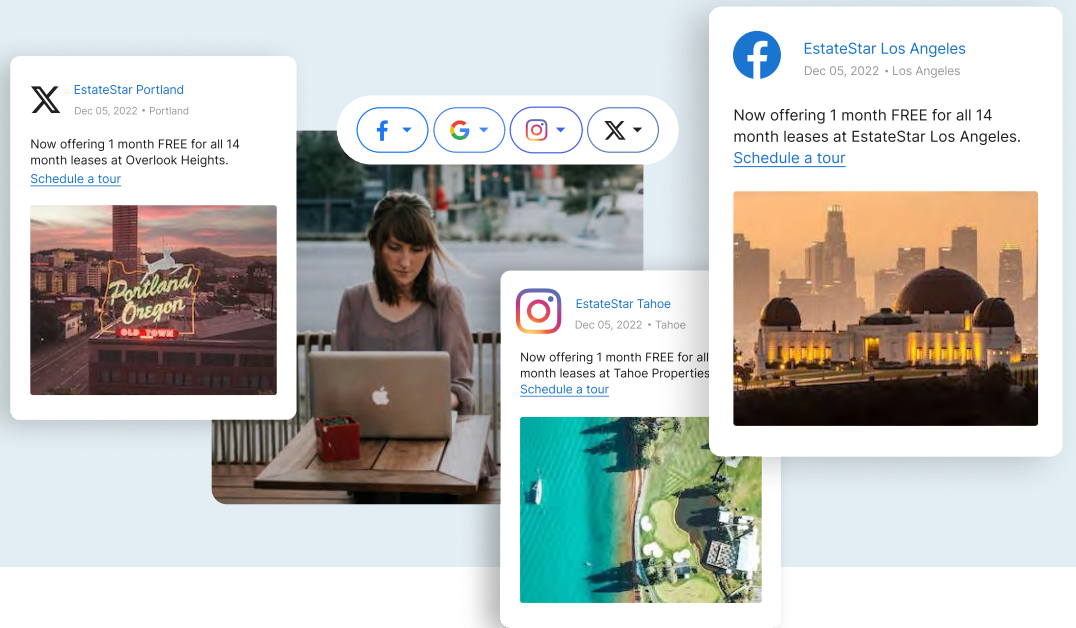# Birdeye

AI-powered social media management for local businesses

Birdeye Social is an AI-powered social media management platform designed for multi-location businesses to strengthen their social presence and reputation.

AI-Powered

Scale your social media presence with AI. Get personalized content recommendations, enter prompts to transform ideas into posts, and reply to comments with ease.
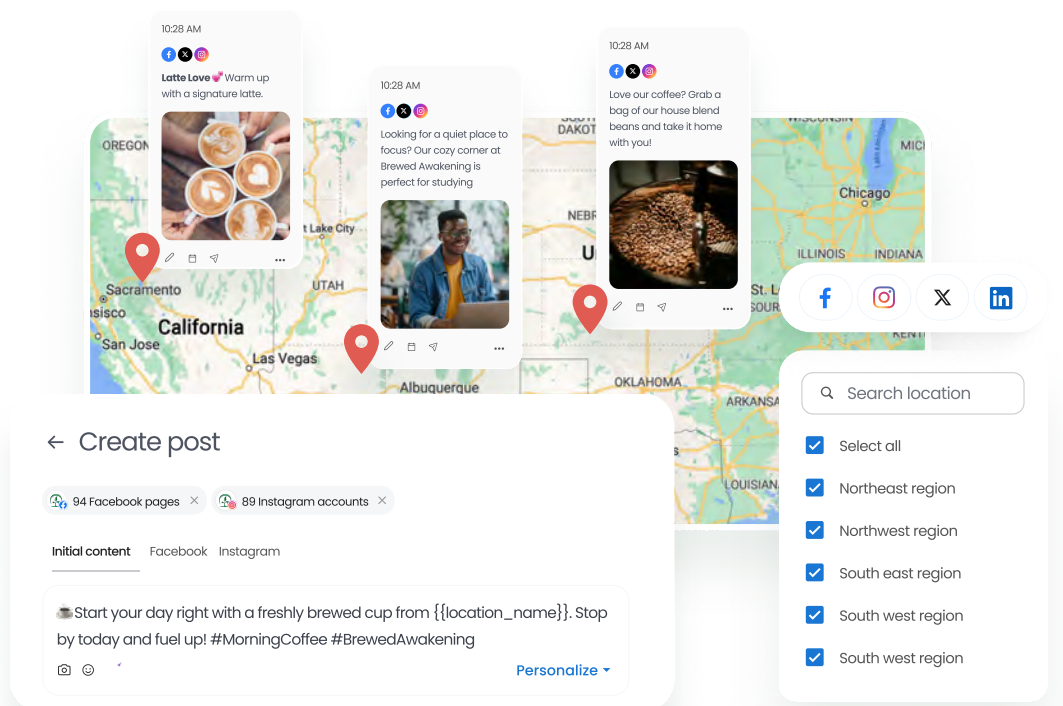
Built for Local

Manage social media publishing, monitoring, engagement, and reporting for multiple social profiles from a single platform designed and priced for multi-location brands.
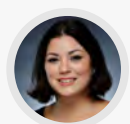
All in one

Manage social media from the same platform you use to manage online reputation, digital communications, and customer experience to save time and get a unified view of the customer experience.

