CHIRPY
Social Media Operating System

USER GUIDE · 2026

Chirpy Campaigns
User Guide

Describe what you want to say once. Chirpy plans the argument, writes every post, creates the images and schedules them for you.

Facebook | Instagram | LinkedIn | X | TikTok | YouTu

A guide from Chirpy

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CHIRPY CAMPAIGNS: USER GUIDE

CHAPTER 01

Introduction

Most social tools help you write one post at a time. That is the easy part. The hard part is showing up week after week with something worth saying, and having it add up to more than a pile of unrelated updates.

Chirpy Campaigns solves the second problem. You describe what you want to say once. Chirpy works out the argument, breaks it into a sequence of posts, writes every one of them, spaces them across your calendar, and publishes them for you.

The difference is coherence. Thirty separate posts written on thirty separate days say thirty separate things. A campaign says one thing thirty times, from thirty angles, in an order that builds.

CHAPTER 02

How to think about campaigns before you start

One campaign, one goal

The most common mistake is trying to make a single campaign do everything: introduce the business, push the Tuesday offer, promote the new menu, and announce the event, all in the same run. The result is thirty posts that wander.

Give every campaign one job. If you have four things to say, build four campaigns.

Run several simultaneously

You are not limited to one campaign at a time, and they do not need to line up. Each has its own goal, its own cadence, its own accounts and its own date range. They all feed the same calendar.

While there might be cases where you want to quickly fill your calendar with daily content running over an extended period, please be cognizant of the fact that if not planned correctly, you might fatigue your target audience. In which case you defeat your objective.

Running multiple targeted campaigns in parallel, each based on a specific theme, generally results in a full calendar with more compelling content, which in turn leads to better outcomes.

The concept is best illustrated in our Restaurant example below, where we are simultaneously running three campaigns side by side.

Campaign	Goal	Cadence	Runs
Kids eat free Tuesdays	Awareness	Weekly, every Tuesday	8 weeks
Friday Live Music	Awareness	Weekly, every Friday	8 weeks
Sunday Roast	Awareness	Weekly, every Sunday	8 weeks

In this example we have 2 months' worth of content with 3 posts per week, each doing a different job, with no single message wearing out its welcome.

You obviously do not have to run all campaigns over for the same duration, which will be determined by your business objective.

The same concept is also relevant irrespective of what business you are in. Here are some other useful combinations:

You want	Cadence	Posts
A weekly promotion reminder	Weekly	8 to 12
Steady presence without noise	3x per week	12 to 20
A short intense launch	Daily	5 to 7
A long slow awareness build	Every other day	20 to 30
A countdown to one event	Daily	5

Platform Considerations

You have the option of having the campaign run across multiple platforms as you might have different audiences on each platform.

You have 2 options available to you:

1. Evenly distribute your campaign posts across all platforms.
2. Run a full campaign on each platform.

The difference is best illustrated by an example.

Example:

Let's assume you want your campaign to run across Facebook and Instagram, and you want to schedule 4 posts to run weekly.

- If you choose option 1 above, your 4 posts will run for 6 weeks, with 2 being scheduled on Facebook and 4 on Instagram. Posts will weekly alternate between Facebook and Instagram.
- If you choose option 2, 4 weekly posts will be scheduled on both Facebook and Instagram, which means that you have scheduled 12 posts in total.

Please note:

As mentioned above, you should not fatigue your audience by posting daily content with the same theme for months at a time. The total number of posts per campaign is thus capped at 60 posts.

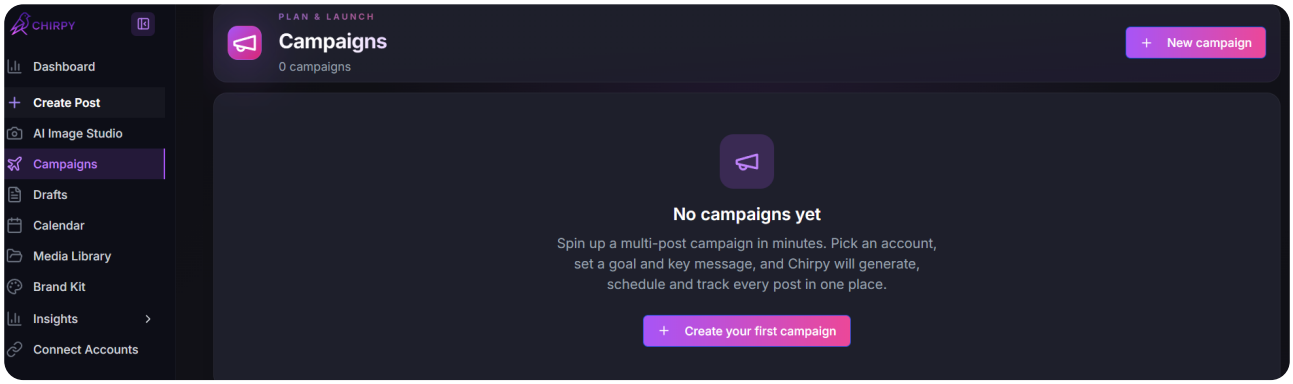
Let the campaign end

A campaign is a run with a beginning and an end; it is not a permanent setting as your business goals and objectives change over time. When one finishes, look at what worked and build the next.

CHAPTER 03

Building your campaign

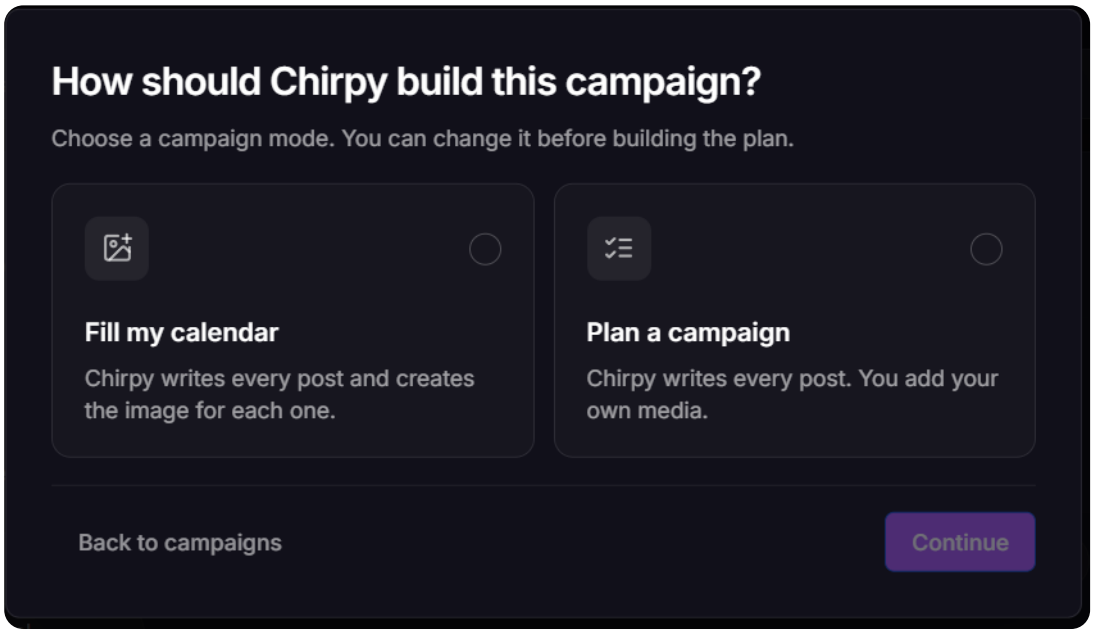
We will now walk you through the steps of building your campaign.



Select **Campaigns** in your left navigation bar on your dashboard and then select **Create your first campaign**.

Your overall objective for your campaign might differ.

- You might want to quickly fill your calendar with content for your target audience, in which case you will be most interested in the automatic content creation and scheduling capabilities of the Chirpy platform.
- You want to create 1 or more targeted campaigns you might want to run in parallel and therefore want more control over the content and scheduling thereof.



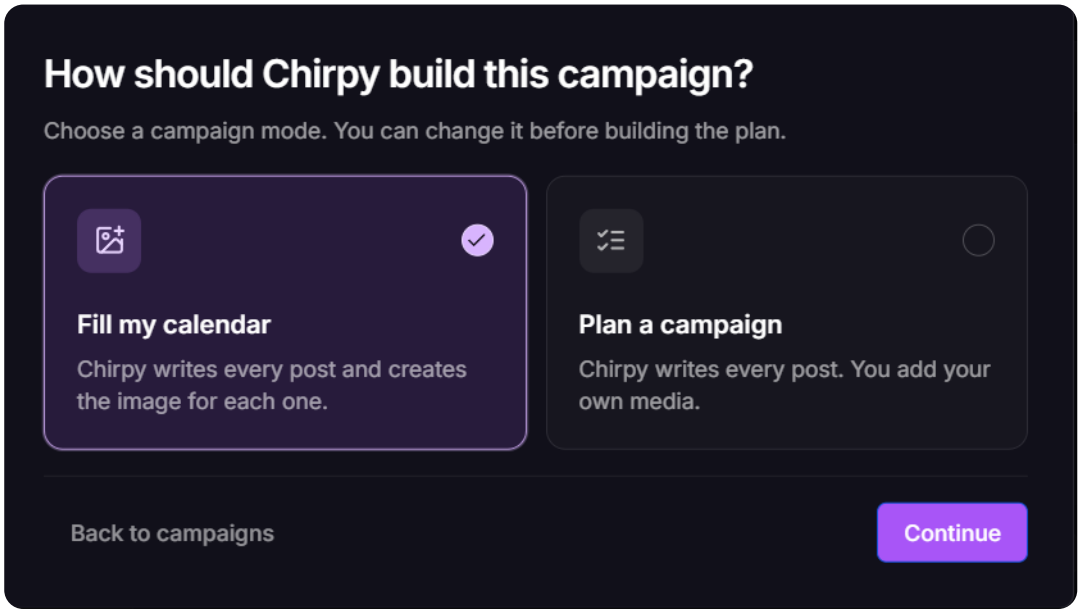
You are thus given the 2 options above:

- **Fill my calendar** – Chirpy does the heavy lifting. It writes all the content and generates related media.
- **Plan a campaign** – you want to create a Targeted Campaign where you have more control over the entire process.

For simplicity, we have thus split the guide into 2 sections. You follow the guide to the next section, or you can skip directly to the **Plan a Campaign** section by clicking the link.

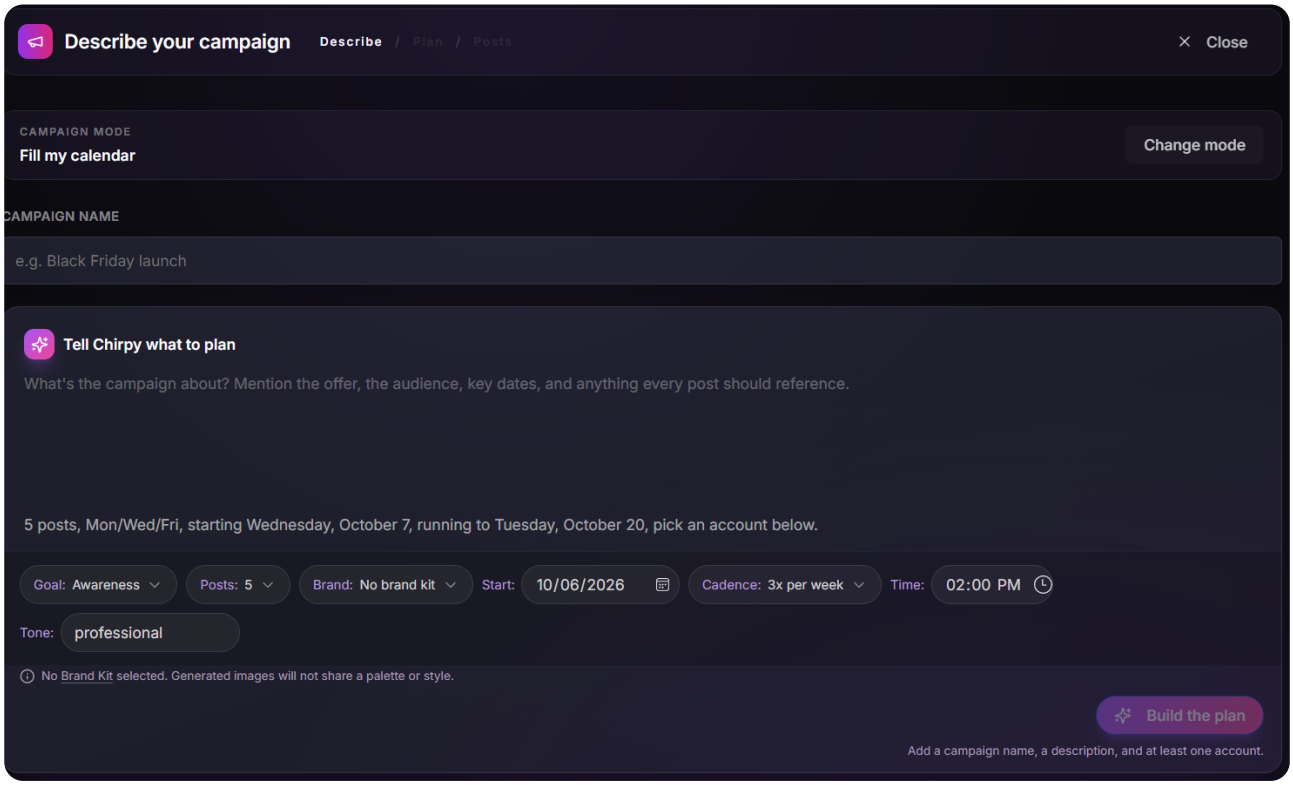
CHAPTER 04

Fill my Calendar



Select **Fill my calendar** and then select **Continue**.

You are now presented with the screen below.



As you can see, you are in **Fill my calendar** mode. You can change modes by selecting **Change mode**.

You are now ready to create your 1st campaign following the steps below.

The four steps

Every campaign moves through the same four steps: **Describe, Plan, Posts, Schedule.** You can move back to any step you have already completed.

Step 1: Describe your campaign

This is the only place you type. Everything else is review.

The campaign name

For you, not your audience. Name it after the job it does, so you can find it later. “Kids eat free Tuesdays” beats “Campaign 3”.

