Battlecard: Social media platforms compared

Criteria	Hootsuite	sprinklr	sproutsocial	buffer
Multiple account management	Supports managing up to 35 social profiles across multiple networks.	Supports managing up to 50 social profiles across multiple networks.	Supports managing up to 20 social profiles across multiple networks.	Supports managing up to 25 social profiles across multiple networks.
Content scheduling	Supports scheduling posts in advance on various social media platforms.	Allows scheduling posts, content calendars, and campaigns.	Allows scheduling of posts, tagging, and campaigns.	Allows scheduling of posts, and posts can be queued for later.
Analytics	Offers detailed analytics on engagement, reach, and other metrics.	Provides in-depth analytics, including real-time data and AI insights.	Provides reporting on audience engagement, social media trends, and more.	Offers basic analytics on reach, clicks, and engagement.
Team collaboration	Allows for team management, assigning tasks, and sharing reports.	Offers a collaborative platform for social media teams.	Provides team management, workflow, and collaboration features.	Offers collaboration features like team management and post approvals.
Customer engagement	Provides tools for responding to customer inquiries and complaints.	Offers a customer care platform with AI-powered chatbots.	Allows for monitoring and responding to customer inquiries on social media.	Provides limited customer engagement features.
Social listening	Offers social listening capabilities with customizable streams.	Offers social listening capabilities with advanced AI.	Provides social listening with keyword monitoring and notifications.	Offers social listening with keyword tracking and brand mentions.

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