

# 8 Best AI Tools for Social Media Management

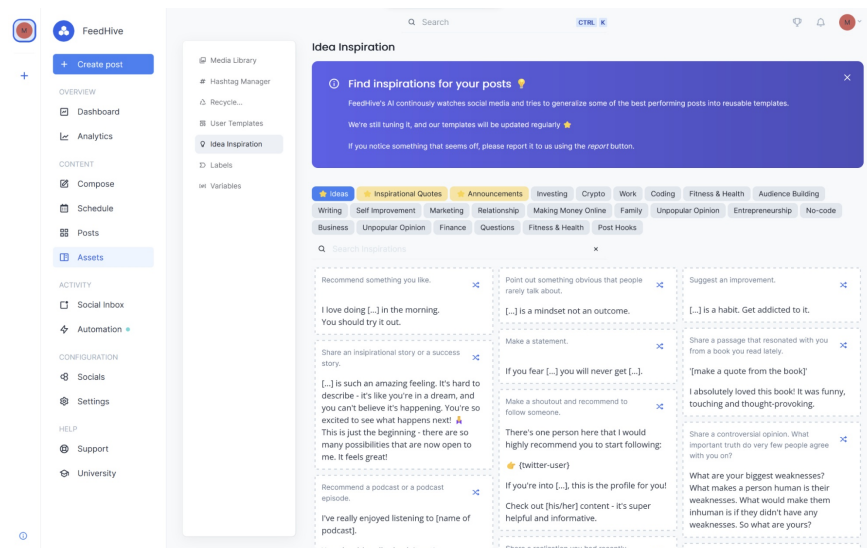
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Consistency is key to success on social media . Maintaining a consistent stream of quality content each week will please the algorithms and reach a wider audience. But producing content, managing posting schedules, and figuring out what your audience wants to read can be challenging—even with a standard social media management app.

But Artificial Intelligence (AI) is changing the game. It will support your social media strategy by creating content, analyzing sentiment, and gathering insights from big data. This will help you make better decisions, understand your audience better, and free up time to tackle higher-value tasks.

From smart workflows that boost productivity to in-depth data analysis of what TV shows your X/Twitter audience enjoys, there's a tool for every situation. Here are 8 of the best AI applications for managing social media!

## FeedHive (Web)

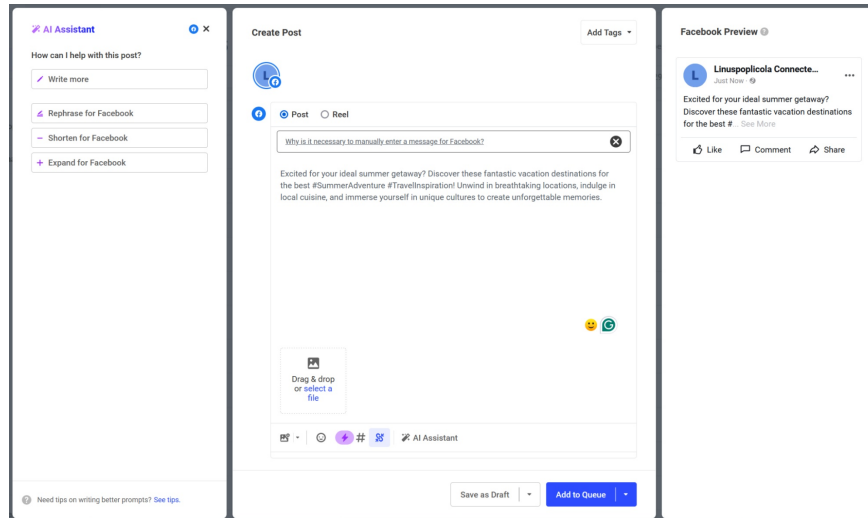


Content creators need to repurpose their content. Taking an old idea and changing the form, creating a fresh perspective, or remixing it with a current trend isn't necessarily a bad thing. On the contrary, as your follower

count grows, your new audience deserves a full understanding of what you stand for, and long-time fans may need a fresh perspective.