Tell Chirpy what to plan

The single most important field. Write a short paragraph covering:

- What the campaign is about
- What you want people to do
- Anything every post should know: the offer, the location, key dates, what makes you different
- Anything to avoid

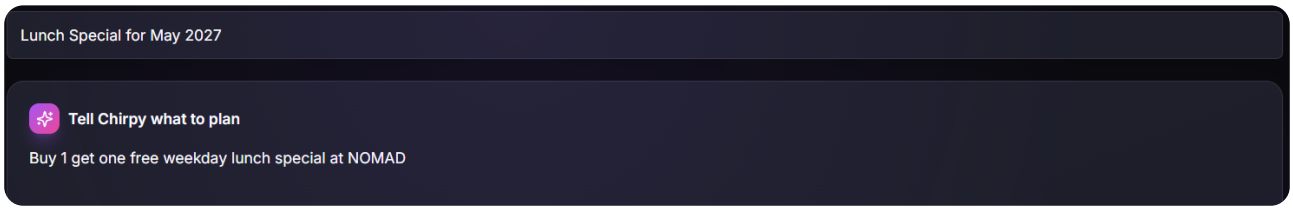
For illustrative purposes we are going to use a Restaurant called NOMAD as an example.

Be specific - you are not writing the posts here; you need to think as if you are briefing the person who will.

A simple description such as “Promote the restaurant” produces generic posts which will do little to engage your audience and your message gets lost.

Important Note:

If you do not have a Brand Kit, your description would have to be a very detailed paragraph as described above, but because we do have a Brand Kit and will be using it for the campaign, our life becomes a lot simpler as you will see below.



In our simple example, we are going to create an awareness campaign for our daily 2-for-the-price-of-1 daily special for May 2027, and because we are going to use our Brand Kit, the description is very simple.

Before moving on, it's important that we talk about Cadence and Post Count.

Cadence and post count: the mechanism most people miss

These two settings together decide the shape of your campaign, and the combination does more than control frequency.

Weekly cadence locks every post to the same weekday. Start on a Tuesday with a weekly cadence and eight posts, and you get eight consecutive Tuesdays.

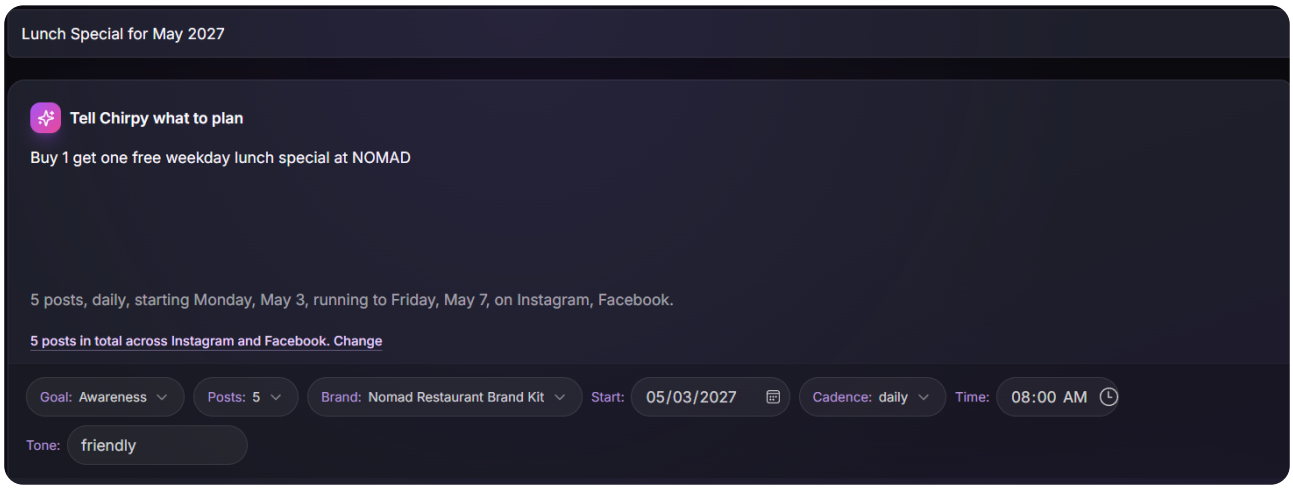
The value is that the reminders are not copies. A human posting "kids eat free today" every Tuesday for twelve weeks writes the same sentence twelve times. Chirpy writes twelve different posts making the same point, one covering the play area, another the food, another the atmosphere, another the value.

Now let's talk about settings.

Apply your campaign settings

The settings row is where you define the following:

- **Goal.** Awareness, Engagement, Drive traffic, Generate leads, Drive sales, Product launch, or Event promo. This shapes how the campaign builds and how often it surfaces your Call to Action (CTA).
- **Posts.** Anywhere from 1 to 30.
- **Brand kit.** Optional but recommended. It carries your tone, your audience, location, ambiance and your visual identity into every post and every AI image.
- **Start.** The day the campaign begins. If your start date is not a posting day under your chosen cadence, Chirpy moves to the next one that is and tells you.
- **Cadence.** Daily, every other day, 3x per week, weekly, or custom.
- **Time.** One time of day for the whole campaign, in your timezone.
- **Tone.** Free text. Prefilled from your brand kit if you have one.



Although you have the option of creating and scheduling up to 30 posts in one go, We have limited these to 5 for the sake of simplicity and readability, so in our example we have chosen the following for this campaign from the drop-down menus:

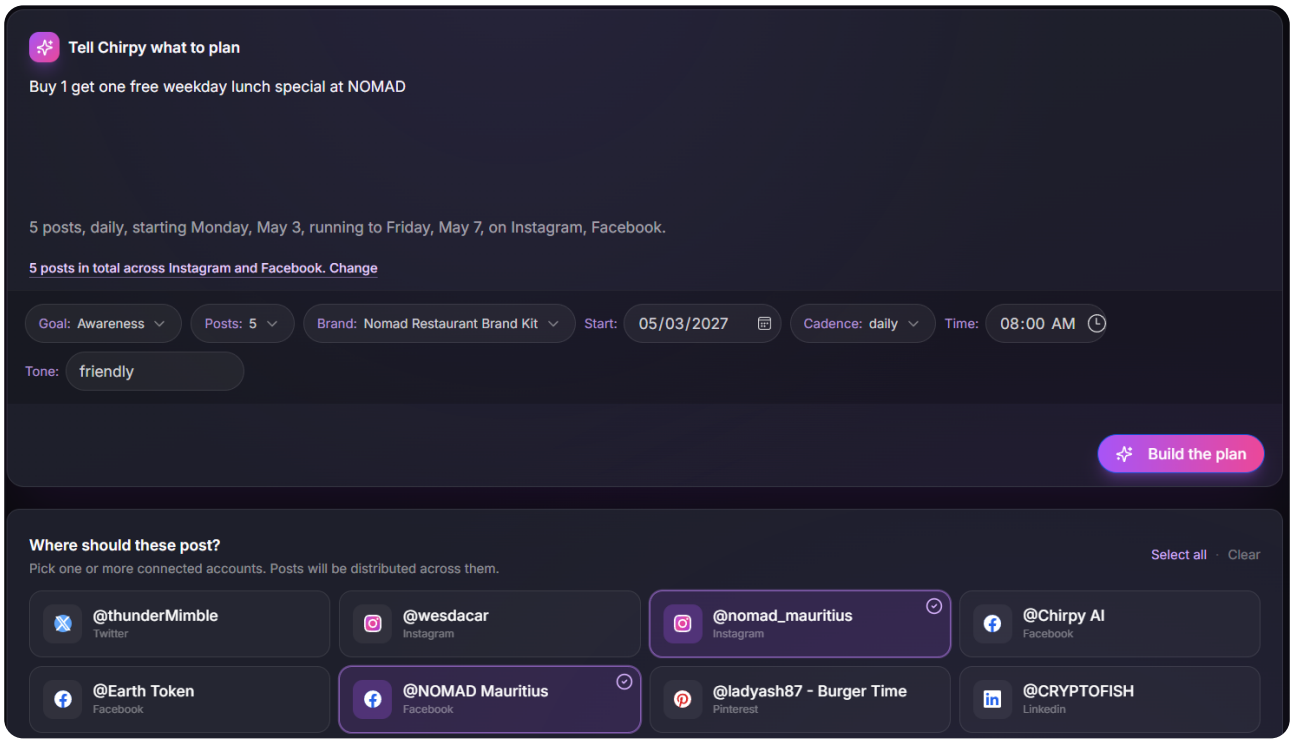
- **Goal** - Awareness
- **Posts -** 5
- **Brand kit -** Nomad Restaurant Brand Kit
- **Start -** Saturday Monday May 3rd.
- **Cadence.** Daily – so as you see Chirpy Daily tells you that this campaign will end on Friday May 7th. You now have a full week of posts to be automatically created and scheduled once you have completed the process. As mentioned above. This could easily have been extended for the full month.
- **Time.** 8 AM daily, based on your specific timezone.
- **Tone.** Chirpy prefilled “Friendly” which was the tone taken from our Brand Kit. You can edit this if you wish.

The last step is to pick where these should post.

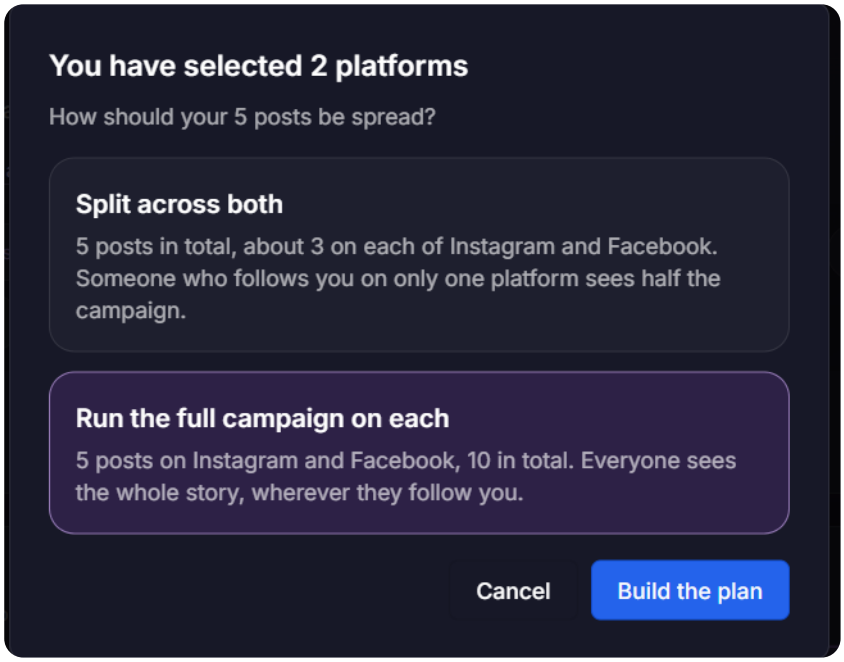
Select your campaign platforms

Pick one or more connected accounts. Posts are distributed across them.

A note worth knowing: Instagram, TikTok, Pinterest and YouTube will not accept a post without media. Chirpy will not let you schedule one that is missing it.



We have selected **Facebook** and **Instagram** and then selected **Build the plan**.



You are now given the option to distribute the posts across each platform or run the full campaign on each platform.

In our example we have opted to run the full campaign across both Instagram and Facebook. Chirpy will then schedule 5 posts on each platform, which means 10 posts in total.

Please Note: Although you can run a full campaign on more than 1 platform the total number of posts for the campaign cannot exceed 60 in total.

When you are ready, press **Build the plan.** It takes about a minute.

Step 2: Review and refine your campaign plan

This is where Chirpy shows you its thinking before writing anything. Read it properly. It is much cheaper to change the plan than to rewrite all the posts.

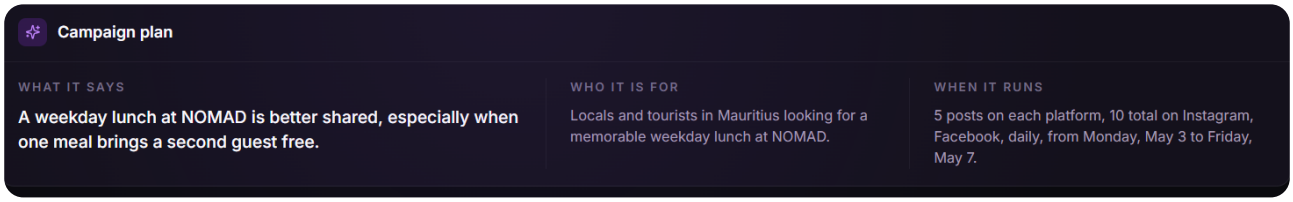
The Campaign plan is divided into sections.

Section 1 – Your Objectives

The first section highlights the following:

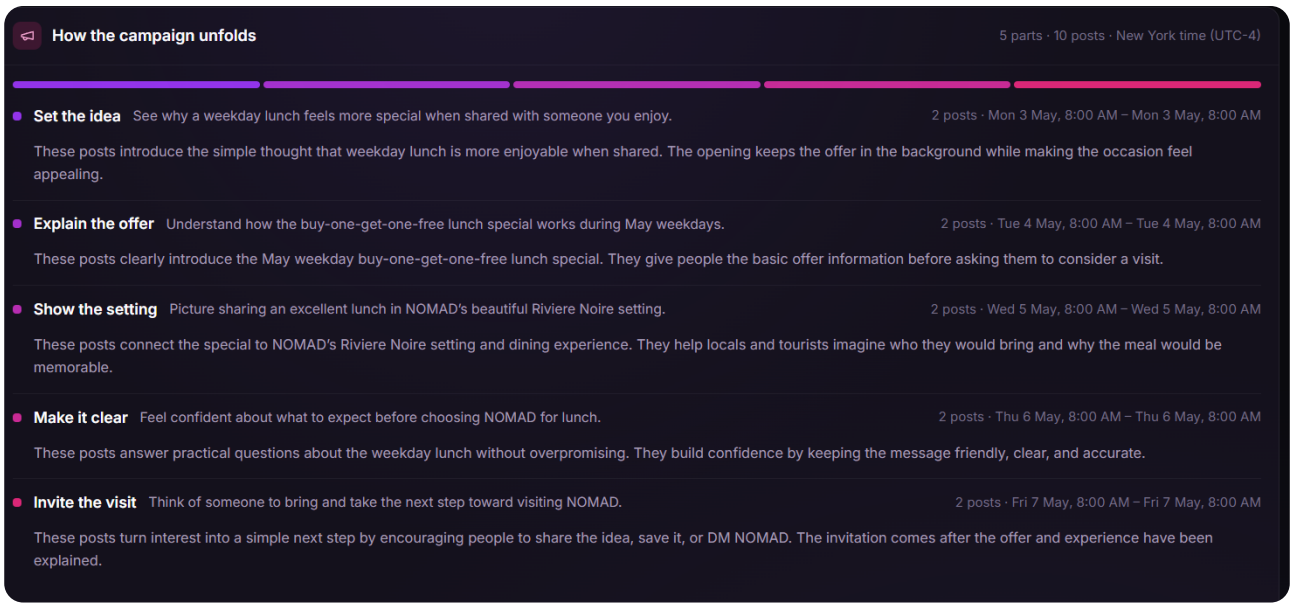
- **What it says.** The single argument the campaign makes. If this is not the point you wanted to make, change it now.
- **Who it's for.** The audience Chirpy is writing to.
- **When it runs.** Post count, platforms, cadence, first and last dates.