Manage social across locations

Easily create and publish personalized social content for multiple locations from a single dashboard. Personalize posts at scale using location-specific tokens and schedule hundreds of posts across locations in one go.
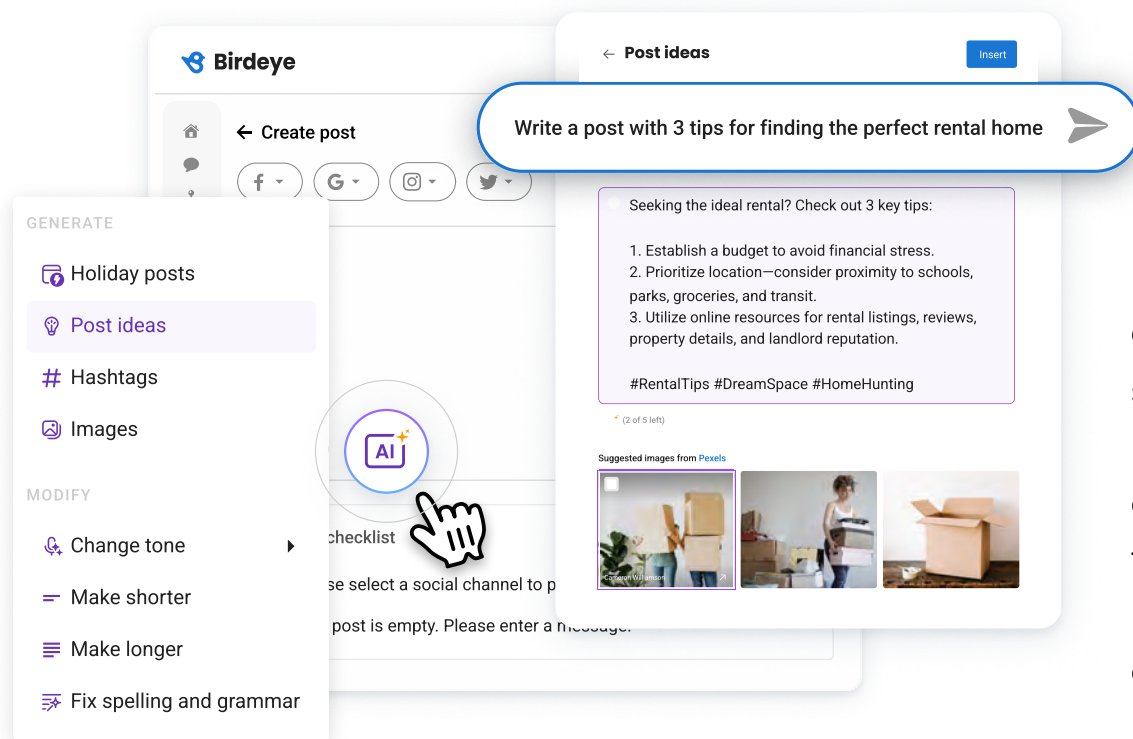
> "It's so important for each of our practices to share their own personalities so they can keep that authentic local presence. Birdeye Social allows us to post across locations while still connecting with our communities."

