

What is Loomly?

Loomly is a comprehensive social media calendar tool that offers more than just scheduling. Its features range from post previews and optimization tips to audience engagement analytics. Loomly's prime focus is on businesses that demand a structured, insightful approach to their social media.

With its seamless collaboration features, Loomly promotes teamwork. With real-time notifications, you can easily assign tasks, give feedback on drafts, and keep everyone in the loop. Loomly is therefore suited for teams of all sizes, delivering a consistent brand voice and fast workflow.

While scheduling is at its core, Loomly doesn't stop there. Dive deeper into content performance with detailed analytics, track campaign successes, and gain valuable insights into audience engagement. This data-driven approach empowers you to refine your strategies and make informed decisions for continuous social media growth.

Many other platforms provide comparable features and functions if you're searching for a Loomly alternative for your social media management needs.

Other Loomly Comparisons



Loomly Vs Hootsuite



Loomly Vs Later



Loomly Vs Social Pilot

[See All](#)

What is Buffer?

Buffer is a renowned name in the world of social media management. Known for its simplicity and efficiency, it allows users to schedule, publish, and analyze their posts across various platforms. With a user-friendly interface, Buffer aims to streamline the social media process for both beginners and seasoned marketers.

Buffer's power lies in its user-friendly scheduling and publishing capabilities. Users can effortlessly plan and schedule content, adding images or videos and choosing optimal posting times. The tool's content calendar offers a visual overview of scheduled posts, ensuring a consistent and organized presence on social media platforms. Additionally, Buffer excels in providing insightful analytics and reporting features.

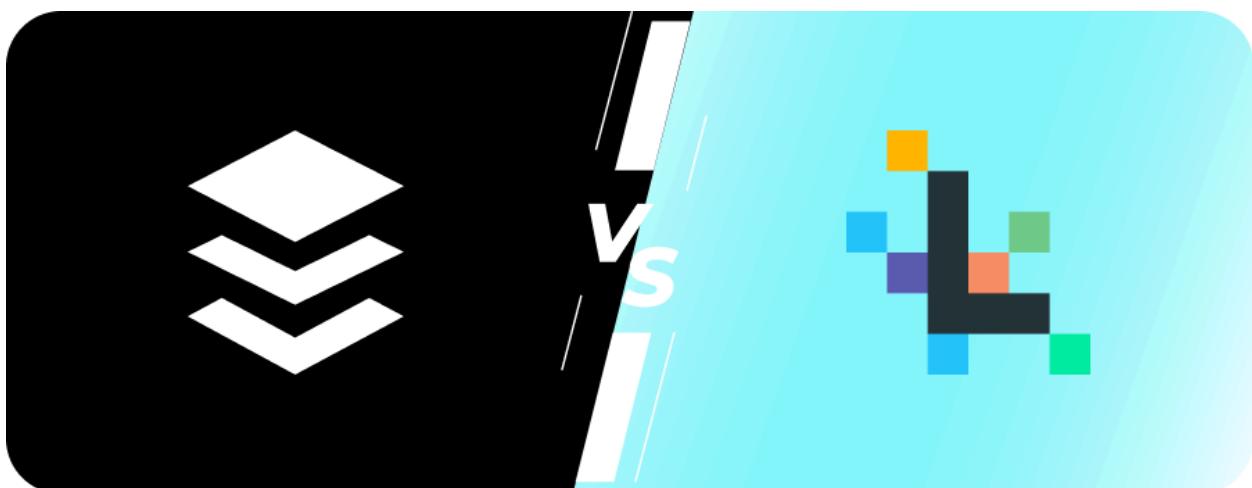
Users frequently commend Buffer for its streamlined approach to social media management. The scheduling feature, in particular, is a major draw, allowing for advanced planning and a consistent online presence. Despite its strengths, Buffer does have limitations, particularly in real-time engagement and platform-specific functionalities.

As a result, some users may find themselves exploring Buffer alternatives that offer different features or more comprehensive solutions tailored to their specific requirements. These alternatives can provide additional functionalities that complement or exceed what Buffer offers, ensuring a well-rounded and effective social media management strategy.

Other Buffer Comparisons



Buffer Vs Hootsuite



Buffer Vs Later



Buffer Vs Sendible

[See All](#)

Overview

Selecting the ideal social media management tool often pivots on complex details that determine one from another. In this guide, we place Loomly and Buffer side by side, offering a thorough exploration of both. With our expertise in the realm of social media tools through RecurPost, we're here to give you an unbiased breakdown.