This is what it looks like for our example.



Section 2 – How the campaign unfolds

This is a detailed view of the campaign execution plan developed by Chirpy.



Above is the result based on our example.

What we will be talking about

The actual subjects across the whole run. This is the fastest way to spot something missing. If your kids' play area matters and it is not in this list, say so.

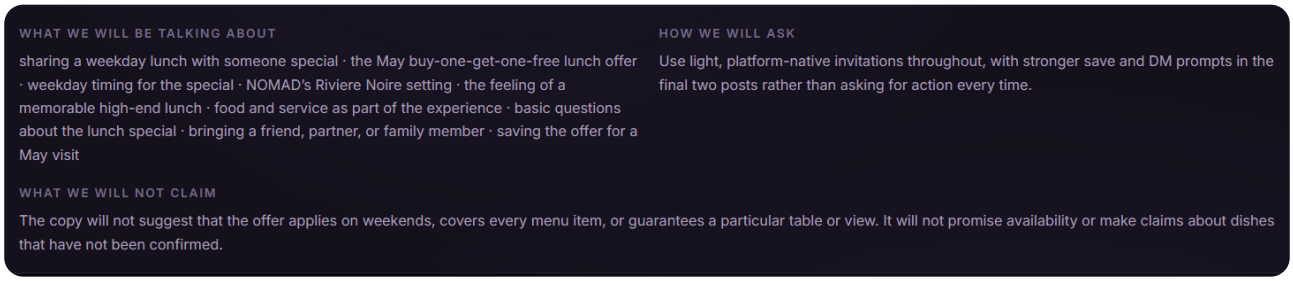
How we will ask

How often and in what way the campaign invites people to act.

What we will not claim

The things Chirpy has deliberately avoided saying because you did not give it those facts. Worth reading. It is how you know it is not inventing menu items, prices or awards.

Here is what this looks like in our example.



Section 3 – Image Plan

Chirpy has also generated a complete Image plan aligned with each post. You are free to edit any of the prompts until you are completely satisfied.

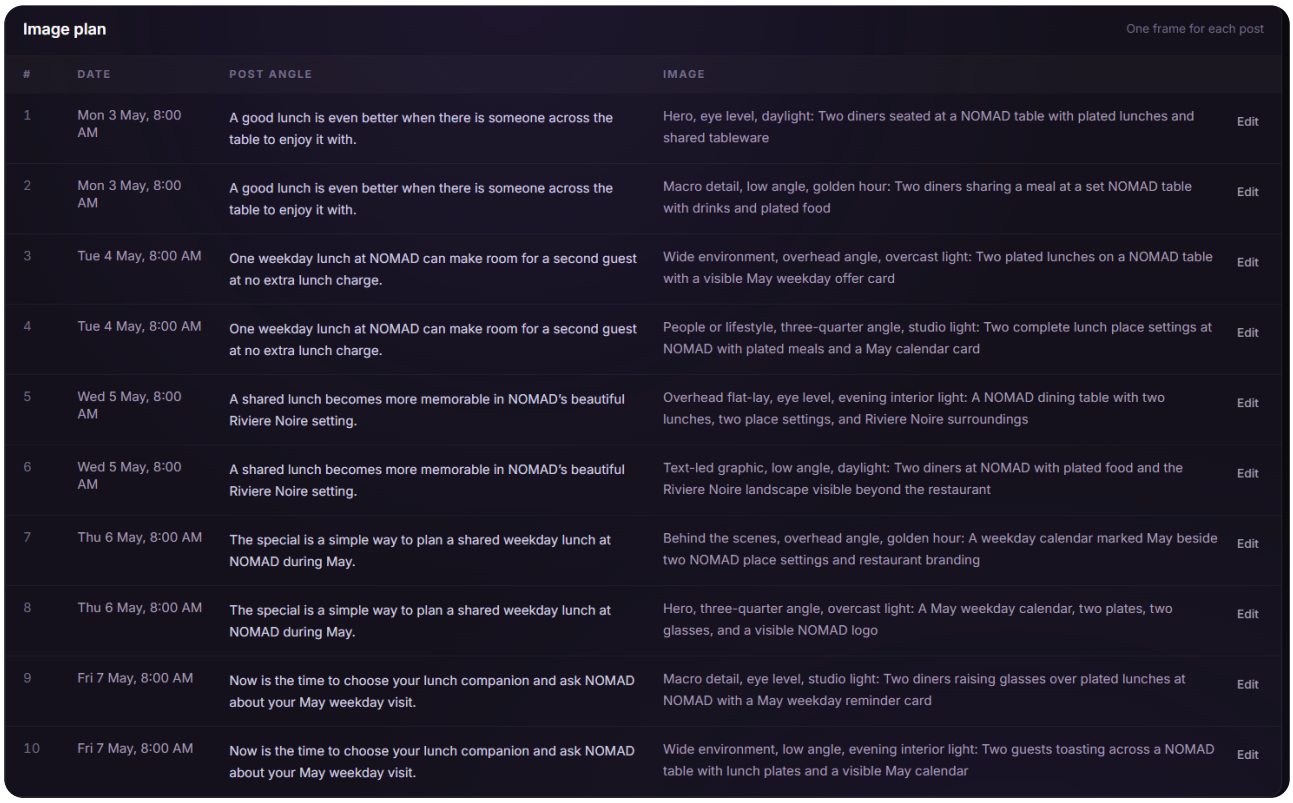


Image plan — One frame for each post

#	DATE	POST ANGLE	IMAGE	
1	Mon 3 May, 8:00 AM	A good lunch is even better when there is someone across the table to enjoy it with.	Hero, eye level, daylight: Two diners seated at a NOMAD table with plated lunches and shared tableware	Edit
2	Mon 3 May, 8:00 AM	A good lunch is even better when there is someone across the table to enjoy it with.	Macro detail, low angle, golden hour: Two diners sharing a meal at a set NOMAD table with drinks and plated food	Edit
3	Tue 4 May, 8:00 AM	One weekday lunch at NOMAD can make room for a second guest at no extra lunch charge.	Wide environment, overhead angle, overcast light: Two plated lunches on a NOMAD table with a visible May weekday offer card	Edit
4	Tue 4 May, 8:00 AM	One weekday lunch at NOMAD can make room for a second guest at no extra lunch charge.	People or lifestyle, three-quarter angle, studio light: Two complete lunch place settings at NOMAD with plated meals and a May calendar card	Edit
5	Wed 5 May, 8:00 AM	A shared lunch becomes more memorable in NOMAD's beautiful Riviere Noire setting.	Overhead flat-lay, eye level, evening interior light: A NOMAD dining table with two lunches, two place settings, and Riviere Noire surroundings	Edit
6	Wed 5 May, 8:00 AM	A shared lunch becomes more memorable in NOMAD's beautiful Riviere Noire setting.	Text-led graphic, low angle, daylight: Two diners at NOMAD with plated food and the Riviere Noire landscape visible beyond the restaurant	Edit
7	Thu 6 May, 8:00 AM	The special is a simple way to plan a shared weekday lunch at NOMAD during May.	Behind the scenes, overhead angle, golden hour: A weekday calendar marked May beside two NOMAD place settings and restaurant branding	Edit
8	Thu 6 May, 8:00 AM	The special is a simple way to plan a shared weekday lunch at NOMAD during May.	Hero, three-quarter angle, overcast light: A May weekday calendar, two plates, two glasses, and a visible NOMAD logo	Edit
9	Fri 7 May, 8:00 AM	Now is the time to choose your lunch companion and ask NOMAD about your May weekday visit.	Macro detail, eye level, studio light: Two diners raising glasses over plated lunches at NOMAD with a May weekday reminder card	Edit
10	Fri 7 May, 8:00 AM	Now is the time to choose your lunch companion and ask NOMAD about your May weekday visit.	Wide environment, low angle, evening interior light: Two guests toasting across a NOMAD table with lunch plates and a visible May calendar	Edit

This is what it looks like for our example.

Once you are entirely happy with the Campaign plan, select **Write the posts**, which takes about 90 seconds.

Step 3: Review and refine generated posts

Here are our completed posts, each written in full, with the appropriate image. For this example, we are only showing the first 3.



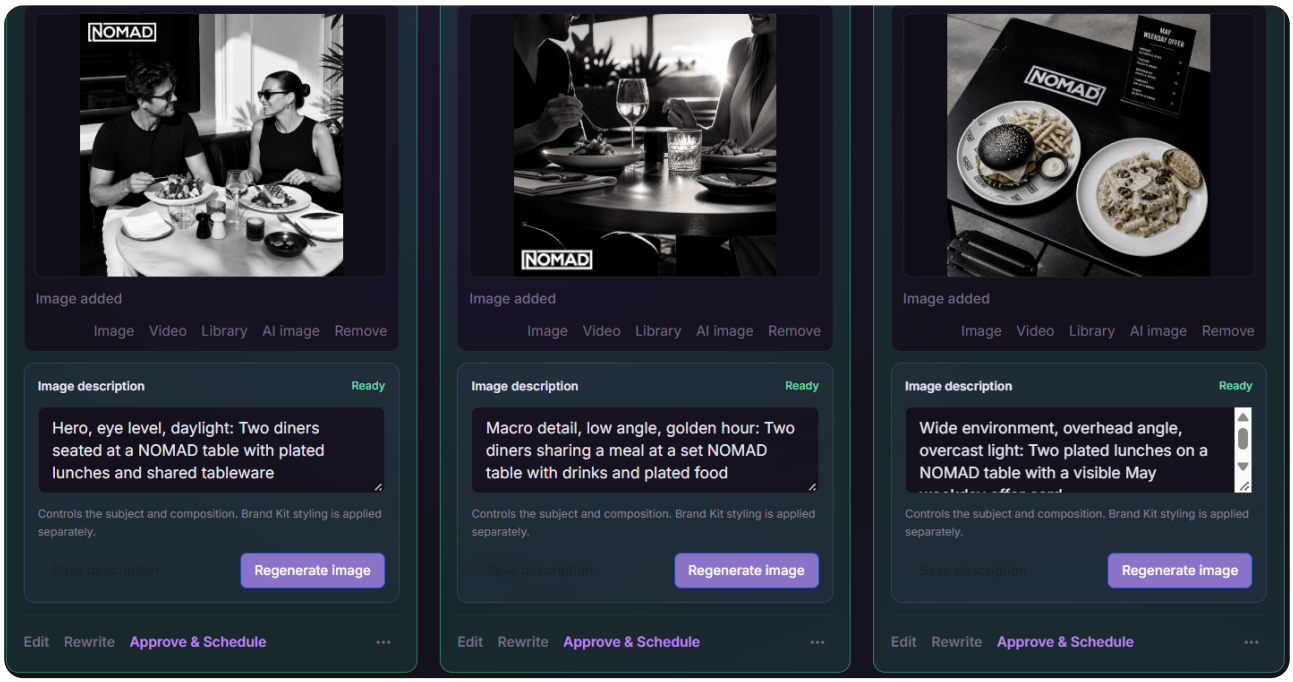
Review post content

Each card shows the account (Platform) to which it will be published, the date and time, its number in the sequence, and the full copy with Hashtags based on our Brand Kit.

Chirpy has also alerted us that posts to Instagram require media to be added to the post before publishing.

Please read them – as you will see, each post is different and formatted according to the rules for each platform.

This is especially important as you build your own campaigns.



Refine post content

As you go through your review you can also make some final adjustments using the options below.

- **Rewrite** – generates a fresh version of the post copy. It still knows the campaign's argument and what every other post covers, so a rewrite will not duplicate another post.
- **Edit** – here you have full editing capabilities.

> You can edit:

- The copy
- The Date & Time the post is scheduled.
- The image description and then regenerate the image.

Once you are happy, Select **Done**

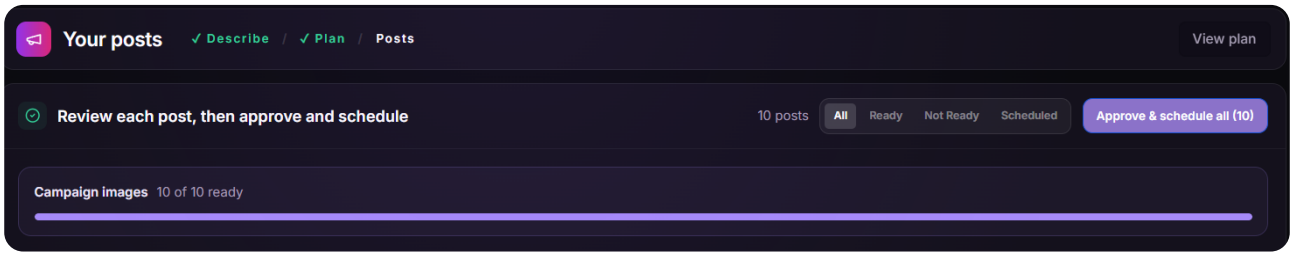
Step 4: Approve and Schedule your posts

Once you are happy with your posts, it's time to approve and schedule them.

You have 2 options:

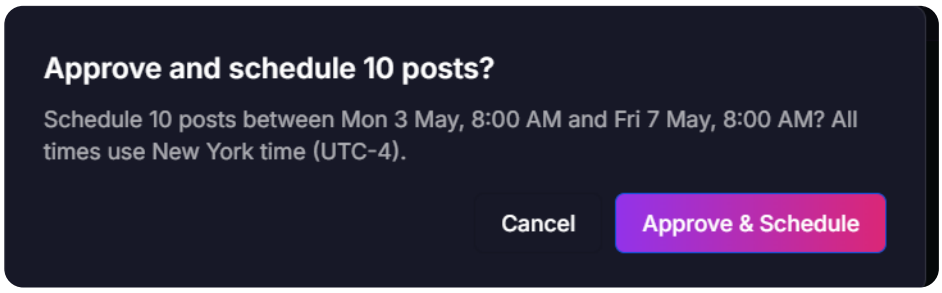
- Approve & schedule individually
- Approve and schedule all

This is what it looks like in our example.