Meghan S. Bingham
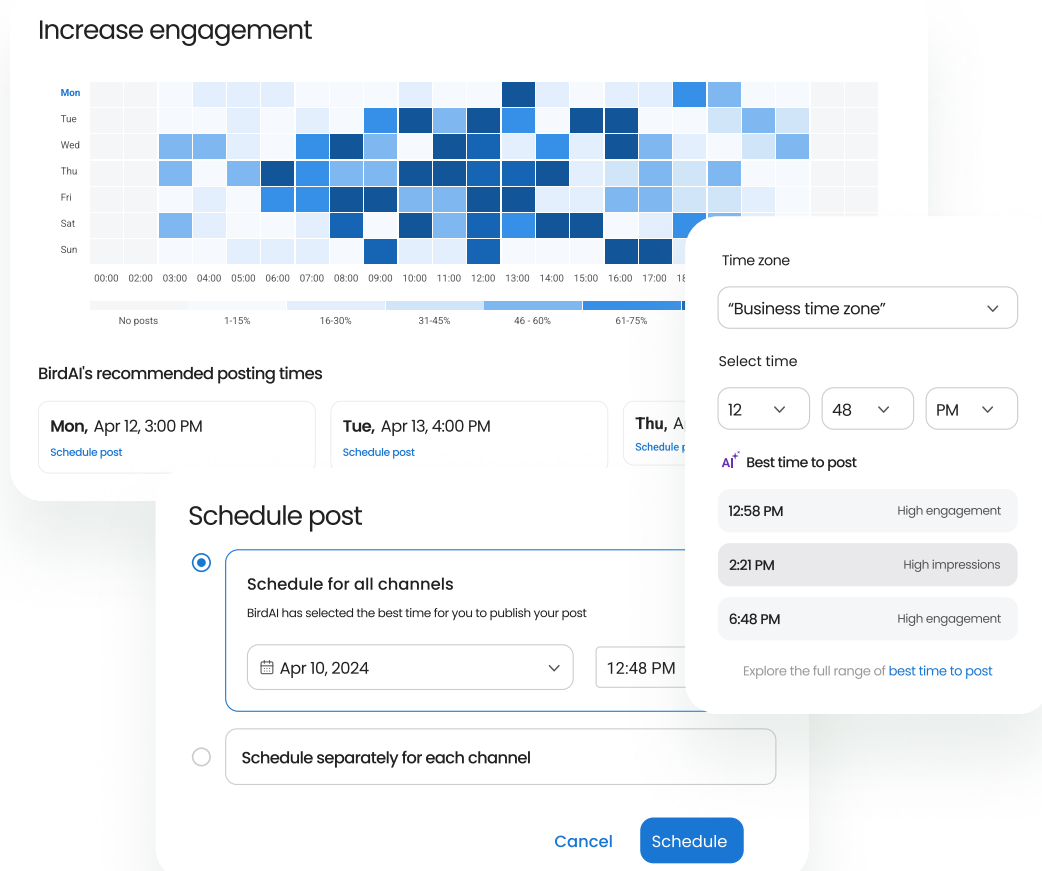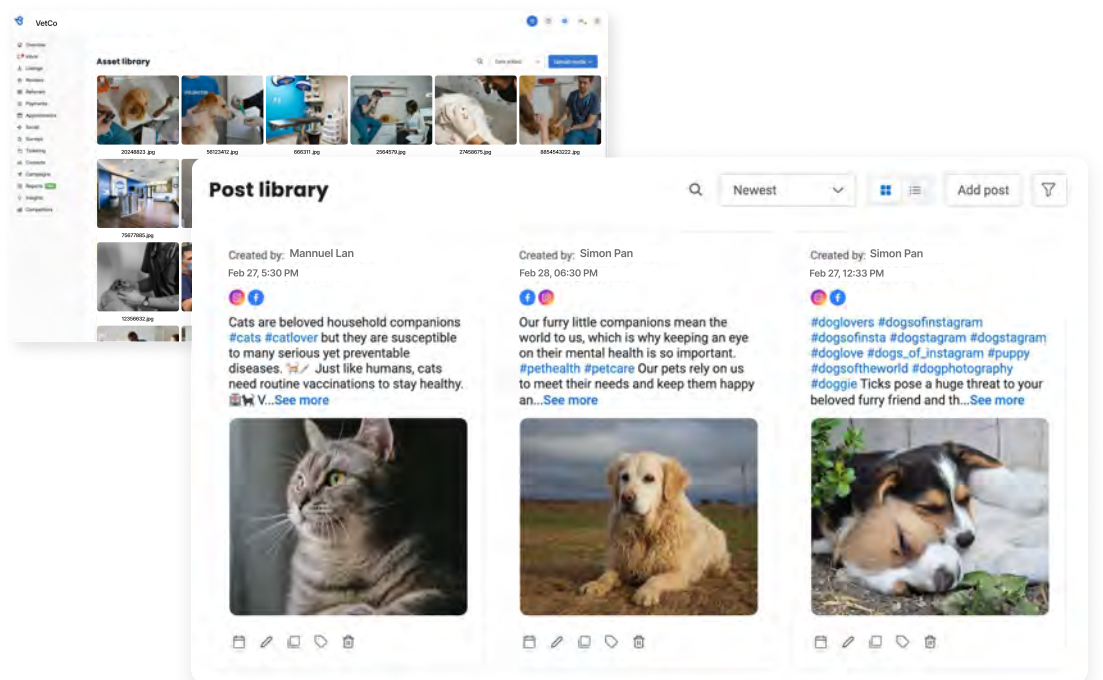Senior Operations Manager, Valley Veterinary Care