Loomly and Buffer are both major players in the realm of social media management, each catering to a slightly different set of needs. Loomly positions itself as a combined and user-friendly platform with a focus on content creation and scheduling. It's an excellent choice for small to mid-sized businesses and agencies seeking easy workflow and content optimization. Buffer, on the other hand, is known for its simplicity and ease of use, making it a favorite among solopreneurs and small businesses. It offers clear scheduling and analytics features, making it an ideal choice for those who prioritize simplicity and efficiency.

Loomly vs Buffer: User Rating

Rating Categories	Loomly	Buffer
Star Rating (Out of 5)	4.2	4.4

Meets Requirements (Out of 10)	8.6	9.0
Ease of Use (Out of 10)	8.7	9.3
Ease of Setup (Out of 10)	8.5	9.2
Quality of Support (Out of 10)	8.3	8.9
Product Direction (% positive)	82%	85%

Summary: Buffer leads slightly in the user rating categories, particularly when it comes to ease of use and setup. However, Loomly offers structured planning and analytical insights that make it quite competitive.

Loomly vs Buffer: Feature Comparison

Features	Loomly	Buffer
Pricing (per month in USD)	25\$	15\$
Free Trial	Yes	Yes
Platforms Supported	Major platforms supported	All major platforms
Visual Content Calendar	Yes	Limited
Post Optimization Tips	Yes	No
Audience Engagement Analytics	Comprehensive	Basic

Multimedia support	Yes	Yes
Note on Pricing	Based on social accounts	Pricing varies by feature tier

Summary: On the feature front, Loomly offers complete insights and optimization tips, making it a choice for data-driven strategies. Buffer, on the other hand, highlights simplicity and ease, catering more to those looking for scheduling and publishing.

Pros and Cons of Using Loomly

Pros

- Comprehensive calendar view
- Deep insights and optimization tips
- Streamlined post previews

Cons

- It is good for users looking for a simple tool.

Loomly and Buffer The Bottom Line

Loomly is tailored for businesses focused on comprehensive strategies, offering planning and valuable insights. Buffer, known for its efficiency and clarity, is for those who want a clear scheduling solution. Your choice will hinge on whether you have important insights.

RecurPost as an alternative to Loomly and Buffer

RecurPost provides the best of both worlds, merging features with ease of use.

[Start your 14 day free trial >](#)

Feature	RecurPost	Loomly	Buffer

Pricing (per month in USD)	\$25	Approx. \$25 (Base plan)	Approx. \$6 (per month per channel) For 5 channels-\$5
Free Trial	Yes	Yes	Yes
Bulk Scheduling	Yes	Yes	Yes
AI Content Generation	Yes	Yes (Caption and Twitter posts)	No
Advanced Analytics	Yes	Yes	On higher plans

Team Management	Yes	Yes	On higher plans
Platform Support	Instagram Business Instagram Personal Facebook personal Facebook page Facebook Group LinkedIn Profile LinkedIn Company Youtube Twitter(X) Google Business profile Pinterest Tiktok	Instagram Reels, Stories, posts, Carousels LinkedIn Page Facebook Reels, Stories, posts, Carousels Twitter(X) TikTok YouTube Google Business profile Pinterest Snapchat(through mobile app)	Facebook Page Facebook Group Instagram Business Instagram Creator LinkedIn page LinkedIn profile Twitter(X) Google Business profile Pinterest Mastodon Tiktok Youtube
Caption Customization	Yes	Yes	Yes
URL Shortener	Yes	Yes	Yes

