

# Buffer

## Introduction:

- Buffer is a comprehensive social media management platform designed to help individuals, businesses, and organisations effectively manage their online presence across various social media platforms.
- Streamline content creation, scheduling, engagement, and performance analysis.
- Optimise your social media strategy and enhance your online impact.

## Features:

- Content Scheduling: Schedule social media posts in advance,
- Multichannel Posting: Manage multiple social media accounts from various platforms( Facebook, Twitter, Instagram, LinkedIn, and Pinterest).
- Visual content calendar that helps users plan and organise their social media posts effectively.
- Browser Extension: Share web content directly to their social media profiles with just a few clicks.
- Monitor conversations and mentions related to your brand, industry, or keywords across social media platforms.

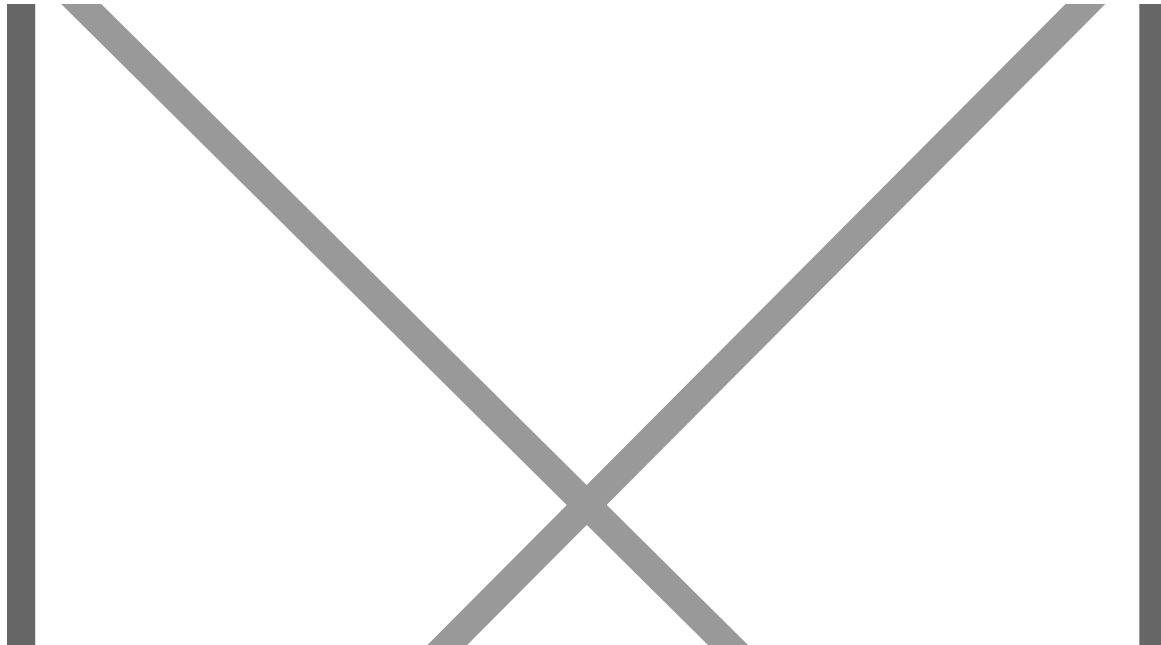
## Benefits for non-profit organisations:

- Offers customizable plans, allowing NPOs to choose features that align with their specific needs and goals.
- Educational content to help NPOs optimise their social media strategies and stay informed about trends
- NPOs can use Buffer to amplify advocacy messages, raising awareness about their causes and driving change.
- Enables NPOs to foster an engaged online community by facilitating discussions, sharing resources, and encouraging involvement.
- Assists NPOs in engaging with donors, sharing updates on projects, and acknowledging contributions.

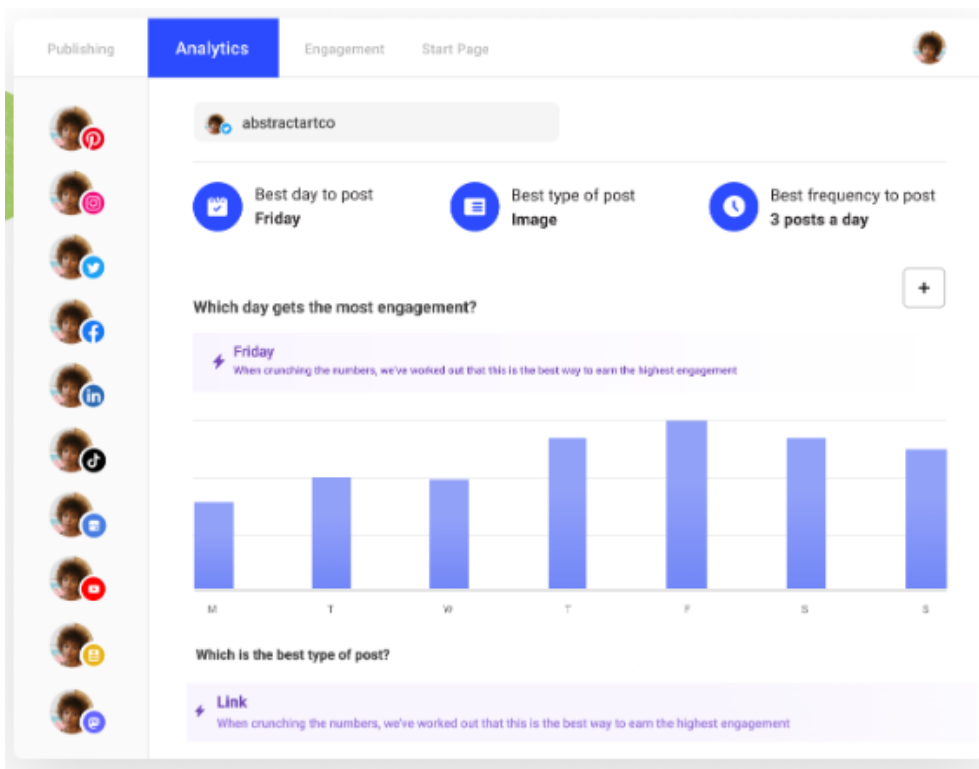
## Supported Database:

- **Relational Databases:** MySQL, PostgreSQL, or Microsoft SQL Server: Profiles, account information, and engagement metrics
- **NoSQL Databases:** MongoDB, Cassandra, or Redis social media posts, comments, and user-generated content.
- **In-Memory Databases:** Like Redis or Memcached - Data caching and real-time interactions.

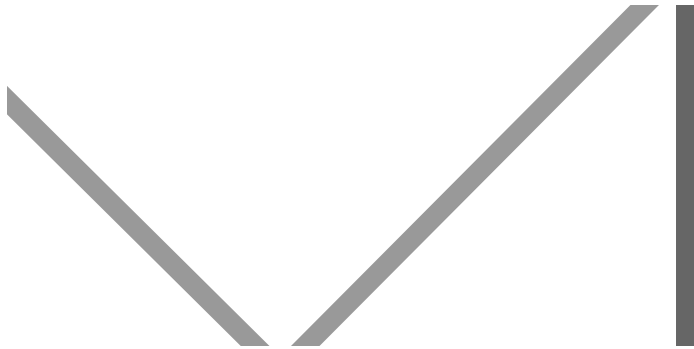
## Pricing:



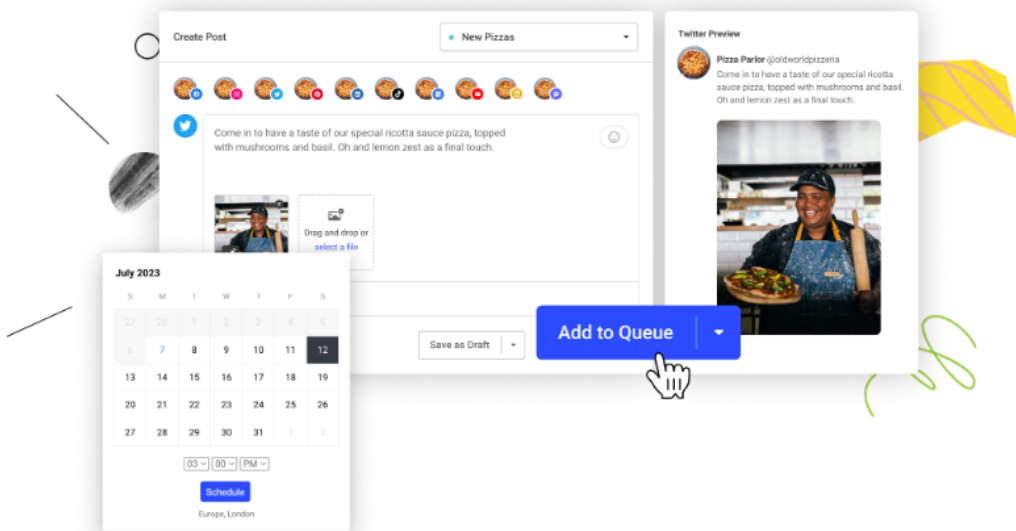
## Graphical Representation:



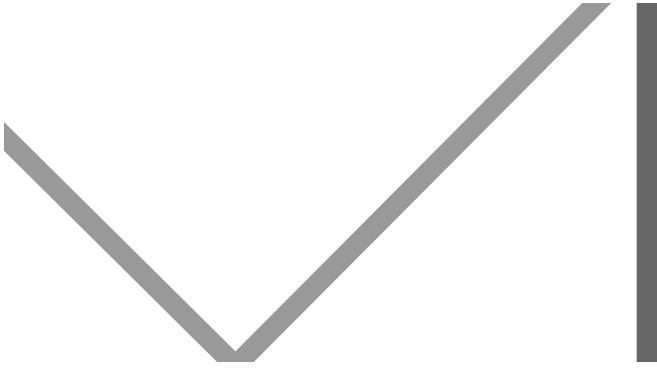
**Figure 1.1:** Share click-worthy content



**Figure 1.2:** Build an engaged audience



**Figure 1.3:** Buffer will publish everything for you to save time, and it'll showcase your work with automated reports.



**Figure 1.4:** With Buffer's permission levels and approval flows, your team can work freely without any micromanagement.

#### Limitations:

- Limited Social Platform Support
- Expensive for Advanced Features
- Limited Automation
- Basic Analytics
- Learning Curve
- No Built-in Content Creation Tools
- Limited Customer Support

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Revision #2

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