Post like a pro with AI

Create social posts in mere minutes. Browse suggested holiday and industry-specific posts or enter an idea for a social post and our AI-powered content generator will do the rest — creating a social post for each network optimized with emojis, hashtags, and image suggestions.
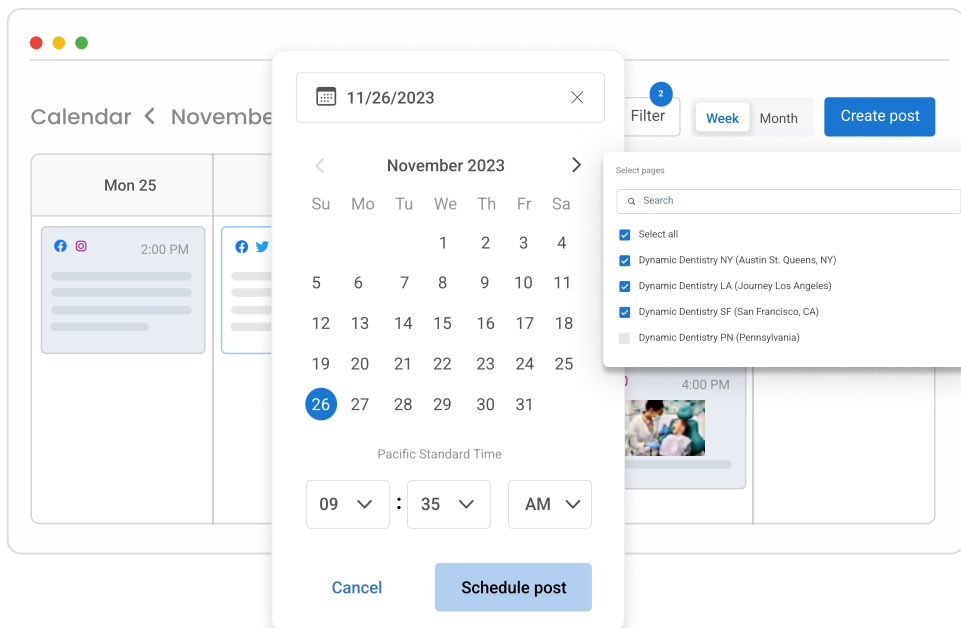
Speed up publishing with post and asset libraries

Build and maintain a repository of your social posts and assets across locations and accounts. Repurpose top-performing content easily to accelerate publishing and boost engagement.

Maximize impact by timing your posts to perfection

50% of social engagement happens within the first hour of posting. Get AI-driven recommendations for the best times to publish content tailored to each channel and desired goal such as maximizing reach or engagement. The recommendations are available at both location and channel levels, which helps you optimize your posts across channels and derive maximum results. You can also analyze post performance by day and time to spot trends and optimize results.
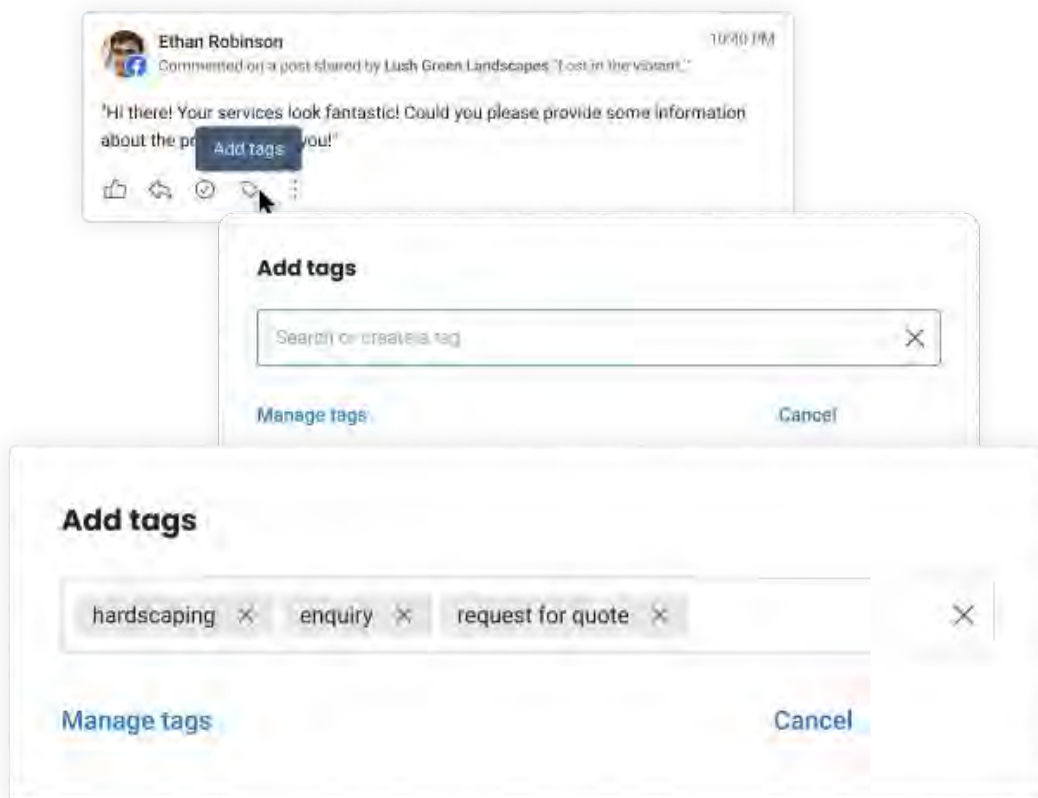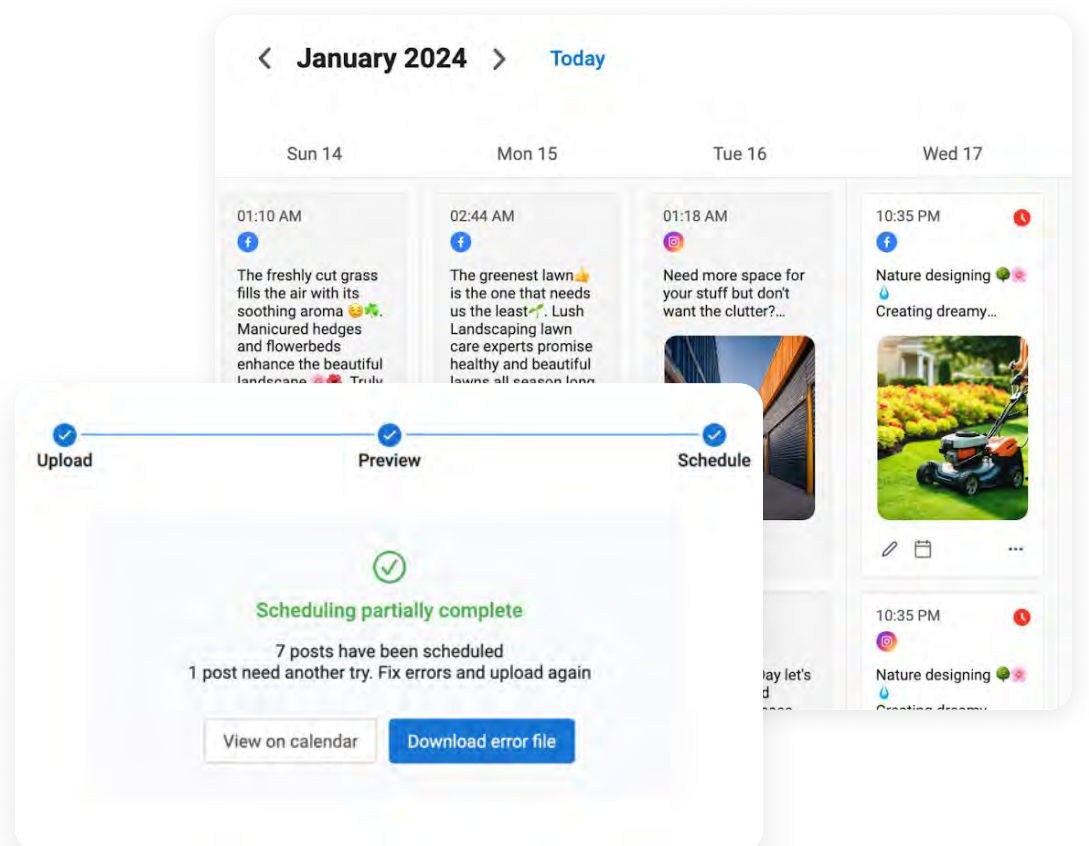
Manage your social calendar

