What’s New in Buffer: 15+ New Features & Updates We Made In 2024

As 2024 winds down, I’m feeling incredibly grateful. To everyone who’s used Buffer this year, shared feedback, or cheered us on — thank you.

This year was all about making Buffer work harder for you, helping you streamline your workflow, and unlocking more possibilities for your content.

Here’s a look at what’s new:

Welcome to the fediverse

This year, Threads and Bluesky took the social media world by storm — and you were ready to dive in. To keep up, we added support for both platforms, making it easier for you to explore these new spaces without skipping a beat.

Whether you’re experimenting with Threads’ conversational style or Bluesky’s decentralized vibes, you’ve got the tools to make an impact.

Fun fact: Threads and Bluesky now account for about **10% of all posts** scheduled through Buffer.

From ideas to execution

Got a content idea? Now you can take it all the way from “hmm, maybe…” to “posted and thriving” with our new **kanban-style board view**. Organize your ideas, plan your strategy, and track your progress — all in a way that makes sense for you.

And you’re already putting it to great use! This year alone, you created **982,105 content ideas**. That’s a lot of creativity!

Personal profiles, personal wins

Social media isn’t just for businesses — it’s for creators, freelancers, and anyone who loves to share. That’s why we added support for Instagram and Pinterest **personal profiles**.

Now you can connect your personal profiles to Buffer, schedule reminders, and post at just the right time. It’s all about making your creative process smoother and helping you stay consistent.

A smoother, faster Buffer

We spent 2024 making Buffer more intuitive and efficient, so you can spend less time navigating and more time creating.

Here are a few highlights:

- **Unified schedule view**: See all your scheduled posts across every channel in one place. Filters and toggles make it easy to find what you need—no more endless clicking.
- **Improved list view**: Organize and edit your posts in a clean, drag-and-drop interface that’s also accessible by keyboard or screen reader.
- **Duplicate posts instantly**: Reuse your top-performing content in just a couple of clicks.
- **Notes and tags**: Add notes or tags to any post — drafts, scheduled, or already sent — to keep things organized.
- **Create from anywhere**: A new global button in the top nav means you can start a post or idea anytime inspiration

strikes.

Create perfect posts, every time

You’ve got more ways to tailor your content to each platform than ever before.

Here’s what we added:

- 20-image carousels for Threads
- LinkedIn first-comment scheduling
- Auto-publishing for Facebook Stories
- Notification publishing for Instagram, YouTube, and TikTok
- Drag and drop images to reorder them
- Schedule longer tweets (for X Premium users)

- Create and schedule AI images with Apple Intelligence
- Schedule threaded posts on Mastodon
- Schedule TikTok images

Thank you for helping us grow

This year, you shared **1,491 product ideas** to our suggestions board and cast **18,094 votes** to help shape Buffer. Everything we built in 2024 was designed to help *you* succeed.

As we look to 2025, we've got big plans to make Buffer even better. Thank you for being part of the journey — we couldn't do this without you.

What do you think? Let's keep the conversation going! What's been your favorite feature this year? What's still on your wishlist? Let us know in the comments below or by dropping your ideas on our suggestions board — we'd love to hear from you.

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