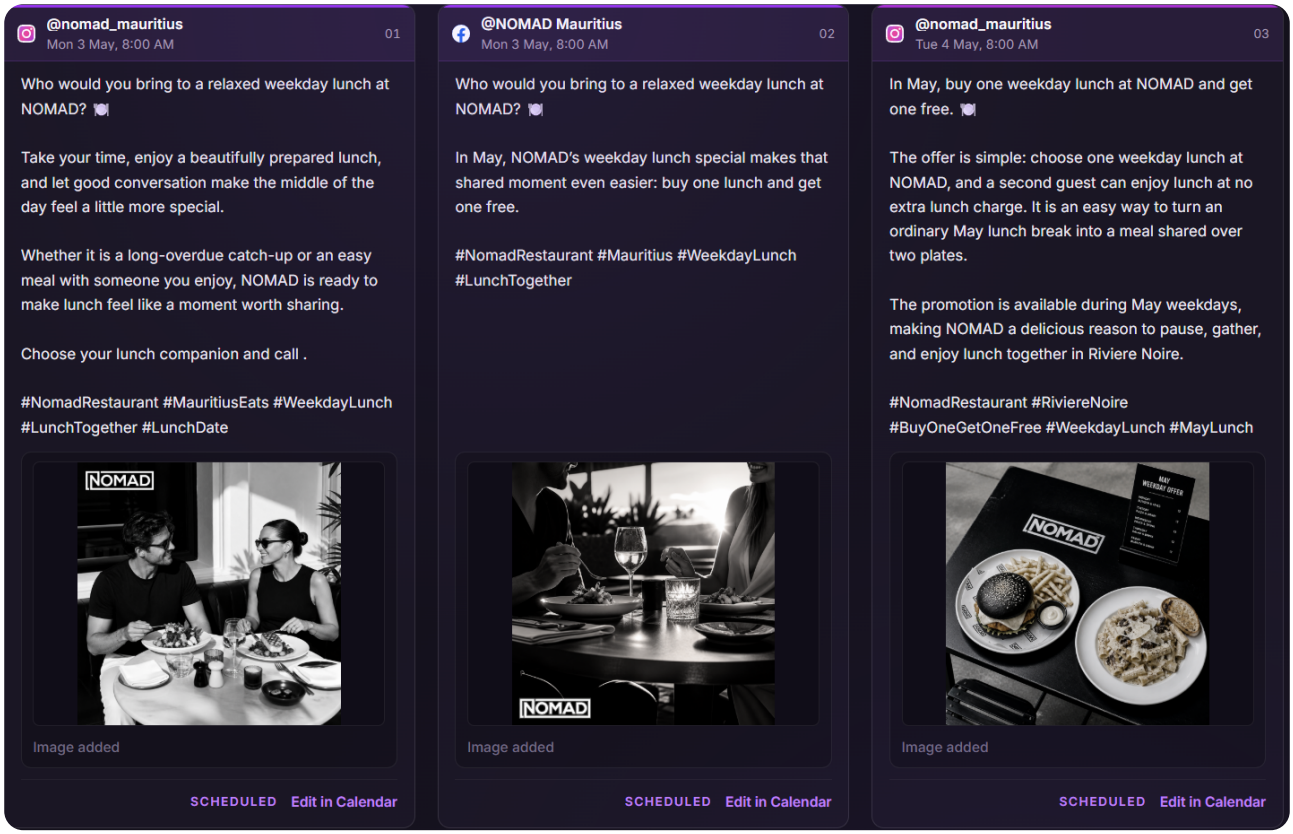


We are going to Approve & schedule all.

There is one final check in the process.

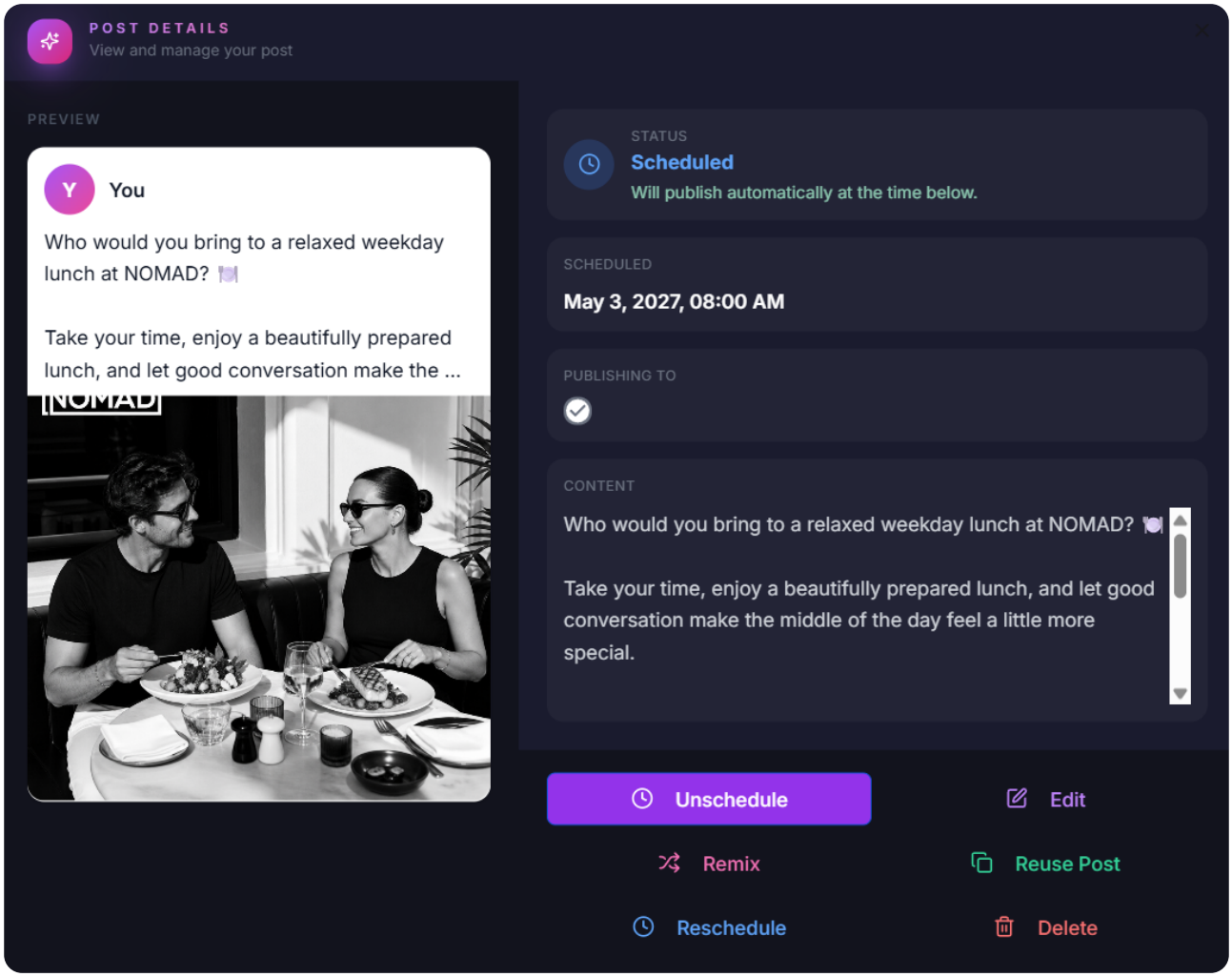


Our Posts are now scheduled.



As you can see, we now also have the option to edit each post in the Calendar, so let's see what that looks like.

Select **Edit in Calendar**.



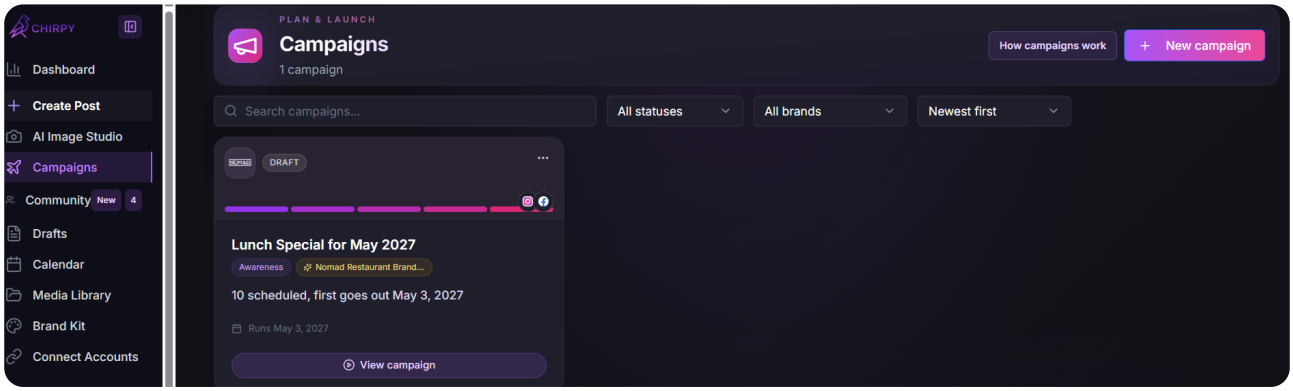
Here you can review the full details of your post, and are also given a number of options:

- **Unschedule** - the post will be removed from your Calendar, but will remain in your Campaign, where you can reschedule it at any given time.
- **Edit** - full post editing capabilities.
- **Remix** - an advanced option that allows you to create additional versions of the post. This will be covered in our Calendar Guide.
- **Reuse Post** - use this identical post on another date.
- **Reschedule** – reschedule this post.
- **Delete** – delete this post.

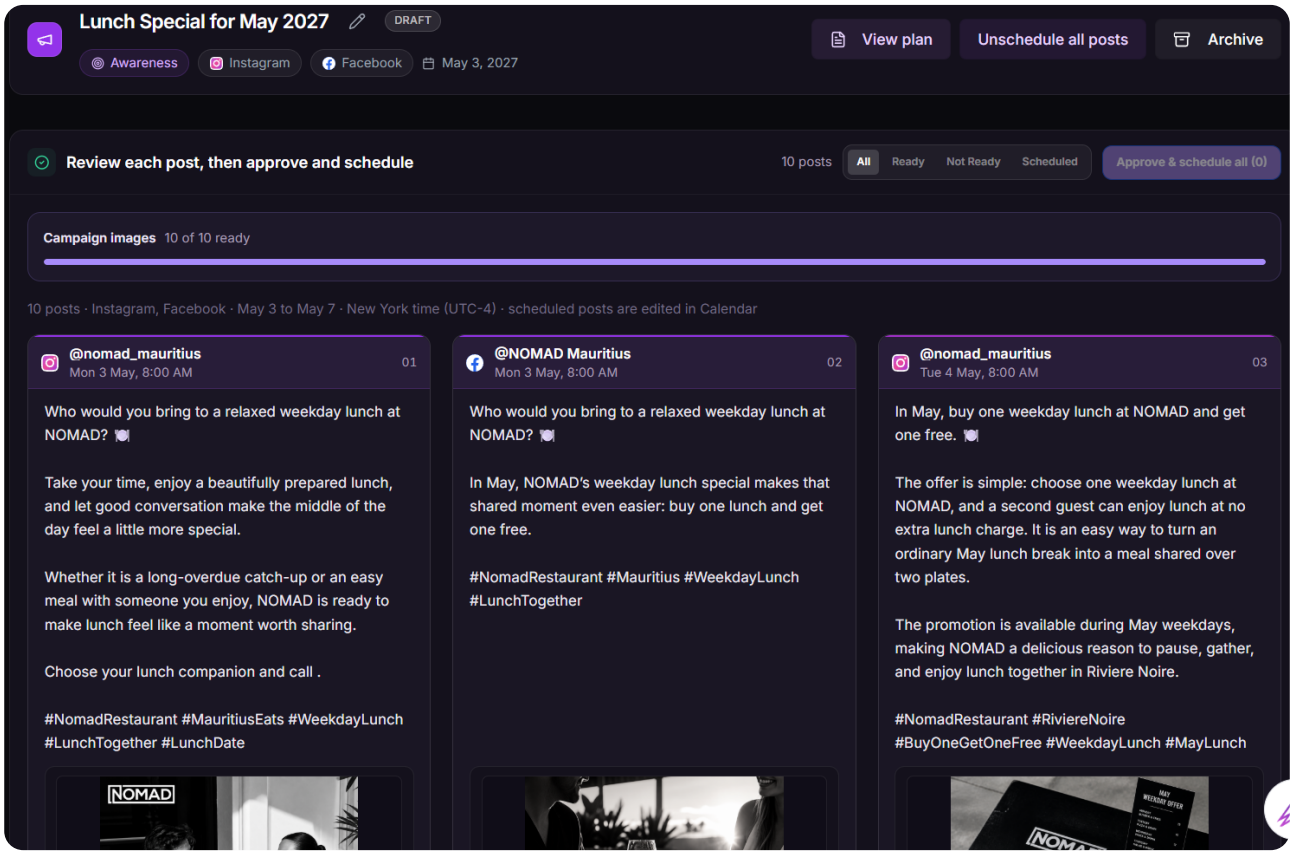
You can also see the posts in your Calendar, but more on that later.

Resuming or editing a Campaign

You can return to your Campaign by selecting **Campaigns** in the left navigation bar in your Dashboard.



Select **View Campaign**.



You can filter your posts according to the following:

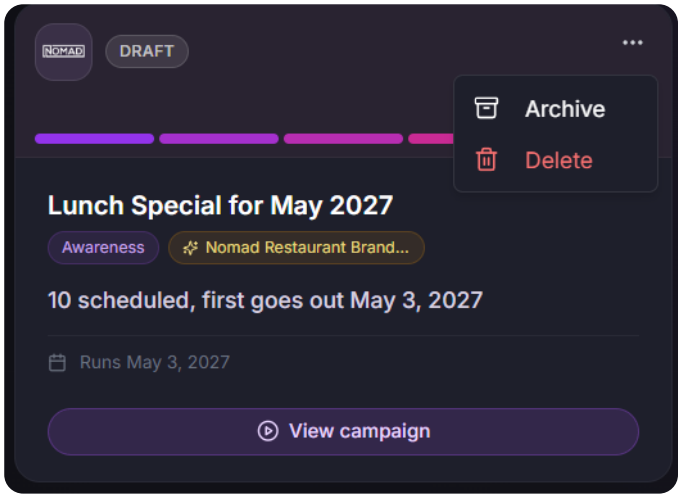
- **All** posts
- **Ready** – posts that are ready to Approve and Schedule
- **Not Ready** – posts that still need some work, such as Instagram posts that require images to be added.

- **Scheduled** – posts already scheduled.

Points to note:

1. Individual scheduled posts can only be edited or unscheduled in the Calendar.
2. You have the option to **Unschedule all posts**, should you want to delete the campaign or save it for editing and scheduling at a later date.

You can Archive or delete a campaign by selecting the 3 dots on the top right as below.

