

MCP SERVER

NO CODE

CLOUD HOSTED

Hootsuite Social Media MCP

Schedule Posts and Manage Profiles from Conversation

Hootsuite Social Media Management connects your entire enterprise social presence to any AI agent. Draft and schedule posts across multiple platforms—Twitter, Facebook, Instagram, and LinkedIn—all from a single conversation. You can also audit team roles within organizations or monitor message queues before content goes live.

A+ Quality Score 98.33/100

content-scheduling

social-listening

profile-management

social-crm

multi-channel-publishing



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Hootsuite (Social Media Management) MCP

10 tools available
Cloud-hosted on Vinkius

Need total control over your company's social media? This MCP lets you manage everything for enterprise-level content scheduling and profile maintenance using just natural language. Instead of jumping between tabs, you talk to your agent and it handles the complexity of publishing across dozens of networks. You can audit team structures by listing all registered members or check message queues to selectively delete scheduled posts before they ever go live. Because we built this MCP through Vinkius, you get a single entry point for managing profiles and content across all your connected accounts, simplifying what used to be a massive operational headache.

Core Capabilities

01 — Schedule multi-platform content

Draft and queue posts for specific times on multiple social networks simultaneously.

03 — Manage content flow

Monitor outbound messages or delete scheduled posts before they publish.

02 — Inspect connected profiles

List all active social accounts and retrieve detailed metadata for each one.

04 — Audit organizational structure

List all connected organizations, teams, and members to manage who has access where.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/hootsuite-social-media-management — connect your AI agent in three steps.

- 01 Subscribe to the MCP and provide your Hootsuite OAuth Access Token.
- 02 Tell your agent what you need to do—like 'Schedule a post about Q3 earnings' or 'List all team members in the Marketing department.'
- 03 The MCP executes the necessary actions, giving you immediate updates on scheduling status, profile details, or audit results.

The bottom line is that your agent handles the complex API calls and context switching required to manage multiple social accounts.

Built For

Social Media Managers who are sick of toggling between ten different browser tabs. Marketing Operations leads who need a single source of truth for team permissions across client accounts. Agency Leads managing content for dozens of separate client profiles.

Social Media Manager

Uses this MCP to schedule weekly content and monitor outbound queues without having to leave their primary workspace.

Marketing Operations Lead

Audits team member roles and organization structures across multiple social media properties to ensure compliance.

Agency Account Manager

Switches between client profiles and organizational boundaries efficiently while drafting content for a large roster of accounts.

What Changes When You Connect

- 01 Stop switching tabs. You use the agent to schedule posts directly, keeping all your social content management in one chat window.

-
- 02** Audit access rights quickly. Use `list_organizations` and `list_members` to understand team roles across multiple client accounts without manual exports.
-
- 03** Control published content before it airs. If a post needs tweaking or cancelling, use `delete_message` to pull it from the schedule instantly.
-
- 04** Handle media uploads in bulk. The tool provides secure URLs via `get_media_upload_url`, streamlining image and video preparation for high-throughput campaigns.
-
- 05** Maintain an accurate profile map. Use `list_social_profiles` to get a clear inventory of every active account you manage, ensuring nothing slips through the cracks.
-

Real-World Applications

Client Audit Prep

An Account Manager needs to prepare for an audit showing who has publishing rights across three separate client organizations. They ask their agent to list all organizations and then use `list_members` on each one, getting a definitive roster of users and roles instantly.

Cross-Platform Campaign Setup

A campaign requires launching a post at 10 AM tomorrow across Twitter and Facebook. The user asks the agent to create the message, specifying the time and platforms, using `create_message` for simultaneous scheduling.

Emergency Content Removal

A planned post contains outdated pricing information. The marketing team asks the agent to list scheduled messages for today, finds the problematic message ID, and immediately uses `delete_message` before it ever goes live on LinkedIn.

New Team Onboarding

A new marketing team joins an existing client structure. The Operations Lead uses the MCP to list all teams and check membership roles, ensuring the new hires are granted access only to necessary social profiles.

Patterns to Avoid

Ignoring message status

X AVOID

Assuming a post is safe because it was drafted. The user forgets that drafts can sometimes be accidentally scheduled or might need checking for time zone conflicts.

✓ INSTEAD

Always check the schedule first by running ``list_messages``. This tool shows exactly what's queued and when, preventing accidental publication.

Manual profile inventory

X AVOID

Having to log into Hootsuite manually, click through settings menus, and copy/paste names of all connected profiles.

✓ INSTEAD

Just ask your agent to run ``list_social_profiles``. It gives you the full list instantly, eliminating manual data collection.

Overcomplicating media handling

X AVOID

Trying to upload a large video file directly through the chat interface without proper security checks.