FeedHive is a great tool for this. First, it offers an AI writing assistant that works similarly to ChatGPT : Look at the bottom right corner of the screen and click on the icon there. This assistant can generate posts based on your prompts and offer advice on how to succeed on social media. When you open the editor window, you can copy your favorite parts from the content and build your next perfect post. This is just a small part of all the features supported by AI:

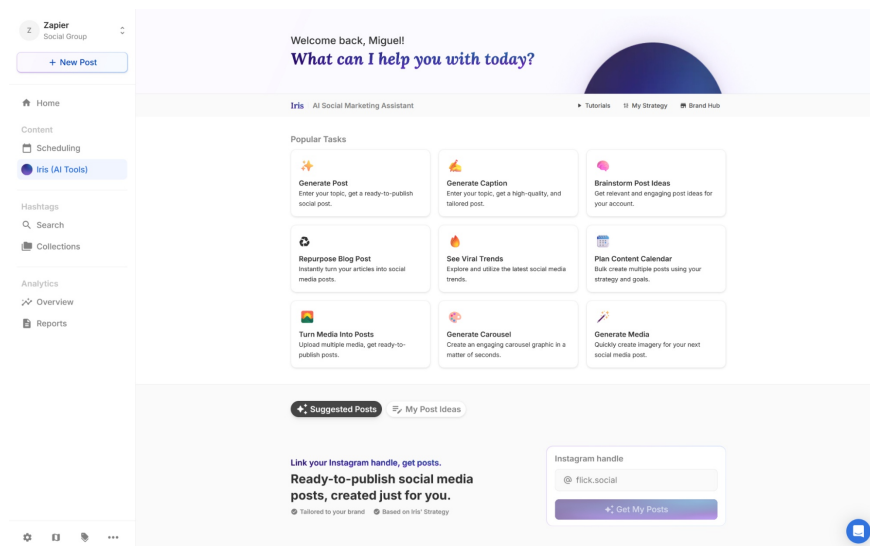
## Buffer (Web, iOS, Android)



Each social media platform has its own rules of interaction. Instagram favors images. X prefers lightning-fast posts. LinkedIn reflects boardroom conversations mixed with office gossip. When you need to work across multiple channels and want to customize your posts for all of them, Buffer is the tool for you.

When you create a new post, look at the left side of the pop-up window and activate the AI Assistant. It will detect which social media channel you're writing on and adjust the output accordingly. After generating the first option, you can move on to more options, request a rewrite, or use the expand/shrink options as needed.

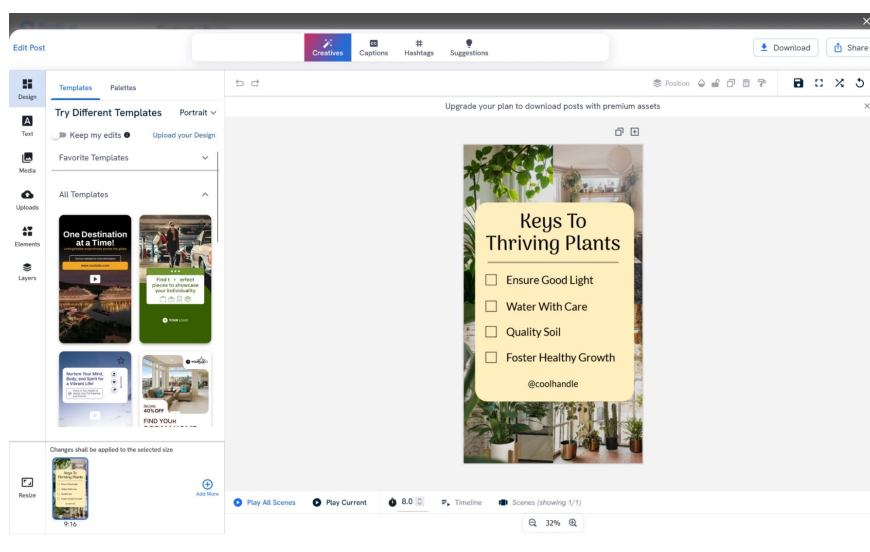
## Flick (Web, Android, iOS)



Keeping your social media channels fresh and relevant can be a tough battle. With Flick, you're not alone: Iris, your AI content assistant, will help. Iris helps you find and store the best ideas, develop potential posts, and then produce them for all your social media channels. To get started, click the *Brainstorm Post Ideas* button. Enter your topic, and Iris will begin searching for general ideas. Add the most promising ones to the list.

Iris then generates four post ideas from the shared concepts. You'll see titles and content suggestions, as well as tips to help you produce them successfully – conduct interviews, create case studies, or use storytelling. Save the post ideas you like, and ask for more if needed.

