

TECH STYLE LTD

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DATASHEET

Rutba Social: Product Datasheet

Write once, post everywhere

WHAT IS INSIDE

- Why it exists
- Who it is for
- What you get
- Capabilities
- Plans and pricing
- How it fits the rest of the suite
- Talk to us

Document

Rutba Social datasheet

Generated

16 October 2026

Online

<https://www.tech-style.co/docs/rutba-social-datasheet>

Write once, post everywhere

Publish and schedule to X, Facebook, Instagram, LinkedIn, TikTok, and YouTube from one calendar, with approvals, per-account connections, and one API if you would rather automate it.

Family	Platform services
Category	Social media management & scheduling
Status	Available
Apps included	3
From	\$12 per organisation / month
Buy or trial	rutba.io/services/social

THE PROBLEM

Why it exists

Posting the same thing to six networks by hand is an hour a day nobody has. Rutba Social takes one post and delivers it to every connected account, on the schedule you set, with an approval step if someone needs to sign off first. It also exposes the whole thing as an API for teams who want to publish from their own systems.

FIT

Who it is for

- Social media managers running several brands
- Agencies posting on behalf of clients
- Developers who want a publishing API instead of six SDKs

APPS IN THIS PRODUCT

What you get

Relay console

Where posts are written, scheduled and watched: connections, calendars and the delivery record.

Publish API

The documented HTTP API and SDK the console itself is built on, so anything else can publish the same way.

Agent tools (MCP)

The same publishing surface exposed as Model Context Protocol tools, so an assistant can draft and schedule with the same permissions a person has.

WHAT IT DOES

Capabilities

- One composer for X, Facebook, Instagram, LinkedIn, TikTok, and YouTube
- Scheduling calendar with per-network preview
- Approval workflows before anything goes live
- One API for programmatic publishing
- Per-account connection management
- Delivery reporting per network

COMMERCIAL

Plans and pricing

PLAN		
	PRICE	INCLUDES
Free	Free up to 30 posts / month	3 connected channels; Scheduling calendar; 30 posts / month; Composer and preview
Starter	\$12 per organisation / month	5 connected channels; Scheduling calendar; 300 posts / month; Basic reporting
Professional	\$39 per organisation / month	15 connected channels; Unlimited posts; Approval workflows; 5 team seats; Full analytics
Agency	\$99 per organisation / month	Unlimited channels; Unlimited seats; Client workspaces; API access & webhooks; White-label reporting
Enterprise	Custom annual contract	Custom quotas; Dedicated support; Custom integrations; SLAs

Prices are in US dollars and exclude local taxes. Every plan is billed through rutba.io/services/social. Annual and multi-product pricing is available on request.

Worth knowing

Rutba Social is the one product in the family with its own separate sign-up, for customers who only ever want social posting. Buy it here and it joins your single Rutba account and invoice; buy it standalone and it stays independent.

RUTBA SUITE

How it fits the rest of the suite

Rutba Suite is 23 products in three lines (the business suite, the workspace and the platform services underneath), sharing one customer list and one set of books. Buy the one you need today and add the rest later without a migration.



CONTACT

Talk to us

Tech Style Ltd is a UK technology company building enterprise software, procurement intelligence and AI platforms. Tell us what you are trying to do and we will tell you honestly whether we are the right people for it.

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