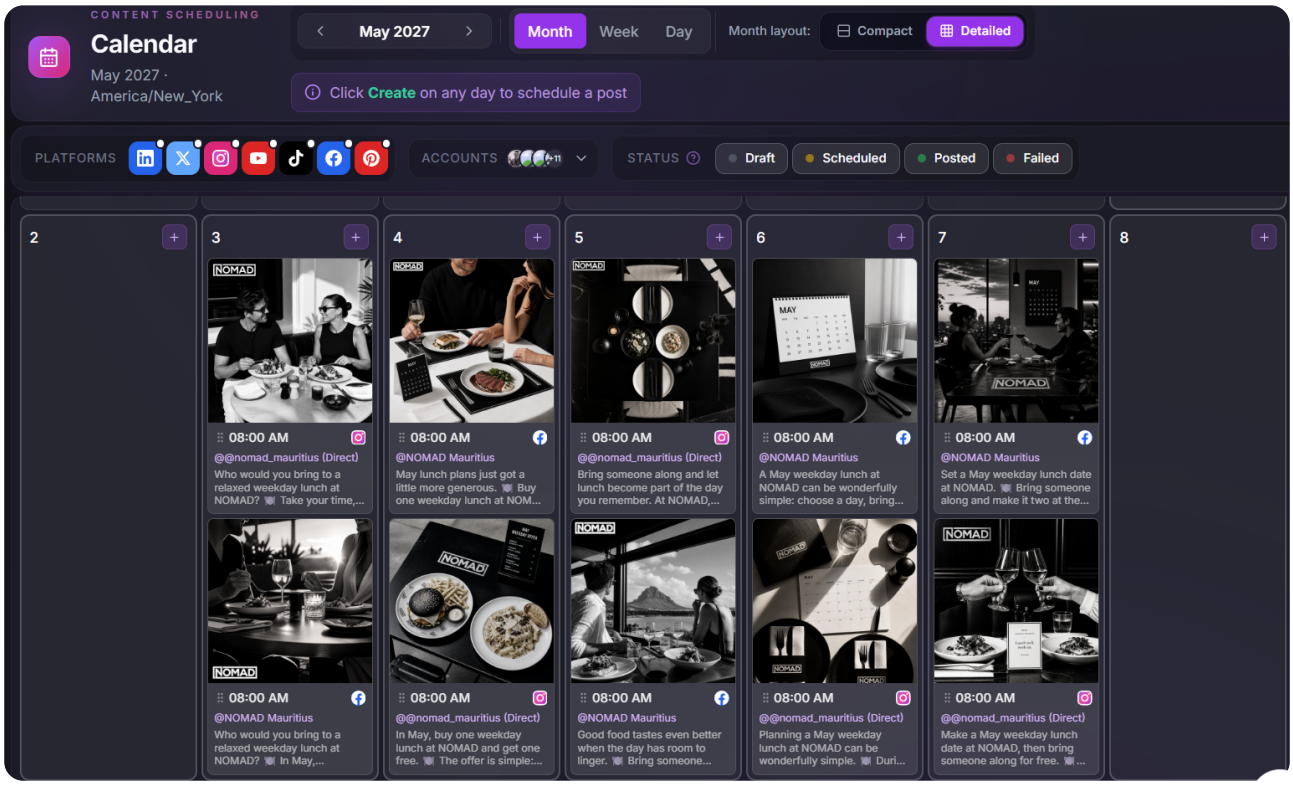


> **This is important** – please remember to Unschedule all posts, before deleting a campaign, because if not, the scheduled posts will still be in your Calendar and be posted on you schedule dates.

Viewing your Calendar

To view your posts in your calendar, Select **Calendar** in the left navigation bar and choose the appropriate month.

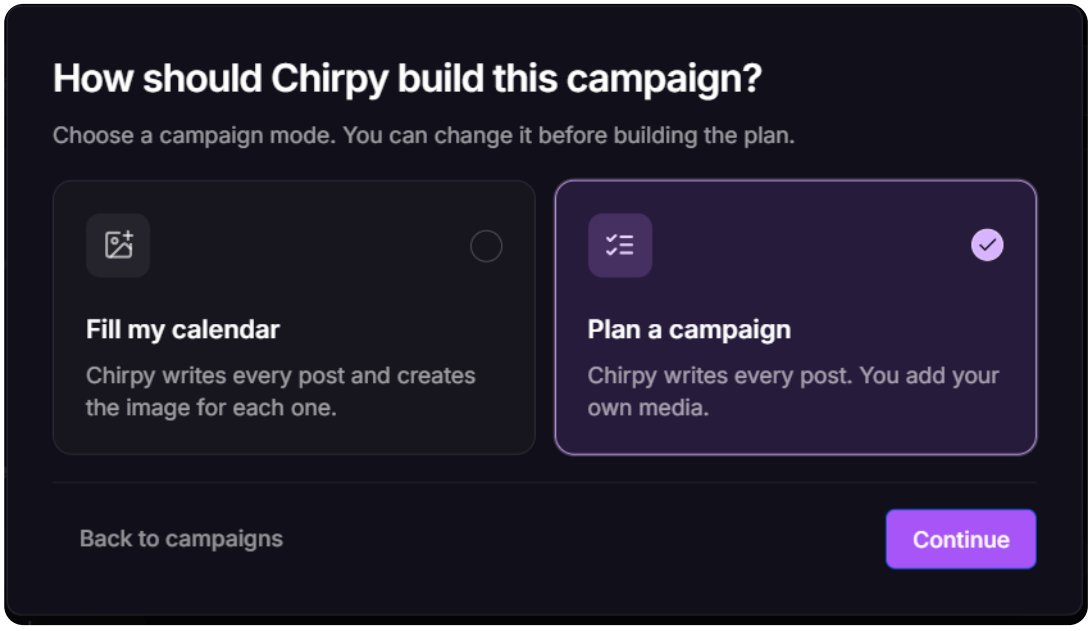
Here is the week of posts we scheduled in our campaign.

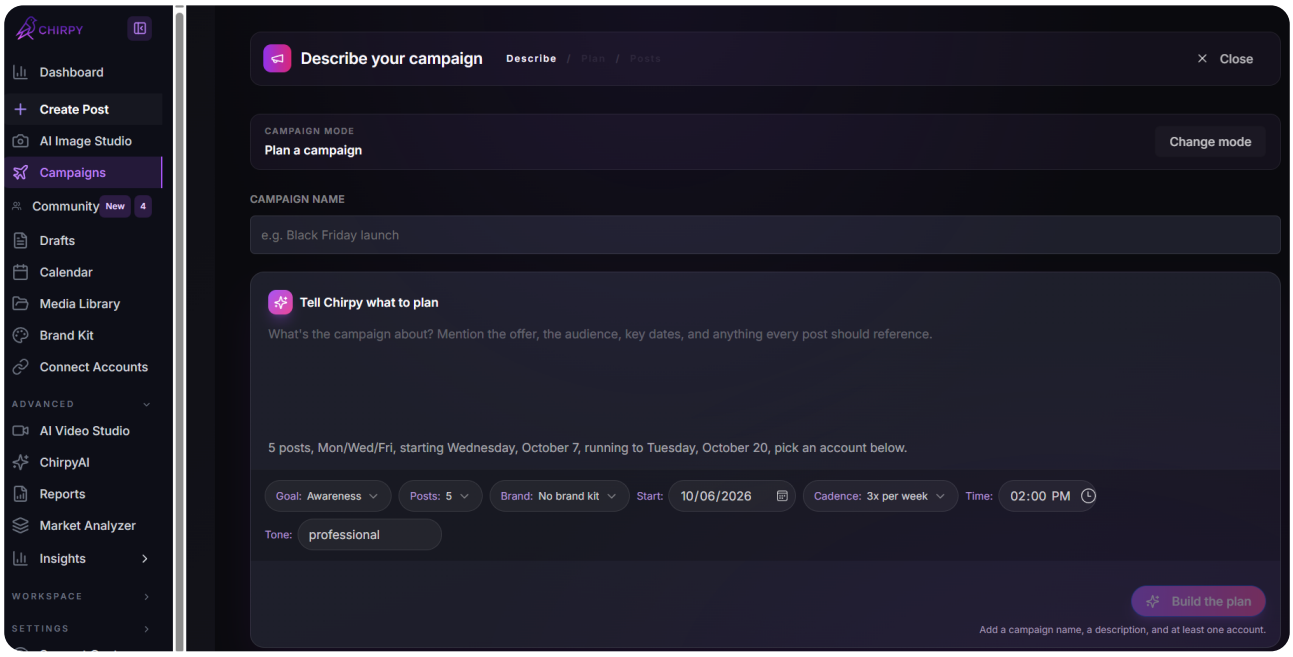


CHAPTER 05

Plan a Campaign

To create a Targeted campaign, select **Plan a campaign** when creating your new campaign.





You are now ready to create your campaign following the steps below.

The four steps

Every campaign moves through the same four steps: **Describe, Plan, Posts, Schedule.** You can move back to any step you have already completed.

Step 1: Describe your campaign

This is the only place you type. Everything else is review.

The campaign name

For you, not your audience. Name it after the job it does, so you can find it later. “Kids eat free Tuesdays” beats “Campaign 3”.

Tell Chirpy what to plan

The single most important field. Write a short paragraph covering:

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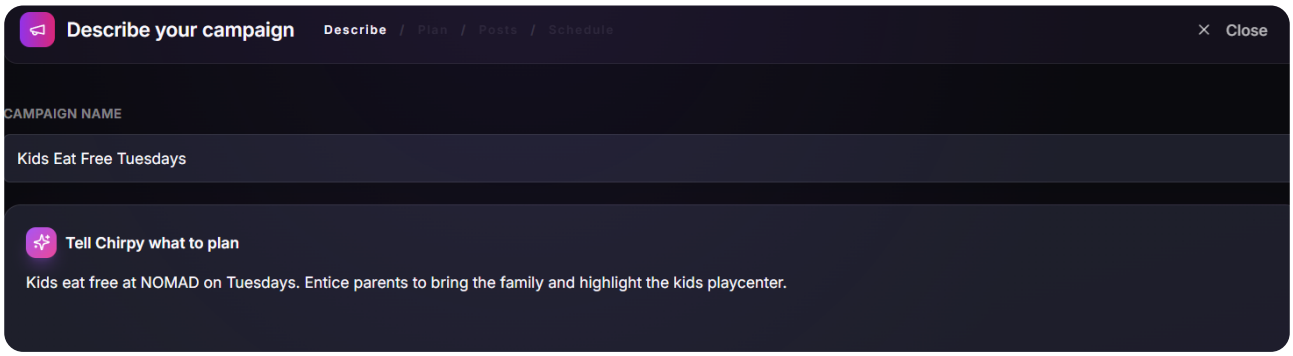
For illustrative purposes we are going to use a Restaurant called NOMAD as an example.

Be specific - you are not writing the posts here; you need to think as if you are briefing the person who will.

A simple description such as “Promote the restaurant” produces generic posts which will do little to engage your audience and your message gets lost.

Important Note:

If you do not have a Brand Kit, your description would have to be a very detailed paragraph as described above, but because we do have a Brand Kit and will be using it for the campaign, our life becomes a lot simpler as you will see below.



In our example we are creating a campaign for our weekly special – Kids Eat Free Every Tuesday, and because we are going to use our Brand Kit, the description is very simple.

Before moving on, it’s important that we talk about Cadence and Post Count.

Cadence and post count: the mechanism most people miss

These two settings together decide the shape of your campaign, and the combination does more than control frequency.

Weekly cadence locks every post to the same weekday. Start on a Tuesday with a weekly cadence and eight posts, and you get eight consecutive Tuesdays.

The value is that the reminders are not copies. A human posting “kids eat free today” every Tuesday for twelve weeks writes the same sentence twelve times. Chirpy writes twelve different posts making the same point, one covering the play area, another the food, another the atmosphere, another the value.

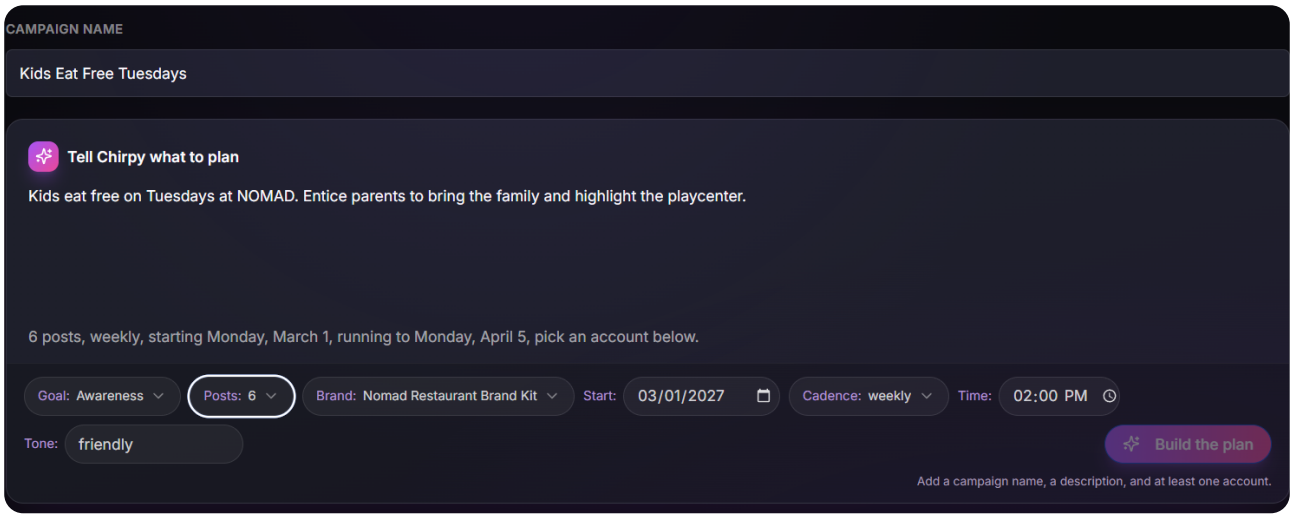
Now let’s talk about settings.

Apply your campaign settings

The settings row is where you define the following:

- **Goal.** Awareness, Engagement, Drive traffic, Generate leads, Drive sales, Product launch, or Event promo. This shapes how the campaign builds and how often it surfaces your Call to Action (CTA).

- **Posts.** Anywhere from 1 to 30.
- **Brand kit.** Optional but recommended. It carries your tone, your audience, location, ambiance and your visual identity into every post and every AI image.
- **Start.** The day the campaign begins. If your start date is not a posting day under your chosen cadence, Chirpy moves to the next one that is and tells you.
- **Cadence.** Daily, every other day, 3x per week, weekly, or custom.
- **Time.** One time of day for the whole campaign, in your timezone.
- **Tone.** Free text. Prefilled from your brand kit if you have one.



