

Social Media Marketing Software

Create, schedule, publish and review social media activity from one convenient platform.

One dashboard. Seven major platforms.

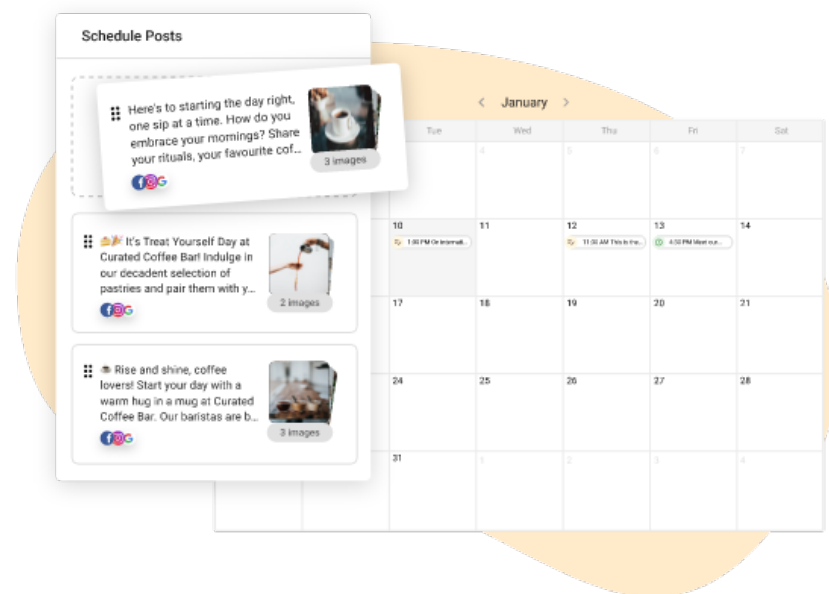
The software connects Facebook, Instagram, LinkedIn, Google Business Profile, X, TikTok and YouTube. A business can prepare content in one place, customize it for each network and schedule it for future publication.

Facebook	Instagram	LinkedIn	Google Business
X	TikTok	YouTube	One Login

Designed to save time

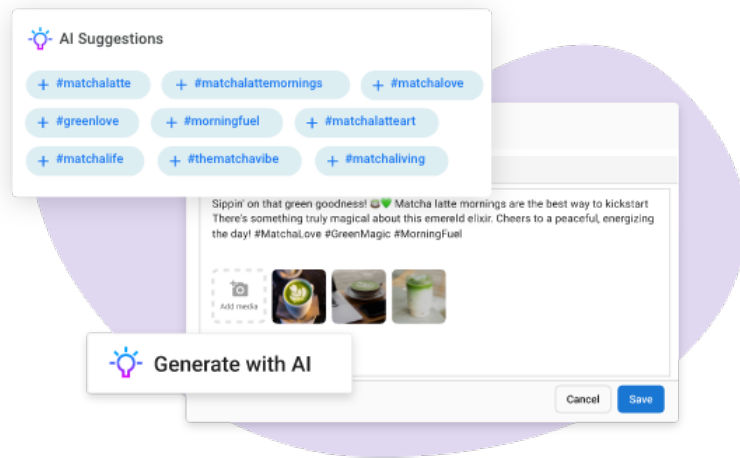
Instead of signing into every social account separately, the business can organize its content calendar and review activity from a central dashboard.

AI-assisted tools can help develop captions, content ideas and multi-post campaigns. Every post should still be reviewed by the business before it is published.

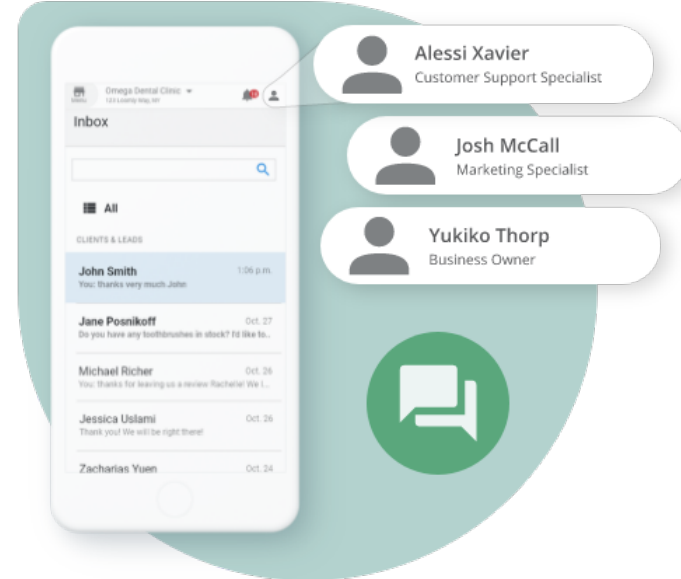


Official Vendasta product screenshot: bulk post scheduling.

Create better content and plan ahead



Hashtag suggestions help improve the reach and relevance of posts.



Collaboration tools help the business and its support team work from the same calendar.

AI-assisted creation

Generate caption ideas, campaign concepts and draft content more quickly. The business remains responsible for checking accuracy, tone and suitability.

Content calendar

Plan posts days or weeks in advance, see what is scheduled and maintain a more consistent online presence.

Images and video

Prepare text, images, carousels and supported short-form video content for the connected social networks.

Team collaboration

Allow authorized users to help prepare, review and approve content without exchanging long email chains.

Understand what is working



Official Vendasta product screenshot: social media reporting.

Performance reporting

The platform brings key social media measurements into one reporting area. Depending on the connected network and available permissions, a business can review activity such as audience engagement, post performance and other useful social metrics.

Reports make it easier to compare content, identify which posts attract attention and make better decisions about future social media activity.

What the software provides

- A central dashboard for connected accounts
- Post creation and future scheduling
- AI-assisted writing and campaign ideas
- Content-calendar organization
- Collaboration and approval tools
- Social media performance reporting

Important distinction

This is social media management software. It does not automatically include a person who creates, reviews and publishes all content for the business. The business owner or an authorized representative remains responsible for account access, content decisions, approvals and customer responses unless a separate managed service is arranged.

Safe and Trusted Canada provides access to established social media technology from Vendasta, a Canadian company headquartered in Saskatoon, Saskatchewan. Product features and social-network integrations may change as the software and third-party platforms are updated.