Schedule multiple posts across accounts and networks simultaneously and track them all through an intuitive visual calendar — filtering by date, status, channel, location, and region.
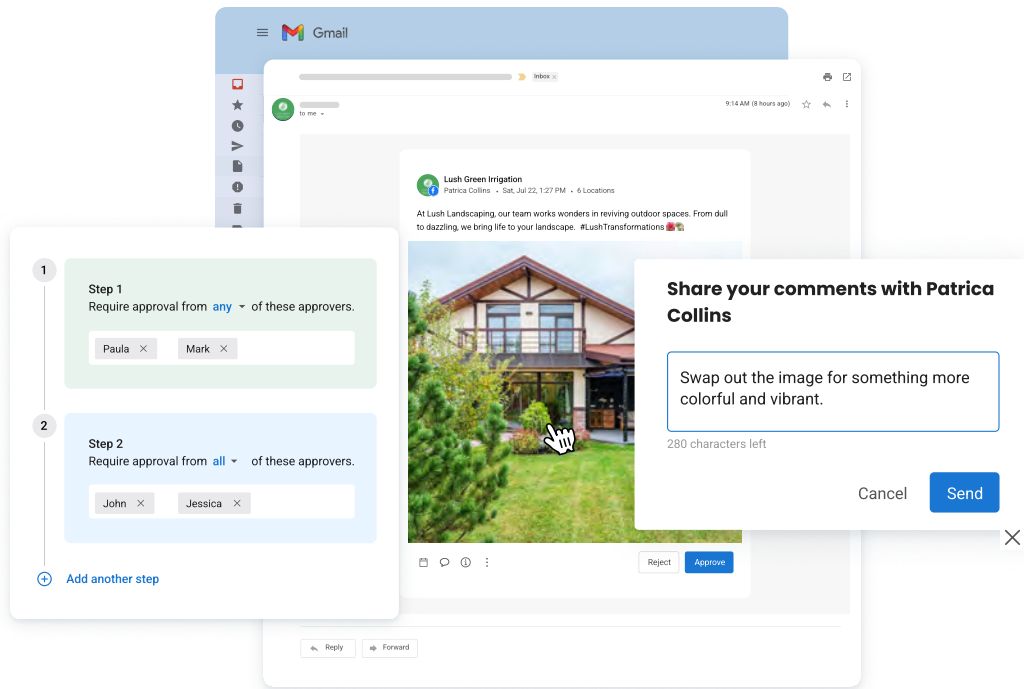
Bulk publish across locations with ease