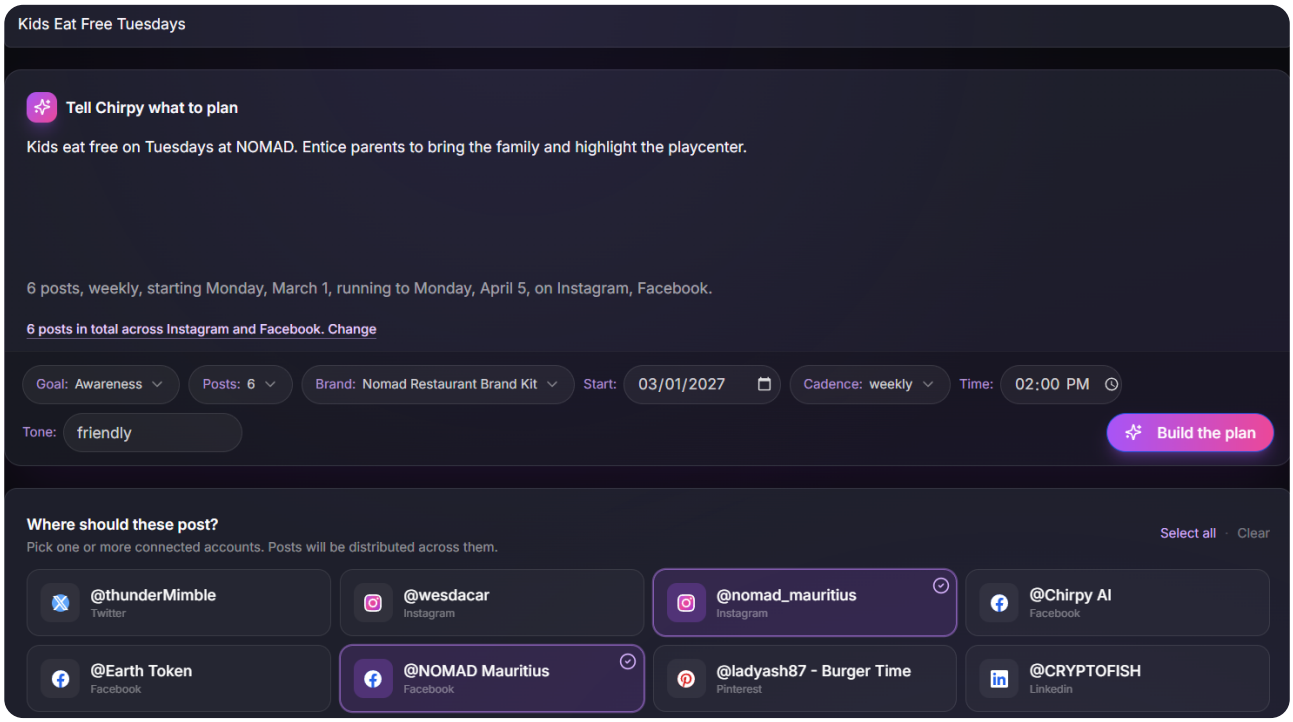
In our example we have chosen the following for this campaign from the drop-down menus:

- **Goal** - Awareness
- **Posts -** 6
- **Brand kit -** Nomad Restaurant Brand Kit
- **Start -** Saturday March 1st.
- **Cadence.** Weekly – so as you see Chirpy Daily tells you that this campaign will end on Monday April 5th. You now have a full month of posts to be automatically created and scheduled once you have completed the process.
- **Time.** 2 weekly, based on your specific timezone.
- **Tone.** Chirpy prefilled “Friendly” which was the tone taken from our Brand Kit. You can edit this if you wish.

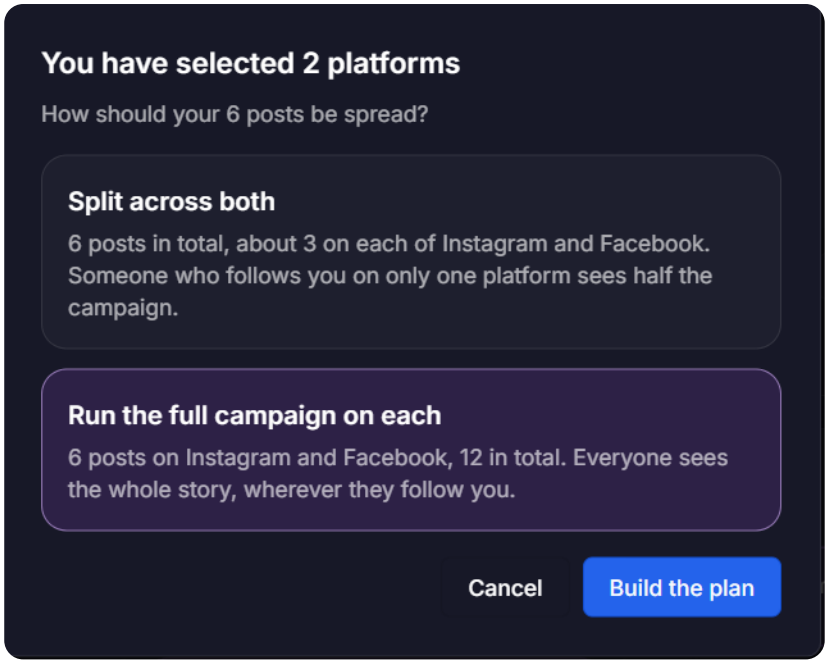
The last step is to pick where these should post.

Select your campaign platforms

Pick one or more connected accounts. Posts will be distributed across them.



Select **Build the plan**



You are now given the option to distribute the posts across each platform or run the full campaign on each platform.

In our example we have opted to run split the campaign post across Instagram and Facebook. Chirpy will schedule these to run on alternate days.

Please Note: Although you can run a full campaign on more than 1 platform the total number of posts for the campaign cannot exceed 60 in total.

When you are ready, press **Build the plan.** It takes about a minute.

Step 2: Review and refine your campaign plan

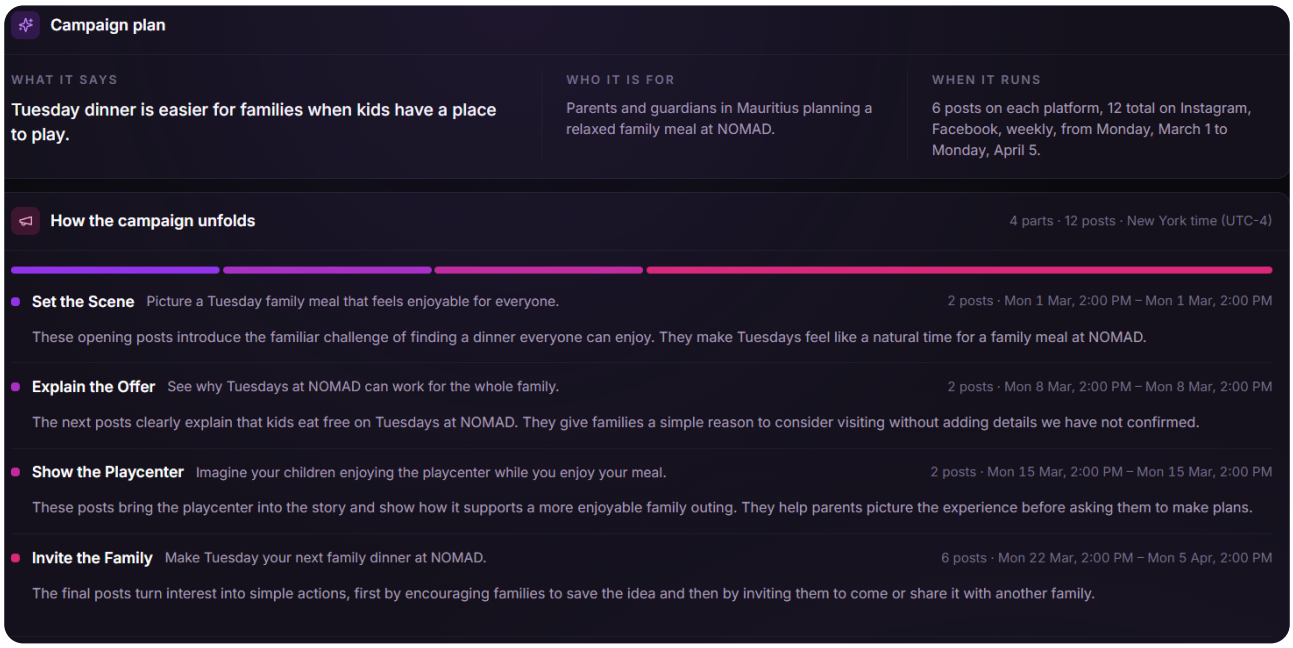
This is where Chirpy shows you its thinking before writing anything. Read it properly. It is much cheaper to change the plan than to rewrite all posts.

Here is your campaign

- **What it says.** The single argument the campaign makes. If this is not the point you wanted to make, change it now.
- **Who it's for.** The audience Chirpy is writing to.
- **When it runs.** Post count, platforms, cadence, first and last dates.

How the campaign unfolds

The campaign plan is divided into sections. Early sections set up the idea, later sections make the ask.



Above is the result based on our example.

What we will be talking about

The actual subjects across the whole run. This is the fastest way to spot something missing. If your kids' play area matters and it is not in this list, say so.

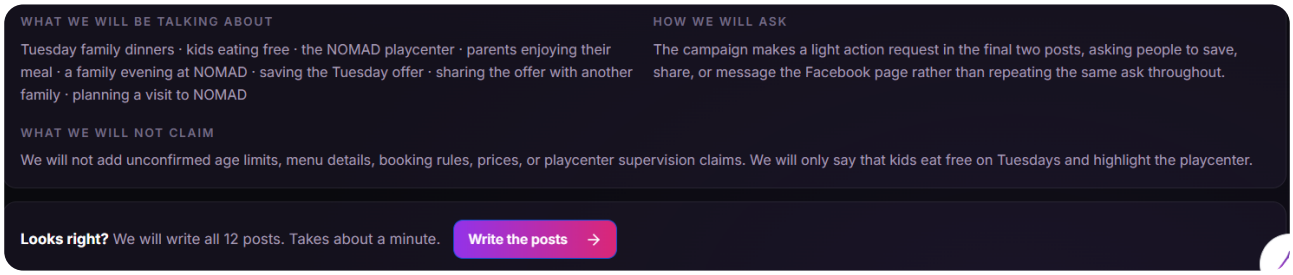
How we will ask

How often and in what way the campaign invites people to act.

What we will not claim

The things Chirpy has deliberately avoided saying because you did not give it those facts. Worth reading. It is how you know it is not inventing menu items, prices or awards.

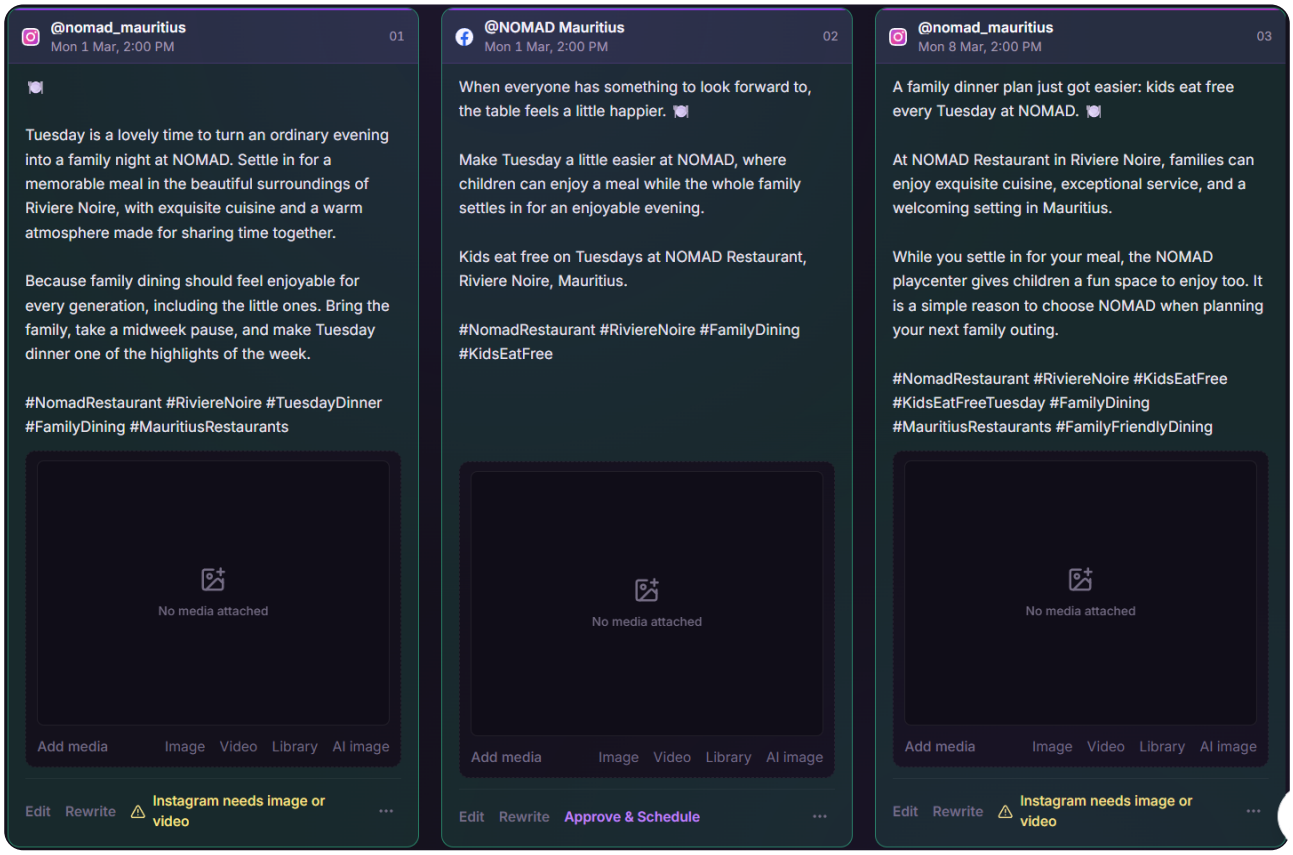
Here is what this looks like in our example.



Select **Write the posts**, which takes about 90 seconds.

Step 3: Review and refine generated posts

Here are our posts, each written in full. For this example, we are only showing the first 3.



