For the paid plans for HootSuite, we're looking at \$19 a month and that gives you 10 social profiles but it gives you unlimited scheduling and it also gives you bulk scheduling which is the other feature that I like. So when you go in, you can actually write everything out into a spreadsheet and it'll tell you which fields to put in and then what you can do is just upload that spreadsheet and all your posts will be scheduled, you just have to tell it where to go. That is a nice feature.

I did try Hootsuite for a while. I didn't like it for one reason, because I was doing some posting for a music venue and it's kind of hard to keep changing how and what you're saying about a specific show and I like to post to Twitter multiple times per day because it moves so fast on Twitter that the person who saw it at 8:00 a.m., if 20 other people didn't see it, they might see it at 2:00 p.m. or they might see it at 4:00 p.m. or 10:00 p.m. so I was scheduling a lot of multiple posts and if you had to say them a different way, Hootsuite does not allow you to repeat your information, so if you write out a tweet one way and go to post it in your scheduler, then you can't copy and redo it for a different time. You have to move your words around and change what you're saying a little bit, so I was coming up with 10 and 15 different ways to say the same thing. That is why I ended up moving on to my favorite scheduler Meet Edgar.

Now the thing is about MeetEdgar, it's \$49 a month. Like I said in the beginning, I do not recommend you, if you don't have the budget, don't pay for it. For me, it's a crossover to it saves me time and it actually saves me money because I'm doing other things now in that time that I would have spent trying to think up all those 15, 20 different ways to say the same thing about a show. So for me, I can actually put one tweet in and have it repeat four or five times a day until the day of that show and the other thing I like about MeetEdgar is that I can also expire that tweet, so when I'm doing a tweet for a venue, for a show, I can say, maybe like six o'clock the night of the show, it doesn't need to tweet anymore. At that point, we're probably not getting someone in, but I can expire it anytime I want to on that day and then it will not go out again, so I do like that feature.

I'm not totally sure if they have a free trial. They might but it is 49 bucks a month. It includes 25 social media accounts, and you can do pages, profiles. You can also post to groups now, which I like with these too because I run a couple different groups, so then you can have your Twitter, your LinkedIn, which also posts to your profile or your company page. What they give you, it's called a library for your content. It's completely unlimited. You can put as much stuff in there or as little stuff in there as you want, and they also help you with your account set up and going over your social media strategy, so I really like that about them too, and I have to say, the reason I stay with them is because when I actually first started using them it was \$79 a month which is pretty expensive and after about six months, they sent an email out and they came down to \$49 a month so I was pretty stoked about that.

But like I said, it saves me a lot of time every week and every month, in posting so I can just pop in there, put my one thing in, tell it when to stop and boom. I'm done.

So those are my three favorite social media posting tools, and again they are Buffer, Hootsuite, and MeetEdgar. I hope you find these helpful. If you find something that you like because everybody's always trying to come up with new stuff. If you find something that you like, please drop me a line at [podcast@rockbition.com](mailto:podcast@rockbition.com). I'd love to hear about it. I'd love to hear why you like it and I may end up trying it out and talking about it. See you next episode.

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