Got your monthly social calendar ready? Simply add all your posts to an Excel sheet and upload it to Birdeye to schedule hundreds of posts across locations and social channels in one go. You can easily preview posts, identify any errors and correct them quickly.

Boost content discoverability with tags

Tag posts, comments, and images with your unique themes so that users across locations can easily discover relevant content. You can also use tags to identify the themes that resonate the most with your followers and align your content strategy accordingly.
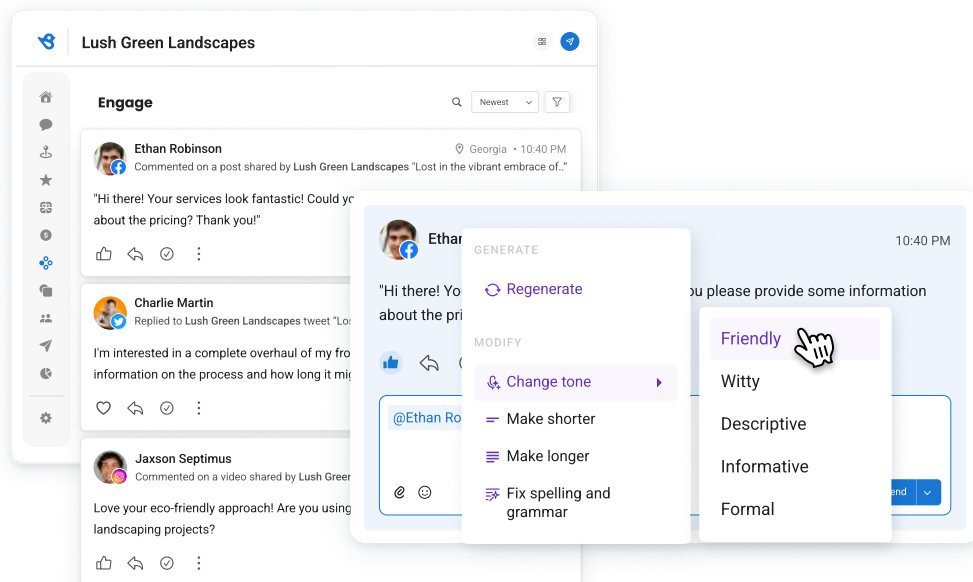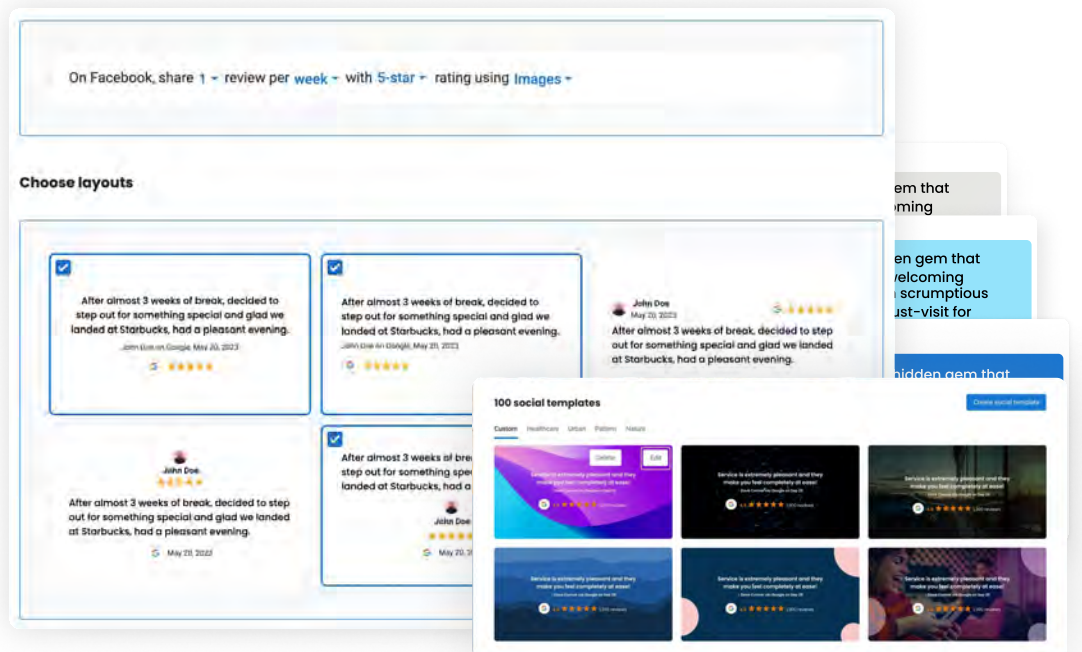
Automate content approval workflows

Create configurable workflows to route social media posts to internal and external collaborators for feedback and approval. Notify collaborators via email and allow them to approve, reject, and share feedback with ease.