Review post content

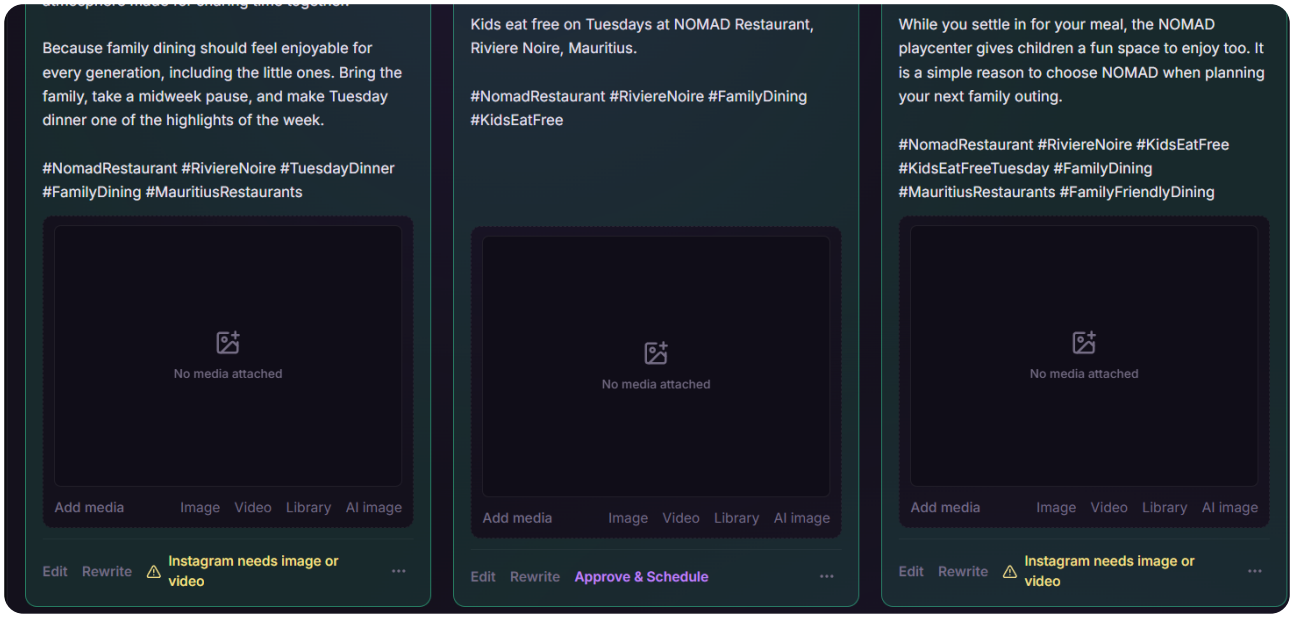
Each card shows the account (Platform) to which it will be published, the date and time, its number in the sequence, and the full copy with Hashtags based on our Brand Kit.

Chirpy has also alerted us that posts to Instagram require media to be added to the post before publishing.

Please read them – as you will see, each post is different and formatted according to the rules for each platform.

This is especially important as you build your own campaigns.

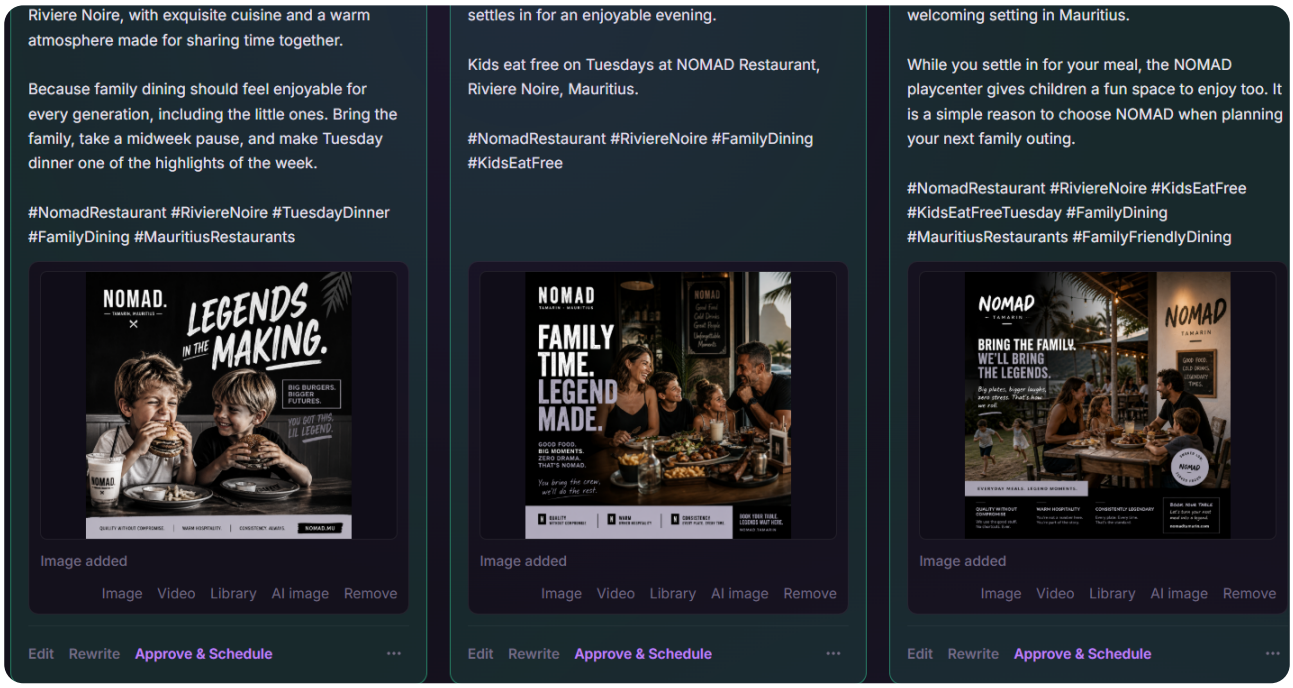
Add media to your posts



You now have the following options to add media to your posts:

- Upload an image or video from your device.
- Add an image or video from your Media Library
- Generate one with AI. The AI Image option opens the full image studio with your Brand Kit applied.

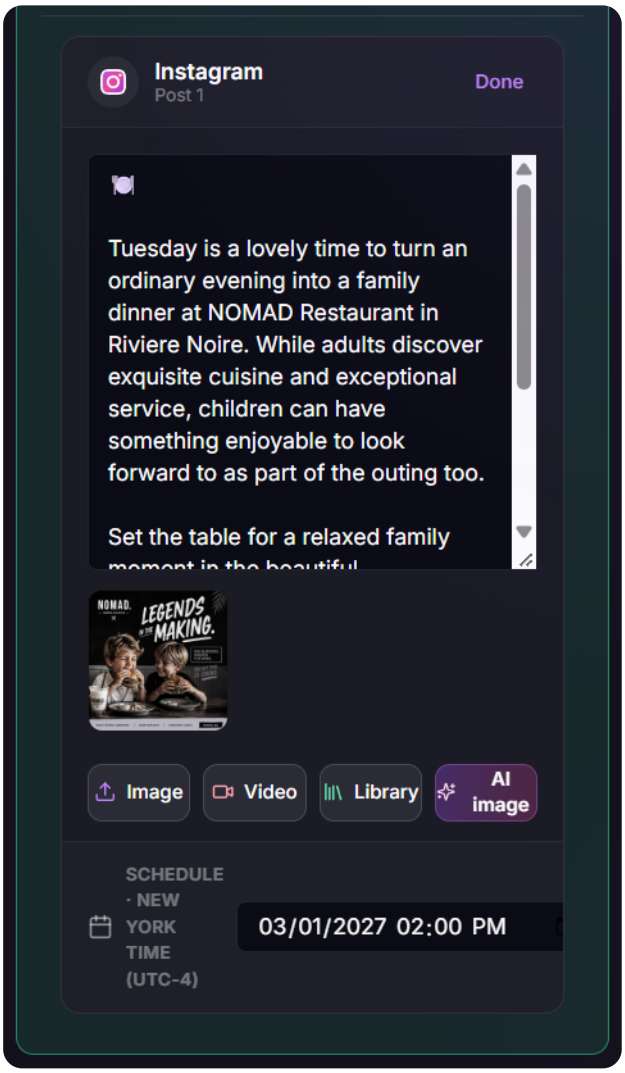
Here are our first 3 posts with media added.



Refine post content

As you go through your review you can also make some final adjustments using the options below.

- **Rewrite.** Generates a fresh version of that post. It still knows the campaign's argument and what every other post covers, so a rewrite will not duplicate another post.

- 

Edit. Here you have full editing capabilities.

> You can edit:

- The copy
- Change the Image or Video.
- The Date & Time the post is scheduled.

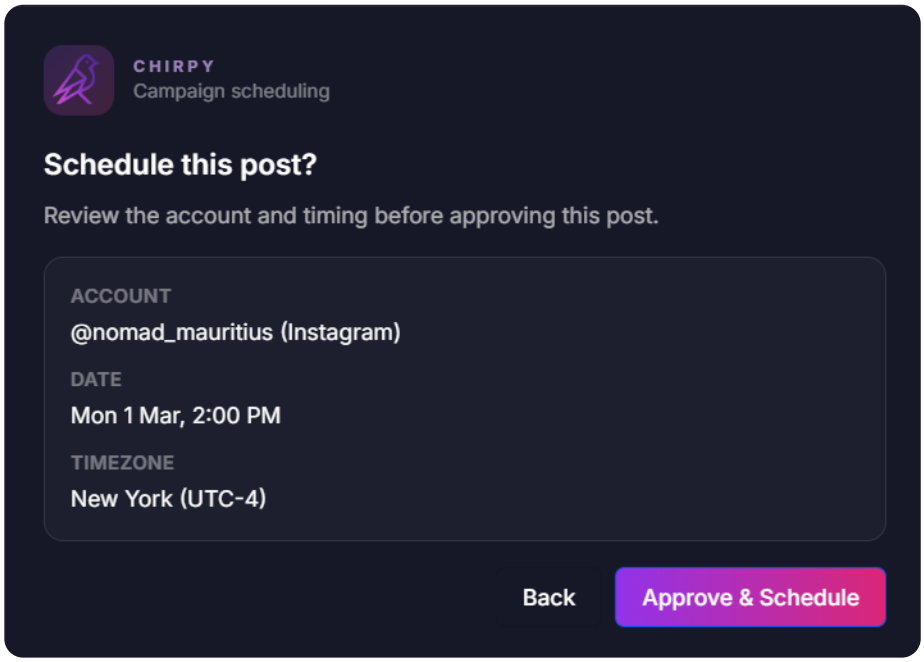
> Once you are happy, Select **Done**

Step 4: Approve and Schedule your posts

Once you are happy with your posts, it's time to approve and schedule them.

Select **Approve & Schedule**.

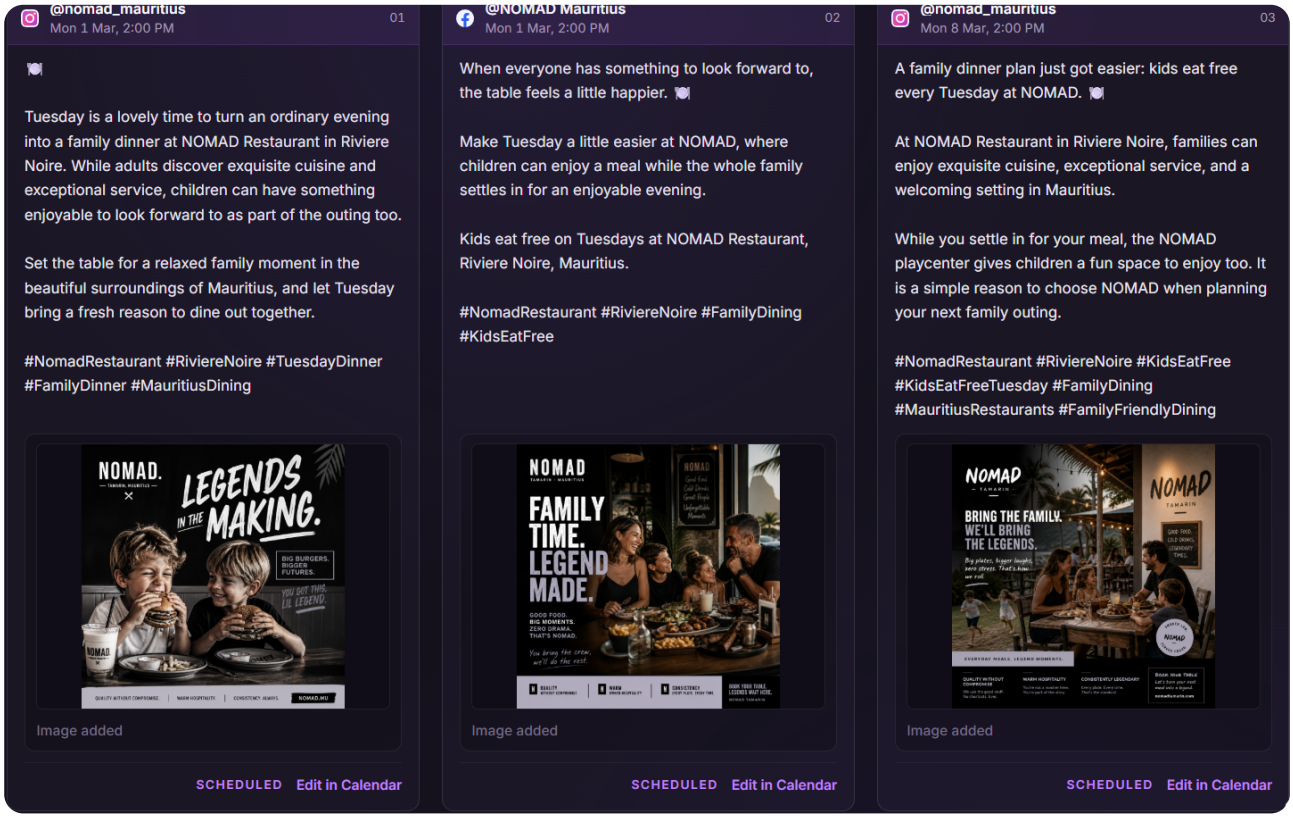
There is one final check in the process.



If you are entirely happy, select **Approve & Schedule**.

Repeat the process for each individual post you want to schedule.