✓ INSTEAD

For high-throughput media, use ``get_media_upload_url``. It provides a secure link you can use in your own tools for reliable processing.

The Right Fit

Use this MCP if your core problem is coordinating content across multiple social networks and managing the associated team permissions. You need an active conduit to schedule (`create_message`), monitor (`list_messages`), or delete (using `delete_message`) posts, and you need visibility into who owns what account via profile listing tools like `list_social_profiles` and organizational auditing using `list_members` . Don't use this if your primary goal is generating deep market insights; for that, look for a dedicated social listening tool. Also, don't rely on it solely for reporting metrics, as its focus is action (scheduling/auditing), not passive data retrieval. If you only need to read reports without the ability to act, an analytics-only connector might be better.

Managing social content feels like juggling flaming chainsaws.

Right now, managing a small team's social media presence requires context switching that would make anyone dizzy. You open the browser for LinkedIn to draft a post, jump over to Twitter to check if it published correctly, then switch to Facebook just to see who posted last week. If you need to cancel something, you have to hunt through multiple dashboards, copy an ID, and figure out which platform it lives on.

With this MCP, all that complexity disappears. You talk to your agent—you tell it what needs doing—and it handles the deep connections across every profile. It's not just about scheduling posts; you can even audit who has publishing rights or delete content mid-stream without leaving the chat.

Hootsuite Social Media MCP: Full Control Over Profiles and Scheduling

Manual profile management means keeping a spreadsheet of connected accounts, knowing which team member owns which client's login, and manually verifying if the correct permissions are set. This is tedious, error-prone work that takes hours every month.

Now you can simply ask your agent to list all organizations or check profiles using `list_social_profiles`. You get an immediate, accurate inventory of everything you manage, letting you focus on content, not credentials.

Hootsuite (Social Media Management) – 10 Tools Available

These tools let your agent perform every function needed for enterprise social media management, from listing user roles to scheduling content across all platforms.

#	TOOL	DESCRIPTION
01	<code>list_social_profiles</code>	Retrieves an inventory of every social media account connected to the service.
02	<code>get_media_upload_url</code>	Generates a temporary, secure URL needed for uploading images or videos in bulk.
03	<code>get_social_profile</code>	Fetches detailed information and metadata about a specific social media account.
04	<code>list_messages</code>	Retrieves records of messages that are scheduled or have already been sent out.
05	<code>create_message</code>	Schedules a new social media post, optionally setting a specific future publish time.
06	<code>delete_message</code>	Removes a scheduled message from the queue before it goes live.
07	<code>list_organizations</code>	Lists all separate organizational accounts connected through Hootsuite.
08	<code>list_teams</code>	Retrieves a list of operational teams within a specified organization.
09	<code>list_members</code>	Lists all registered members and their roles for an organizational unit.
10	<code>get_me</code>	Retrieves the current user's authenticated profile information within Hootsuite.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U List all my social profiles connected to Hootsuite



I've found 4 connected social profiles: 'TechCorp_Twitter' (ID: 123), 'TechCorp_LinkedIn' (ID: 456), 'Personal_IG' (ID: 789), and 'Facebook_Page' (ID: 012). Which one would you like to use for your next post?

U Schedule a post for tomorrow at 10 AM: 'Excited to announce our new product launch! #innovation'



Scheduling post... I've set your message to be published tomorrow at 10:00 AM across Twitter and LinkedIn. The Message ID is msg-98765. Would you like to check the media upload status if you attached an image?

U What messages are scheduled to go out today?



I've retrieved 3 scheduled messages for today: 'Q2 Roadmap Highlights' (2 PM), 'Customer Spotlight' (4 PM), and 'Industry News' (6 PM). Would you like to see the full text or social profiles for any of these?

Frequently Asked Questions

01 How do I schedule posts with Hootsuite Social Media MCP?

You tell the agent to create a message and specify the desired time and networks. The tool handles scheduling by calling `create_message` for you.

02 Can I check which social profiles are connected using Hootsuite Social Media MCP?

Yes, simply ask your agent to list all connections. It uses the `list_social_profiles` tool to give you a full inventory of every profile.

03 What if I need to delete a post scheduled via Hootsuite Social Media MCP?

You can tell your agent which message needs removing. It uses the `delete_message` function, pulling the content out of the queue immediately.

04 How does Hootsuite Social Media Media MCP handle image uploads?

It doesn't upload directly; it gives you a temporary, secure link using `get_media_upload_url`. This is used for reliable, high-volume media handling.

05 Can I audit team roles with Hootsuite Social Media MCP?







Absolutely. You can list all organizations and then use the `list_members` tool to check exactly who belongs to a team and what their permissions are.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"hootsuite-social-media-management": { "url": "..."} </code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

Hootsuite (Social Media Management) is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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