Amplify your best reviews

Get more out of your positive customer reviews by turning them into appealing social posts using our library of professional review sharing templates. Create rules to auto share your best reviews using the template of your choice.
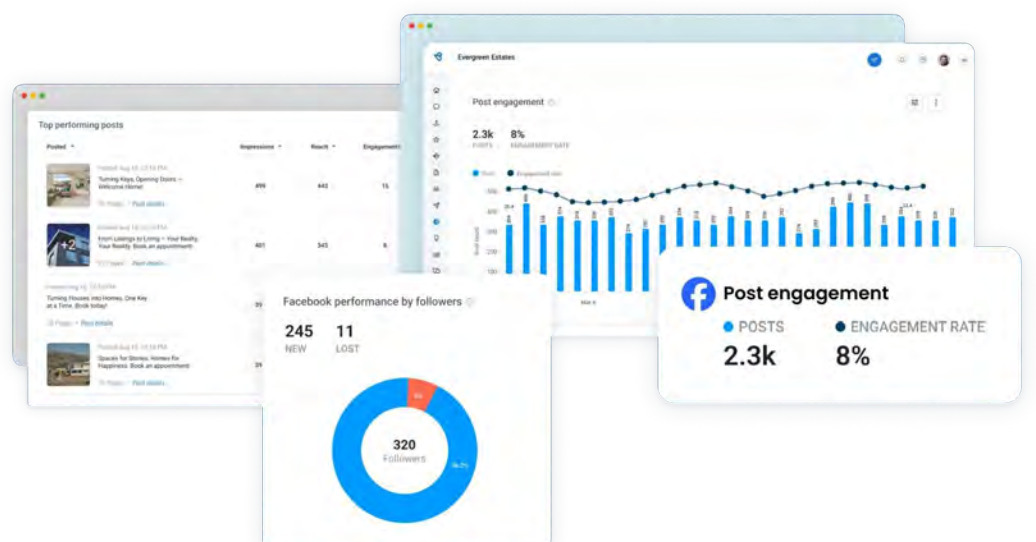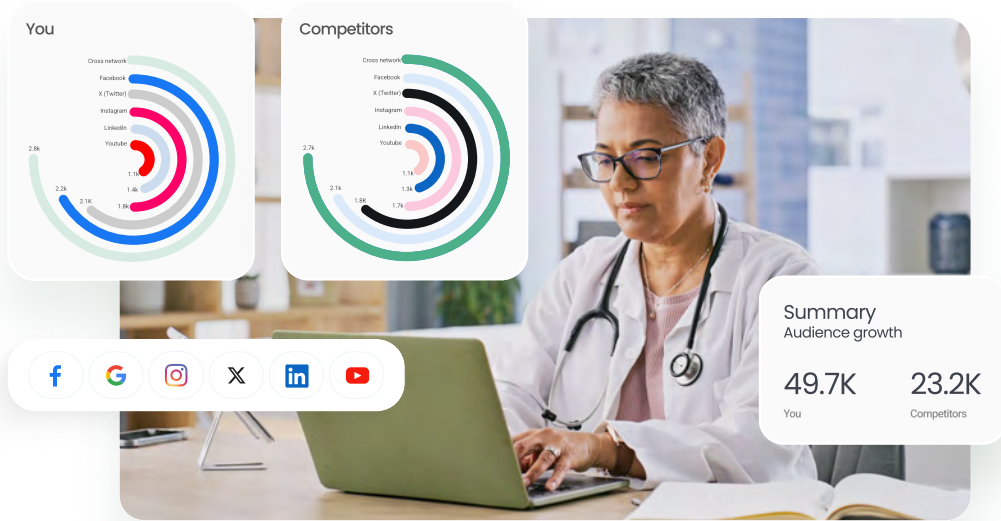
Maintain a spotless social reputation

Monitor and respond to all your customer interactions in one place. Receive instant alerts, ensuring you never miss a message, and respond lightning-fast using AI. Clean up your comment section and prevent spam and abusive comments.