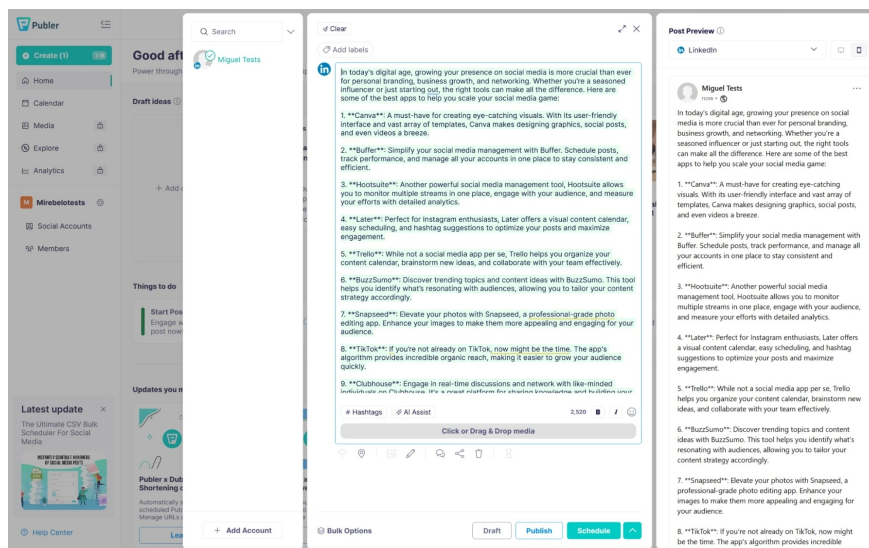
## Predis.ai (Web)



What do you do when you have absolutely nothing and need to create 30 posts immediately? The right answer isn't to fall into a pit of anxiety, but to sign up for Predis.ai. It can help you manage your content, images, and videos with just a short, four-word prompt.

After completing the initial setup, you'll have a few pre-created posts to view. You can choose a classic post (caption + image), or go further and request Instagram animations. It comes with a set of images with a consistent design and basic content that you can edit to your needs. If you don't like a particular image, you can change the layout and color scheme to quickly change the look.

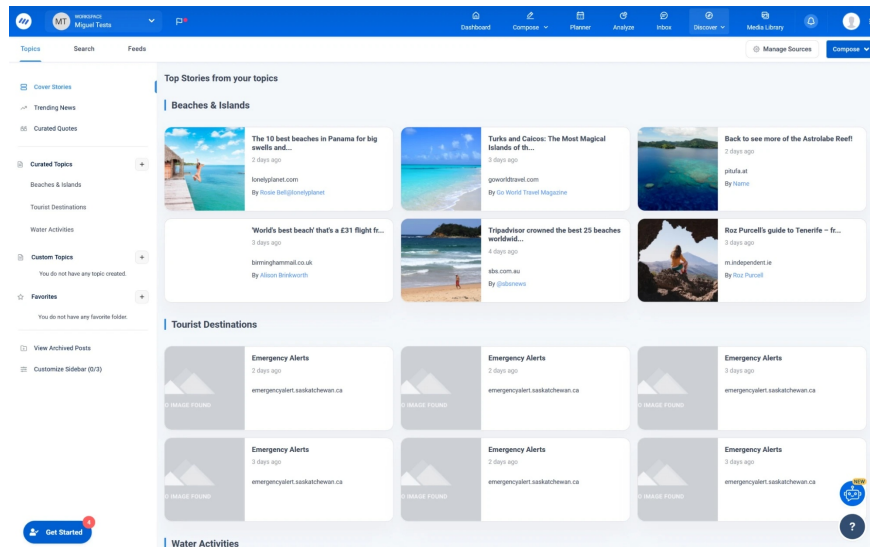
## Publer (Web, iOS, Android)



In a world where dogs aren't walked, holidays aren't enjoyed, and time with friends is a rarity, Publer is the social media productivity superhero that will help bring leisure time back.

Publer is a well-balanced platform, offering a wide range of features with an easy-to-use interface. It includes all the core post scheduling and content management tools, plus a few extra features to help you create content faster and get a better feel for what others are creating.

