

2025

Year in Review

January

Multi-Step Approval Workflows
Build approval processes that fit your team. Add steps, assign roles, and keep everything on track.

February

Best Time To Publish
Post with precision. AI analyzes audience activity and recommends the perfect times to publish for maximum reach and engagement.

March

AI Reply Suggestions
Respond faster with AI-suggested, brand-aligned replies. They help you manage high volumes of comments and DMs without losing your brand voice.

April

All of Threads. One Platform
Plan posts, reply and moderate comments in the Inbox, and track engagement with full reporting from one place in Agorapulse.

May

Alternative Text Generator
With one click, you can create keyword-rich alt text for images. Improve accessibility and ensure your Instagram content is indexed by Google.

June

Reddit Conversations in Listening
Use Advanced Listening to monitor Reddit threads for keywords relevant to your brand. Language filters, alerts, and reporting are available for all Reddit items that match your search criteria.

LinkedIn Ads Reporting
Sync and view granular paid performance data directly from your LinkedIn ad accounts to the Agorapulse Reports feature.

July

Hashtags Suggestions
Boost reach and visibility with AI-powered hashtag recommendations tailored to your content, audience, and trends.

Advocate Space
Advocates can access a central library of pre-approved content, join campaigns, and track their activity.

Teams integration
Stay up to date and collaborate seamlessly, without leaving Microsoft Teams and receive real-time notifications from Agorapulse.

August

AI Report Summary
Turn complex data into clear, executive-ready summaries in seconds, saving hours of manual reporting.

September

Zapier integration
Connect Agorapulse with thousands of apps to automatically trigger actions like creating drafts, escalating support issues, and syncing calendars.

LinkedIn Personal Profile Report
Measure the impact of your thought leaders on LinkedIn with dedicated profile reports. Track engagement, follower growth, and post performance.

Custom Social Profile and Organization Roles
Create custom roles with detailed access controls tailored to their team's structure and workflows and let team members only see the features they actually need and use.

November

AI Organization Context
Set your brand's tone and direction once, and let AI deliver polished, on-brand ideas, insights, and optimizations everywhere you work.

New Custom Inbox
Create flexible inboxes that combine multiple profiles into one view, then use Filter Presets to surface only the conversations that matter. Custom Inboxes are shared across your team and adapt to any workflow.

December

ChatGPT & Claude Integration
Manage your social media presence where you already think. Create and optimize your social content right inside ChatGPT or Claude with Agorapulse self-hosted MCP.

Next Year

Report Studio
A new customizable reporting experience! Create meaningful, custom social media reports without fighting rigid templates. With Report Studio, you choose what matters and organize it your way.

Get ready for an even more exciting 2026!