Track performance by location

Enhance your social media presence with deep insights. Measure and optimize performance across various social channels and locations. Harness user-friendly visualizations to compare performance across locations and over time – with your preferred chart and table options.
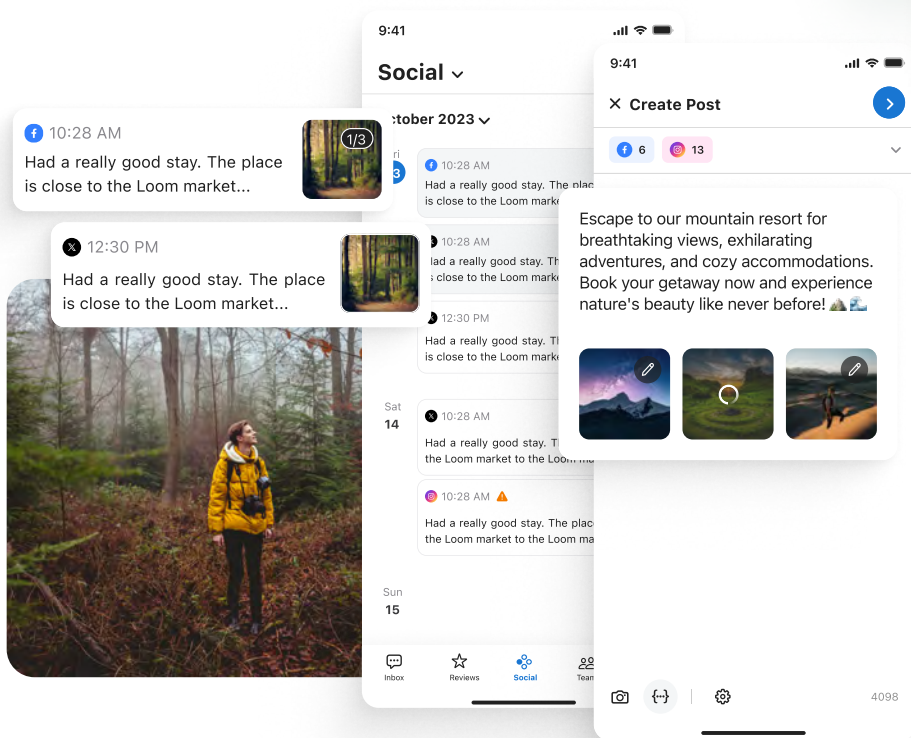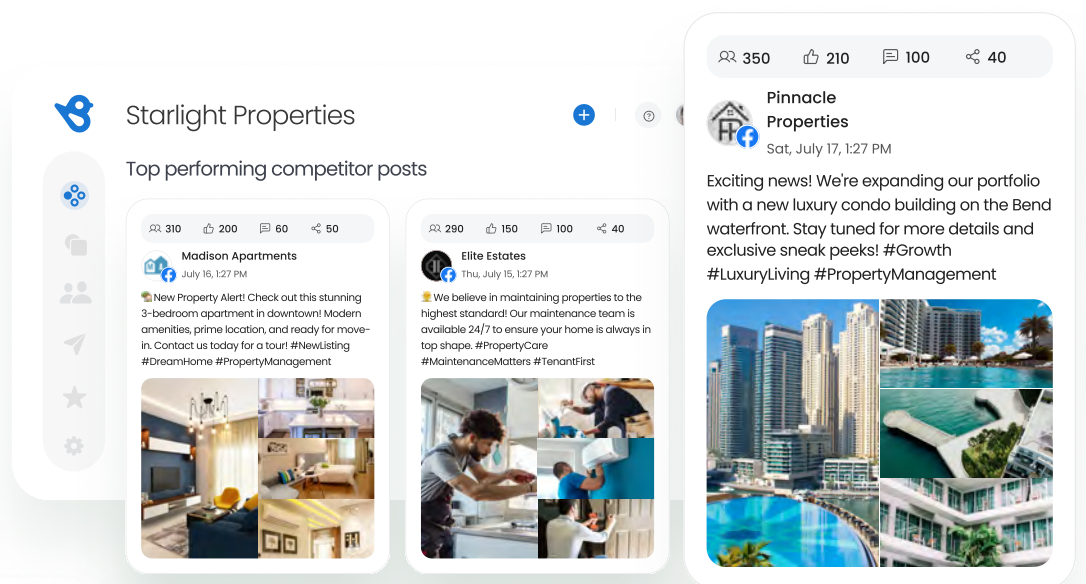
Understand your competitors better

Get in-depth insights into your competitors' social performance. Learn everything about how their audience is growing across channels, their publishing strategies, the content types they use, and how their audiences engage with their content. Use these insights to improve your social content strategy to drive higher reach and engagement.

Track your competitors' social activity

Get a real-time feed of your competitors' social posts across channels. Filter the posts by engagement so that you can easily replicate the top performing posts and avoid the bottom-performing ones in your social content strategy.

Manage your social presence on the go

Schedule or publish posts from anywhere with Birdeye Mobile. Create posts across accounts and locations, get them approved, and ensure a stellar social media presence, even when you're on the go.

Birdeye is the highest-rated all-in-one reputation and customer experience platform for local brands and businesses.

Over 100,000 businesses use our all-in-one platform to effortlessly manage online reputation, connect with prospects through digital channels, and gain customer experience insights to grow sales and thrive.