



SoMePoster Positions New Tool as the Best Facebook Scheduler for Small Businesses Publishing Across 35 Platform

New Aalborg-based tool is introduced as a budget-friendly Facebook scheduler for small businesses that also publish to 34 additional blogging destinations

AALBORG, DENMARK, September 26, 2026 /EINPresswire.com/ -- [SoMePoster](#) Positions New Tool as the Best Facebook Scheduler

for Small Businesses Publishing Across 35 Platforms

New Aalborg-based tool is introduced as a budget-friendly Facebook scheduler for small businesses

that also publish to 34 additional social, blogging, and automation destinations

SoMePoster, a social media publishing tool available at

someposter.ai, has launched publicly as a scheduling and cross-posting platform built for small business owners who manage Facebook Pages alongside other networks. The product is designed to

reduce the time spent logging into separate accounts, writing platform-specific posts, and repeating the

same publishing steps across channels.

The launch follows founder Jesper Nissen's work as an SEO consultant and publisher. Nissen has said

the product grew out of the hours he spent managing two-factor authentication, forgotten passwords,

and browser tabs when posting the same update to many accounts. SoMePoster is intended as a

lower-priced alternative to established social management brands such as Buffer and Hootsuite, with a

simpler interface and a wider set of smaller publishing destinations.

One dashboard, 35 destinations

According to the company, users can write a post once, attach media, hashtags, and links, select

connected destinations, and publish immediately or schedule the content. SoMePoster currently lists 35

connections, including Facebook, Instagram, X, LinkedIn, YouTube, TikTok, Pinterest, Threads,

Bluesky, Mastodon, Nostr, Telegram, Slack, Discord, Mailchimp, WordPress.com, self-hosted WordPress, Blogger, Ghost, Dev.to, Telegraph, Webflow, Wix, Shopify, Google Business Profile, Notion, Micro.blog, LiveJournal, Google Drive, Diigo, Raindrop, Pastebin, Directify, n8n, and Make.com.

Nissen said the broader destination list is intentional. Small business owners, he said, often publish beyond Facebook and X, using blogs, newsletters, Google Business Profile, and niche networks that larger schedulers do not always support.

"I built SoMePoster so a business owner could stop bouncing between logins and still reach the places their customers actually read," Nissen said. "Facebook remains the core channel for many local companies, but those same owners also post to Google Business Profile, a blog, a newsletter, or a smaller network. The point of the product is one click from a single screen, at a price a small business can justify."

Facebook scheduling features for small teams

The company is presenting SoMePoster to small businesses first as a Facebook scheduler, with additional publishing layered on top. Features described on the product site and in public product notes include:

Scheduling and immediate publishing. Posts can go live at once or be queued for a future date and time. Users can apply one schedule across selected platforms or set a separate time for each destination.

Nested first comments on Facebook. Outbound links can be placed in a first comment rather than in the Facebook post body. Multiple nested comments can be attached to one post, and comments can be enabled on Facebook while disabled on other platforms.

Cross-posting from Facebook to other destinations. A Facebook update can be published together with posts on social networks and on blogging or documentation platforms such as Blogger, Ghost, Dev.to, Telegraph, Notion, and Micro.blog.

Page analytics used for new drafts. The product can review up to 12 months of Facebook Page

posts,
including likes, comments, and shares, and use that history in its AI Studio to draft follow-up posts modeled on stronger previous updates.

AI drafting. Built-in AI can generate captions, hooks, and platform-adjusted copy from a short brief, including tone, length, hashtags, and emojis.

Agency and assistant access. Users can add multiple brands or companies in one account, invite virtual assistants, and publish across a client's connected accounts in one action.

ChatGPT and Claude access via MCP. The company says posts can be scheduled, edited, and reviewed from ChatGPT or Claude through a Model Context Protocol connection.

Pricing and availability

SoMePoster is available immediately at <https://someposter.ai>. Public statements from the company list a starting price of \$7 per month. Higher-priced plans add more connected accounts and tools such as AI Studio, RSS automations, comment moderation, and assistant access. An agency plan listed at \$79 per month includes 75 accounts and unlimited posts, according to the founder's public product notes.

The official product name on the website is SoMePoster, an abbreviation of Social Media Poster. The service is also referred to publicly as SomePoster.

About SoMePoster

SoMePoster is a social media posting and scheduling platform created by Jesper Nissen, an SEO consultant based in Aalborg, Denmark. The product is built for publishers and small businesses that need to write once and distribute content across Facebook and a long list of additional social, blogging, newsletter, and automation destinations. More information is available at someposter.ai.

Read more here:

<https://jesper-nissen-seo.ghost.io/the-best-facebook-scheduler-for-small-businesses/>
[https://www.reddit.com/r/jespernissenseo/comments/1wo5gpe/best facebook scheduler social media tool for/](https://www.reddit.com/r/jespernissenseo/comments/1wo5gpe/best_facebook_scheduler_social_media_tool_for/)

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Editor's note

This release announces a product launch. Comparative references to Buffer and Hootsuite describe SoMePoster's intended market position as a lower-priced alternative with additional long-tail destinations. Platform counts and plan prices are based on the company's public website and founder statements as of September 2026 and should be confirmed with the company before publication. Screenshots and product walkthroughs are available on request.

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