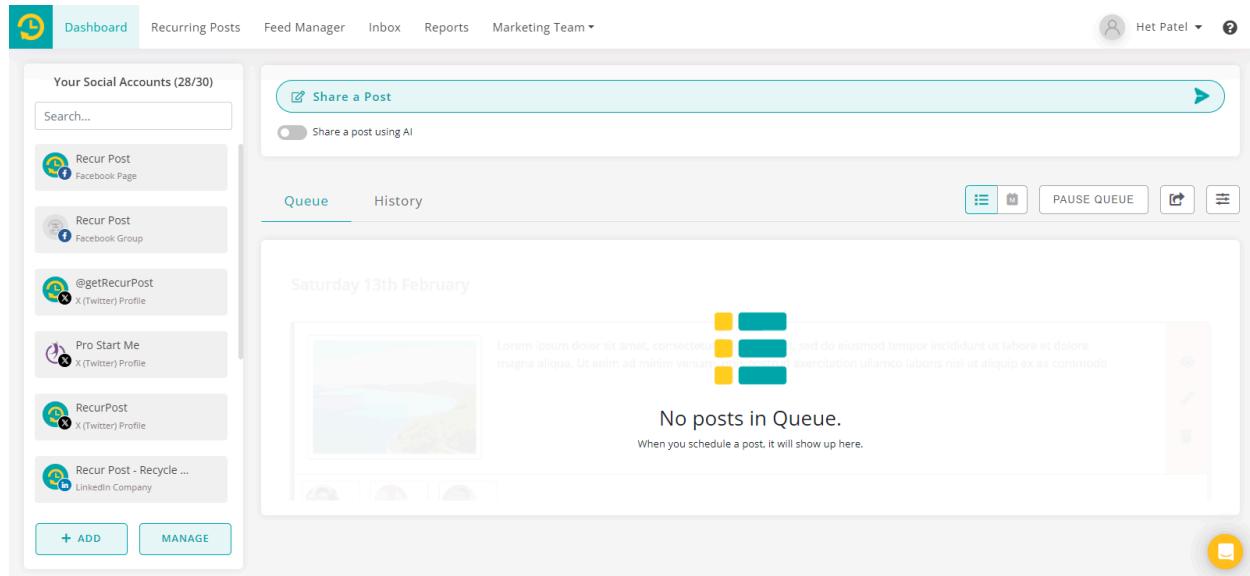
White Label Reports	Yes	No	On higher plans
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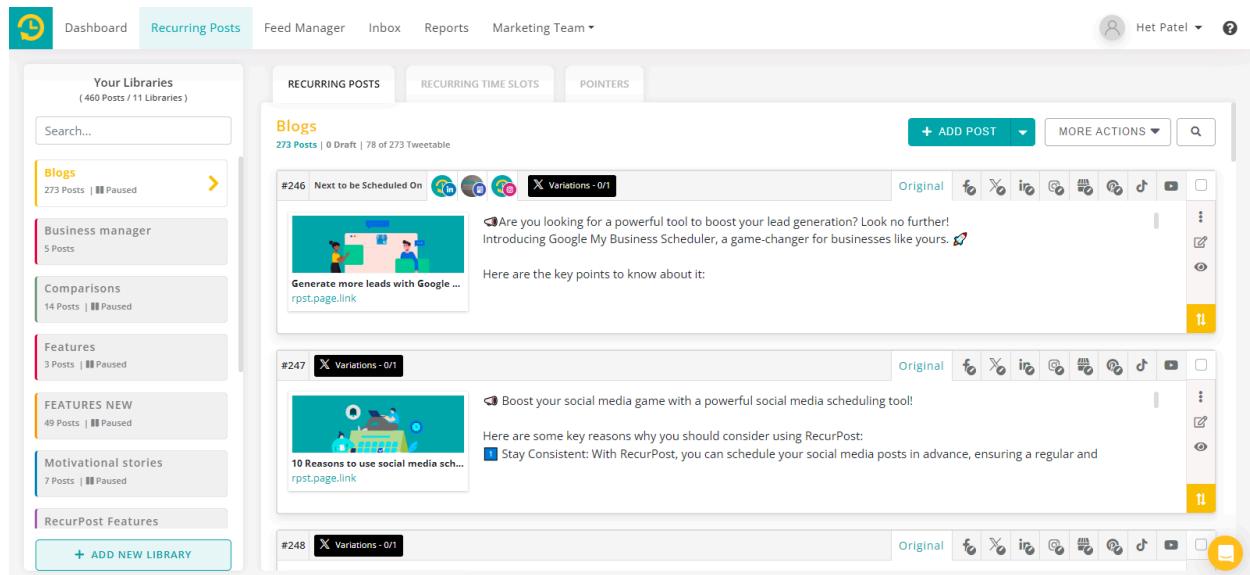
Why RecurPost Is Better Than Loomly and Buffer?

As Loomly and Buffer each have their strengths, RecurPost shines by offering a complete suite that caters to a vast array of needs. Thus, the important question isn't about choosing Loomly or Buffer but why you have yet to consider RecurPost for your social management toolkit.

Recurpost Images



The screenshot shows the Recurpost dashboard. On the left, there's a sidebar titled 'Your Social Accounts (28/30)' with a search bar and a list of accounts including 'Recur Post Facebook Page', 'Recur Post Facebook Group', '@getRecurPost X (Twitter) Profile', 'Pro Start Me X (Twitter) Profile', 'RecurPost X (Twitter) Profile', and 'Recur Post - Recycle ... LinkedIn Company'. Below this are buttons for '+ ADD' and 'MANAGE'. The main area has a 'Share a Post' button and a 'Queue' tab which is currently selected, showing a message 'No posts in Queue. When you schedule a post, it will show up here.' There are also 'History' and 'PAUSE QUEUE' buttons.



