



CoSchedule Introduces AI Model Choice With OpenAI, Anthropic, and Microsoft Copilot

Marketers can now choose the AI provider that works best for their team, with Microsoft 365 integration bringing even more context to CoSchedule AI Assistant.

BISMARCK, ND, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [CoSchedule](#), a leading social media marketing software company, today announced enhancements to its AI-powered marketing platform. Customers can now choose which large language model powers their CoSchedule AI Assistant. With this release, users can select from OpenAI (ChatGPT), Anthropic (Claude), or Microsoft Copilot to fit their team's preferences, workflows, or organizational requirements.

"Many marketing teams already have a preferred AI provider, whether it's a personal favorite or a model mandated by IT and security policy," Garrett Moon, CEO, said. "Now when creating content in CoSchedule, they can work with the AI they know and prefer."

The new AI model selection feature provides several key benefits to marketing professionals and organizations:

User Choice and Control: Marketers can select the AI provider that aligns with their organization's existing technology partnerships, data governance policies, and user preferences.

Seamless Experience: For users who prefer not to make a selection, CoSchedule automatically utilizes a default model optimized for the best user experience. This ensures that all users benefit from AI-powered capabilities regardless of their technical expertise or preference for customization.

Built to Evolve: By supporting multiple AI providers, CoSchedule ensures that users can adapt to evolving AI technologies without disrupting their marketing workflows.

Deeper Context for Microsoft 365 Copilot Users

For organizations with a Microsoft Copilot license, Preferred LLM unlocks an additional layer of value. When Copilot is selected as the preferred provider, the CoSchedule AI Assistant can securely access and reference relevant Microsoft 365 data to deliver more informed, context-

aware responses, including content from:

- OneDrive documents
- SharePoint sites
- Outlook emails
- Microsoft Teams conversations
- Online meeting transcripts

To enable this functionality, customers simply connect the Microsoft 365 Integration and select Copilot as their preferred AI provider, giving their AI Assistant organizational context that goes beyond the CoSchedule platform itself.

The introduction of AI model selection aligns with CoSchedule's mission to help marketers organize, execute, and measure all their marketing activities in one place. By providing flexible AI provider options, the platform enables marketing teams to work more efficiently and to create better content.

About CoSchedule

CoSchedule is the world's best social media marketing calendar, trusted by marketers worldwide to plan, organize, and publish content in one place. Built for modern marketing teams, CoSchedule helps them collaborate effectively and turn their social media strategy into results. Learn more at coschedule.com.

To learn more about CoSchedule, visit <https://coschedule.com>.

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