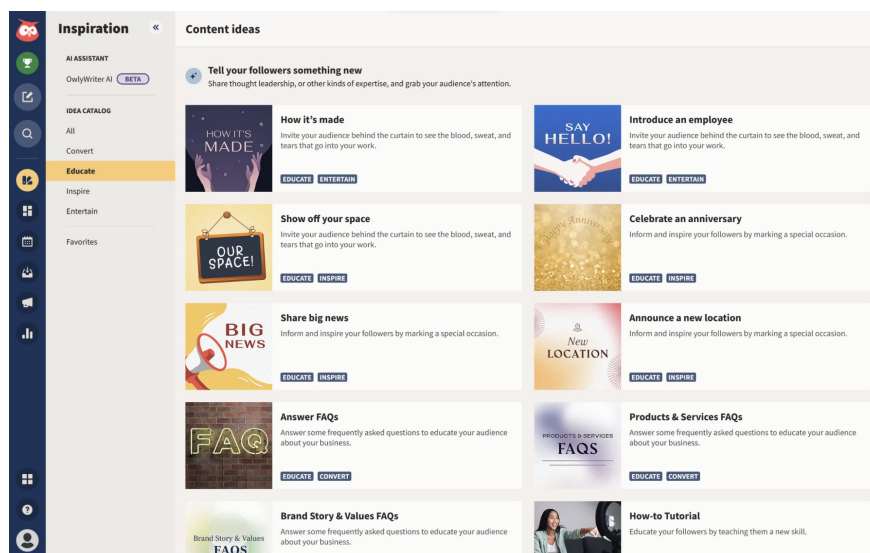
## ContentStudio (Web, iOS, Android)



Your business is already busy enough all day. Keeping track of everything happening across all the topics you're working on can be challenging, especially since social media platforms aren't really great for analytics.

Let ContentStudio do the work. On the top menu, hover over the Discover button, then click Content Feed. Start by adding the topics you want to follow. They will be available on the left-hand menu, so you can easily switch between them. You can also access Cover Stories and Trending News to see general internet trends.

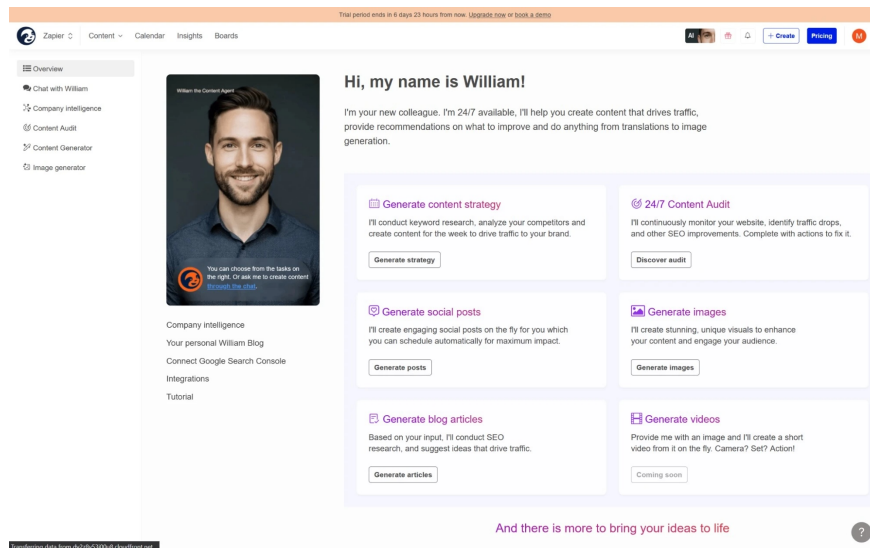
## Hootsuite (Web)



Hootsuite is a big name in the social media management field, currently utilizing its built-in AI tool, OwlyWriter. It can quickly generate new posts based on URLs, provide post ideas, and help you post quickly when caught off guard by holidays. The reason it's the best choice for generating multiple post suggestions is because it includes several common starting points in the content writing formula, so you can implement AIDA (Attention, Interest, Desire, Action) or PAS (Problem, Concern, Solution).

These AI features may seem simple, but their integration into such a comprehensive social media management tool has amplified their power exponentially.

## StoryChief (Web)



Creating content for one channel is already a challenge. Doing the same for multiple channels is a difficult balancing act. It requires creativity, consistency, and clever reusability. StoryChief will help you organize everything efficiently.

During the initial setup, the platform will use AI to collect data from your company's website and understand the products/services you offer. You can then input information about competitors, target audience, content pillars, and brand voice. Surprisingly, this process doesn't require much effort: the choices provided by StoryChief are often very accurate.

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