The screenshot shows the Recurpost dashboard with the 'Recurring Posts' tab selected. On the left, there's a sidebar titled 'Your Libraries (460 Posts / 11 Libraries)' with a search bar and a list of libraries: 'Blogs' (273 Posts, 0Paused), 'Business manager' (5 Posts), 'Comparisons' (14 Posts, 0Paused), 'Features' (3 Posts, 0Paused), 'FEATURES NEW' (49 Posts, 0Paused), 'Motivational stories' (7 Posts, 0Paused), and 'RecurPost Features'. Below this is a button for '+ ADD NEW LIBRARY'. The main area shows a list of recurring posts. The first post, '#246', is titled 'Next to be Scheduled On' and has a preview image showing a person at a computer. It includes text: 'Are you looking for a powerful tool to boost your lead generation? Look no further! Introducing Google My Business Scheduler, a game-changer for businesses like yours.' The second post, '#247', is titled 'Variations - 0/1' and has a preview image showing a person at a computer. It includes text: 'Boost your social media game with a powerful social media scheduling tool!'. The third post, '#248', is titled 'Variations - 0/1' and has a preview image showing a person at a computer. It includes text: 'Stay Consistent: With RecurPost, you can schedule your social media posts in advance, ensuring a regular and'. Each post has a 'Original' button and a row of social media sharing icons.

The screenshot shows the Recur Post software interface. On the left, the 'Social Accounts' sidebar lists various accounts with their names, icons, and descriptions. On the right, the 'Inbox' section displays a list of messages. The 'To Review' tab is selected, showing 17 messages. The messages are listed with the following details:

From	Message	Time Ago	Starred
Sara Ali	Hello	1 month ago	☆
Muhammad Naveed	Piz I am interested for you...	1 month ago	☆
Uitgaanskant Waterland	I have tried socialoomph. W...	2 months ago	☆
Steve Moyle	Hi, Can you please sort out...	3 months ago	☆
Sya King	With so much joy in my hear...	3 months ago	☆
Victoria Bee	Message BILEEX_cracks on in...	3 months ago	☆
Emma Mery	hi	4 months ago	☆
Victoria Johnny	I think you forgot to pause...	4 months ago	☆

The screenshot shows the Recur Post software interface with a modal window for 'Shared calendar'. The modal has the following structure:

Shared calendar

+ CREATE NEW SHARED CALENDAR

Calendar name	Date range	Calendar status	Shared with	Actions
xyz	19 Mar 24 - 19 Mar 24	Active	4	Copy link Share via email Edit Delete

Below the modal, the main interface shows a list of social accounts and a 'MANAGE' button.

Add a One-Off Post

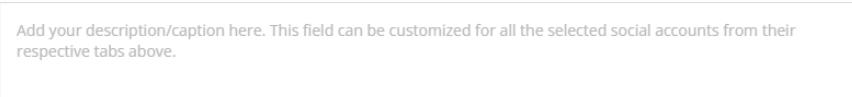
Select social accounts [Select All](#) [Customize](#)

Search social account... 

-  Recur Post [Page]
-  Recur Post [Group]
-  @getRecurPost [Profile]
-  Pro Start Me [Profile]
-  RecurPost [Profile]
-  Recur Post - Recycle You...
-  getrecurpost [Business P...

What do you want to share?

Add your description/caption here. This field can be customized for all the selected social accounts from their respective tabs above.



 #     

Make this a recurring post as well (optional)

Schedule for later

 [CANCEL](#) [POST NOW](#)

Buffer Images

Buffer

Create

Publish

Analyze

Engage

Start Page

Invite Your Team

Calendar

Today

Apr 14 - 20, 2024

Asia/Calcutta

All Posts

All Channels

Week

Month

New Post

Channels

pushpg2006 4

Pushp Goyal 0

flowerboquet 0

Pushp Goyal 0

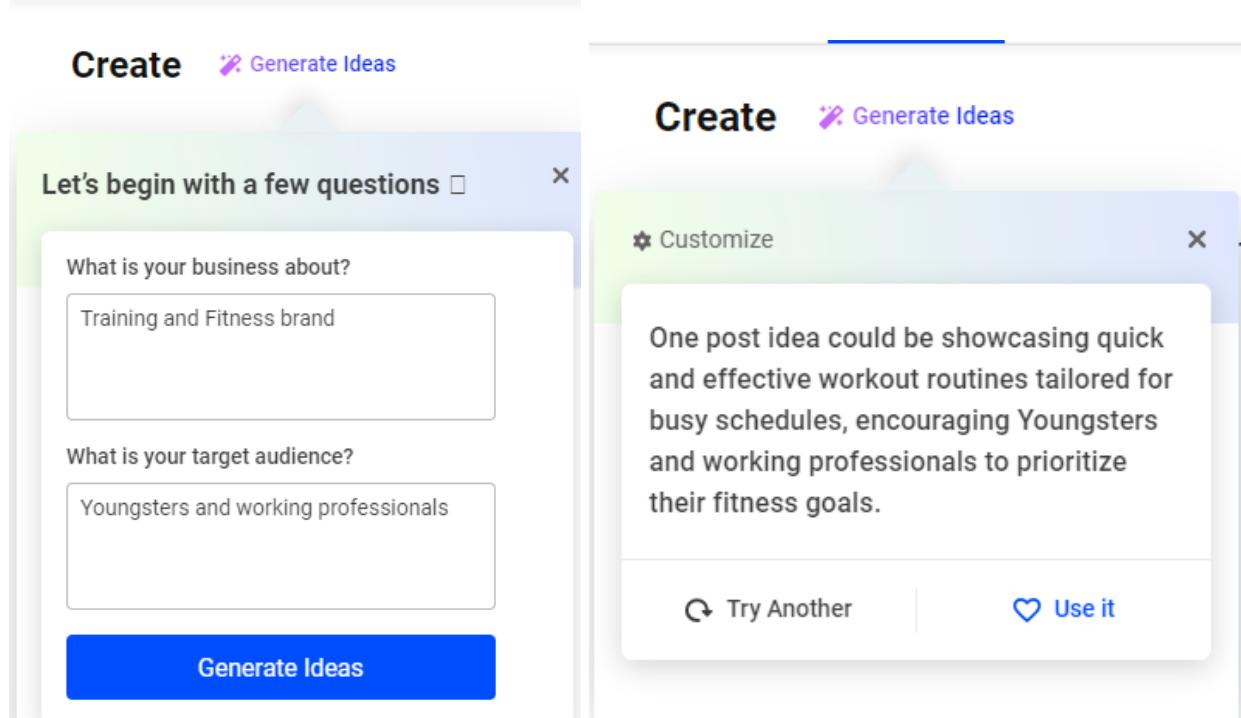
Pushp Goyal 0

New Channel

Manage Tags

Manage Channels

?



The image shows the Buffer Analyze dashboard. The top navigation bar includes 'Buffer', 'Create', 'Publish', 'Analyze' (which is highlighted in blue), 'Engage', and 'Start Page'. A dark blue header bar displays 'You have 4 days left on your free trial.' and a 'Start Subscription Now' button. The main content area features a 'Good afternoon!' message and a 'Totals' section with three metrics: 'Total Audience' (0), 'Total Impressions' (0 100%), and 'Total Engagement' (0 100%). Below this is a 'Looking to succeed at social?' section with a 'Read More' button and a small image of a coffee cup and laptop. A sidebar on the left lists 'Channels' (Facebook, Instagram, Twitter / X, LinkedIn, Shopify) and 'Tools' (Tags, Reports). A 'New' badge is visible next to the Reports icon.

Buffer

Create Publish Analyze Engage Start Page

Invite Your Team

Create Generate Ideas Share Feedback Tags Board New Gallery New Idea

Unassigned 5 + To Do 0 + ... In Progress 0 + ... Done 0 + ... + New Idea

+ New Idea + New Idea + New Idea

1. "Capturing moments that last a lifetime." 2. "Embracing the beauty of simplicity." 3. "Finding joy in the little...

+ New Idea

+ New Idea

+ New Idea

Consider the true essence of...

?

Add a One-Off Post

Select social accounts [Select All](#)

Search social account... 

-  Recur Post [Page]
-  Recur Post [Group]
-  @getRecurPost [Profile]
-  Pro Start Me [Profile]
-  RecurPost [Profile]
-  Recur Post - Recycle You...
-  getrecurpost [Business P...]

What do you want to share? [Customize](#)

Add media 

Upload an image

Generate using AI

Copy an image from the web

Search for an Image

Search for a GIF

My Media

[Preview](#)

 [UPLOAD IN BULK WITH A CSV](#)

[CANCEL](#) [POST NOW](#)

Create Post

Add Tags ▾



Start writing or  Use the AI Assistant

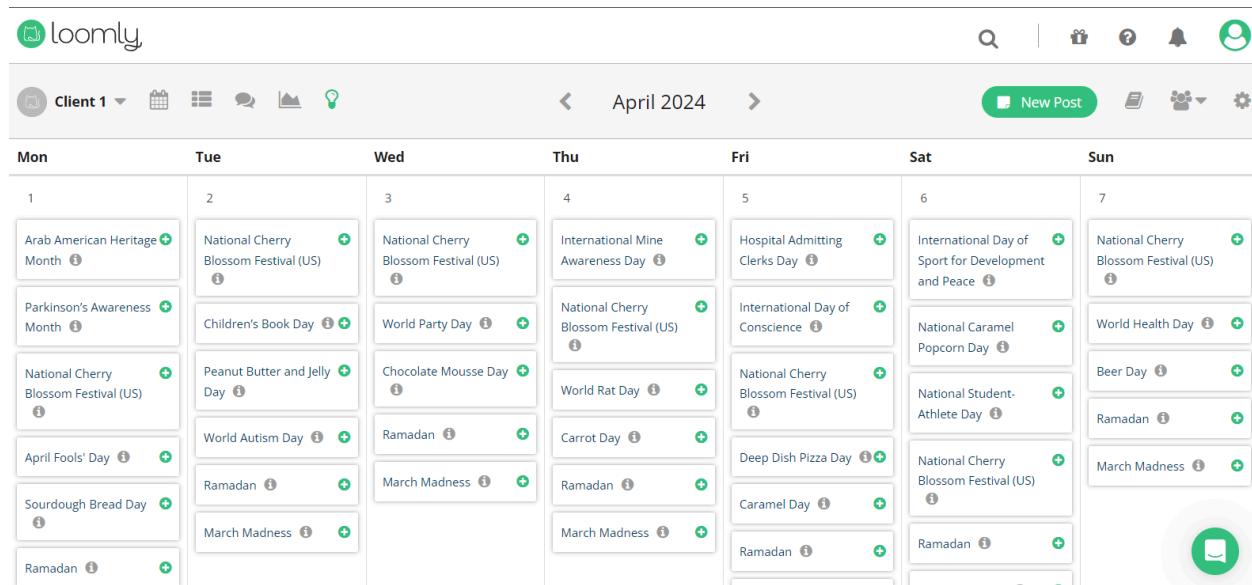
-  Canva
-  Dropbox
-  Giphy
-  Google Drive
-  Google Photos
-  One Drive
-  Unsplash



    AI Assistant

Customize for each network →

Loomly Images



The screenshot shows the Loomly Images calendar interface for April 2024. The calendar is a grid with days of the week as columns (Mon, Tue, Wed, Thu, Fri, Sat, Sun) and dates as rows (1 to 7). Each cell contains a list of events. For example, on April 1st, there are events for Arab American Heritage Month, Parkinson's Awareness Month, National Cherry Blossom Festival (US), April Fools' Day, Sourdough Bread Day, and Ramadan. The interface includes a header with a search bar, a 'New Post' button, and various navigation and settings icons. A green circular button with a white icon is located in the bottom right corner of the calendar area.



The screenshot shows the Loomly Images interface for LinkedIn posts. It features a header with a search bar, a 'New Post' button, and various navigation and settings icons. Below the header, there are two tabs: 'LinkedIn' and 'Loom.ly', with 'LinkedIn' currently selected. A message at the bottom states: 'When you publish your first post including a shortened Loom.ly URL, data will start showing up here. [Create a new post now!](#)' A green circular button with a white icon is located in the bottom right corner of the main content area.

Calendars

[+ Add New Calendar](#)

- All Calendars
- Client 1
- Client 2
- Client 3

Post Overview

Category	Count
Draft	0
Pending Approval	0
Requires Edits	0
Approved	0
Scheduled	1
Published	0
Passed	0
Failed	0

On the Radar

< Wed, Apr 17 | Today | Fri, Apr 19 >

No posts added for this date.

Create a new post

loomly

Client 1 | Month | [New Post](#)

Mon Tue Wed Thu Fri Sat Sun

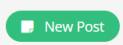
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

National Cherry Blossom Festival (US)

2:40 PM

18

 Client 1     

Social	Filter by Status ▾
LinkedIn	No comments found 
 Comments	