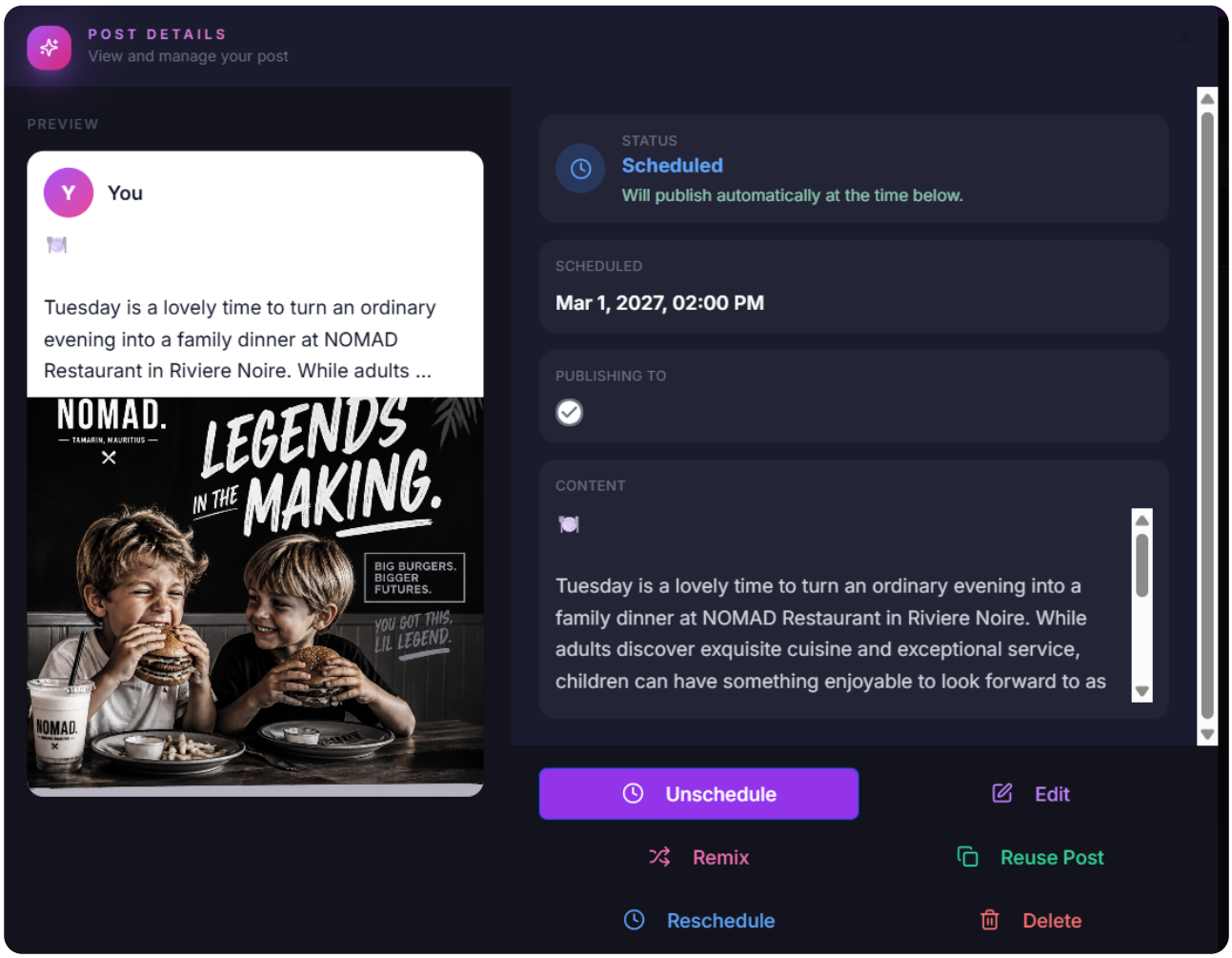
In our example we are only going to Approve and Schedule the first 3, as below:



Our Posts are now scheduled and will appear in our Calendar.

As you can see, we now also have the option to edit each post in the Calendar, so let's see what that looks like.

Select **Edit in Calendar**.



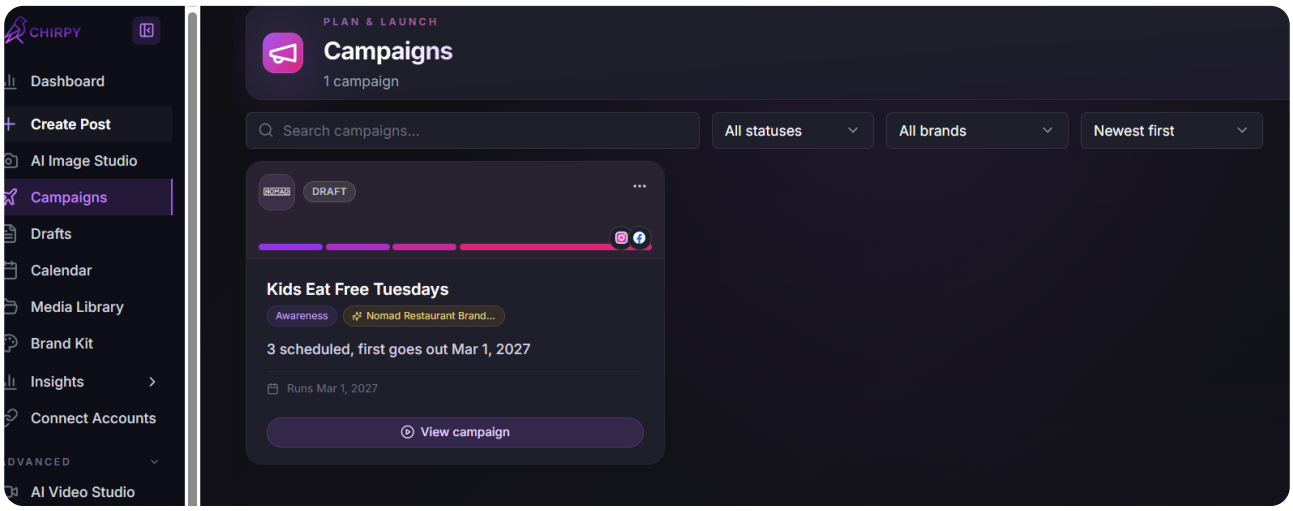
Here you can review the full details of your post, and are also given a number of options:

- **Unschedule** - the post will be removed from your Calendar, but will remain in your Campaign, where you can reschedule it at any given time.
- **Edit** - full post editing capabilities.
- **Remix** - an advanced option that allows you to create additional versions of the post. This will be covered in our Calendar Guide.
- **Reuse post-use** this identical post on another date.
- **Reschedule** – reschedule this post.
- **Delete** – delete this post.

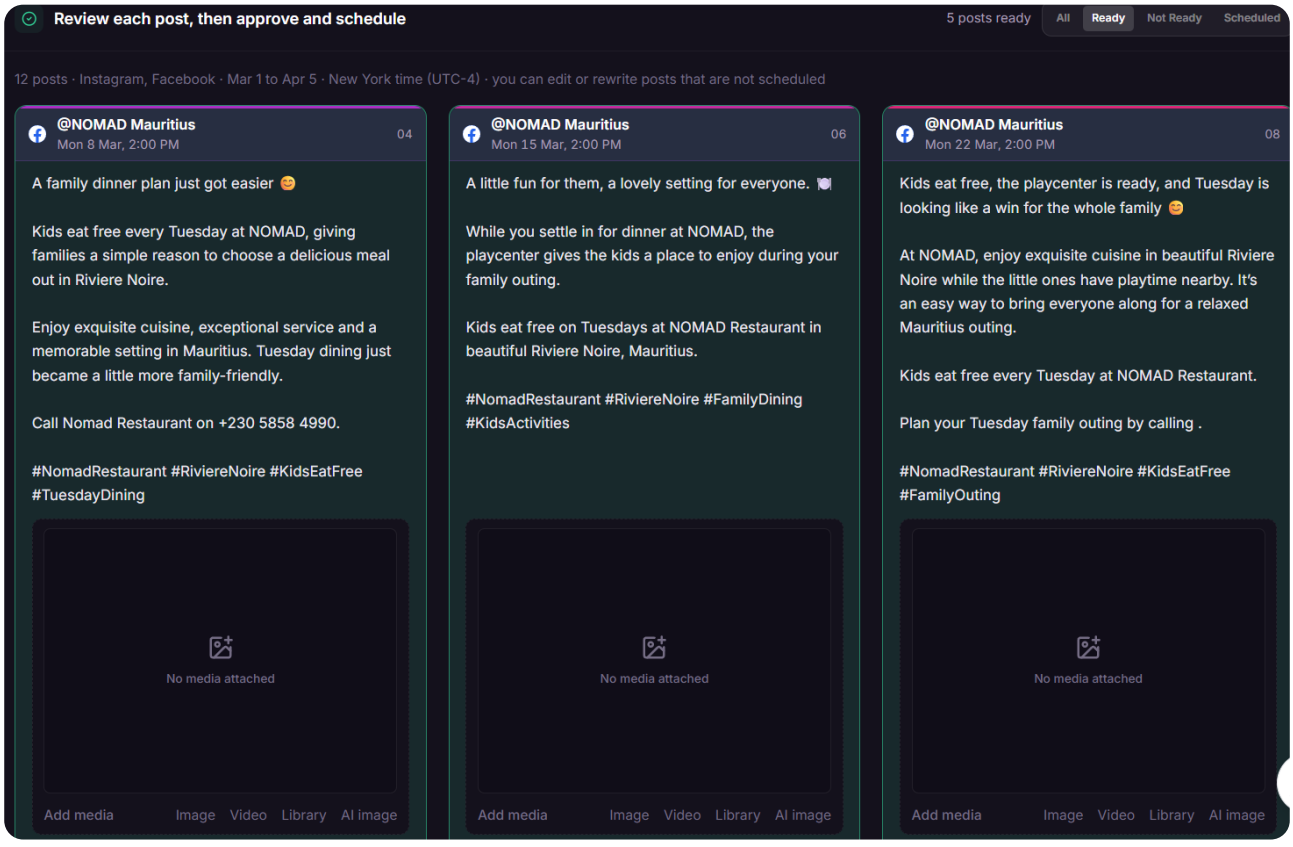
You can also see the posts in your Calendar, but more on that later.

Resuming or editing a Campaign

You can return to your Campaign by selecting **Campaigns** in the left navigation bar in your Dashboard.



Select View Campaign to resume editing and approving additional posts.

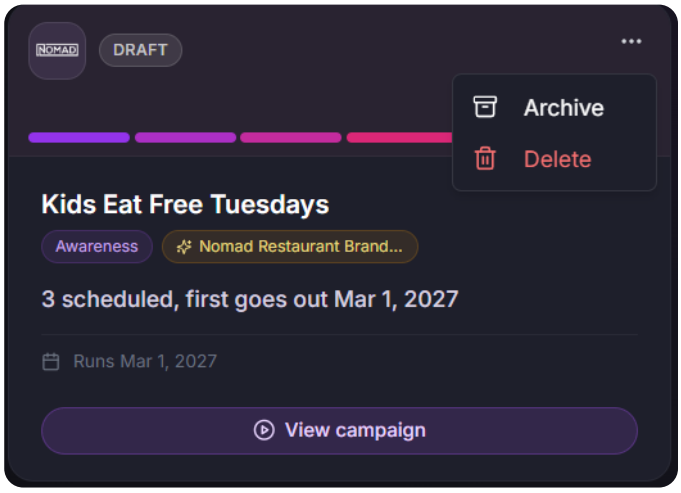


You can filter your posts according to the following:

- **All** posts
- **Ready** – posts that are ready to Approve and Schedule
- **Not Ready** – posts that still need some work, such as Instagram posts that require images to be added.
- **Scheduled** – posts already scheduled.

Points to note:

1. Scheduled posts can only be edited or unscheduled in the Calendar.
2. You have the option to **Unschedule all posts**, should you want to delete the campaign or save it for editing and scheduling at a later date.
3. This is important – please remember to Unschedule all posts, before deleting a campaign, because if not, the scheduled posts will still be in your Calendar and be posted on you schedule dates.



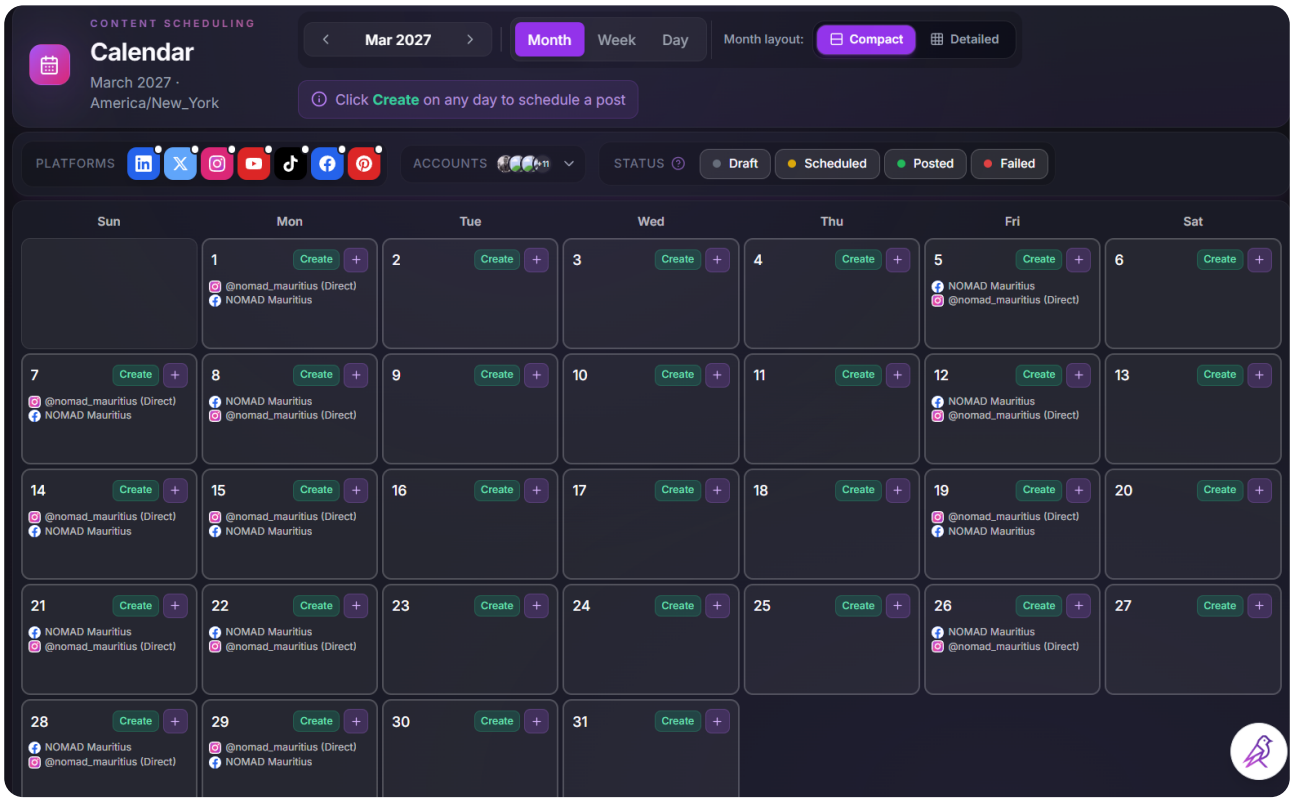
You can Archive or delete a campaign by selecting the 3 dots on the top right.

Viewing your Calendar

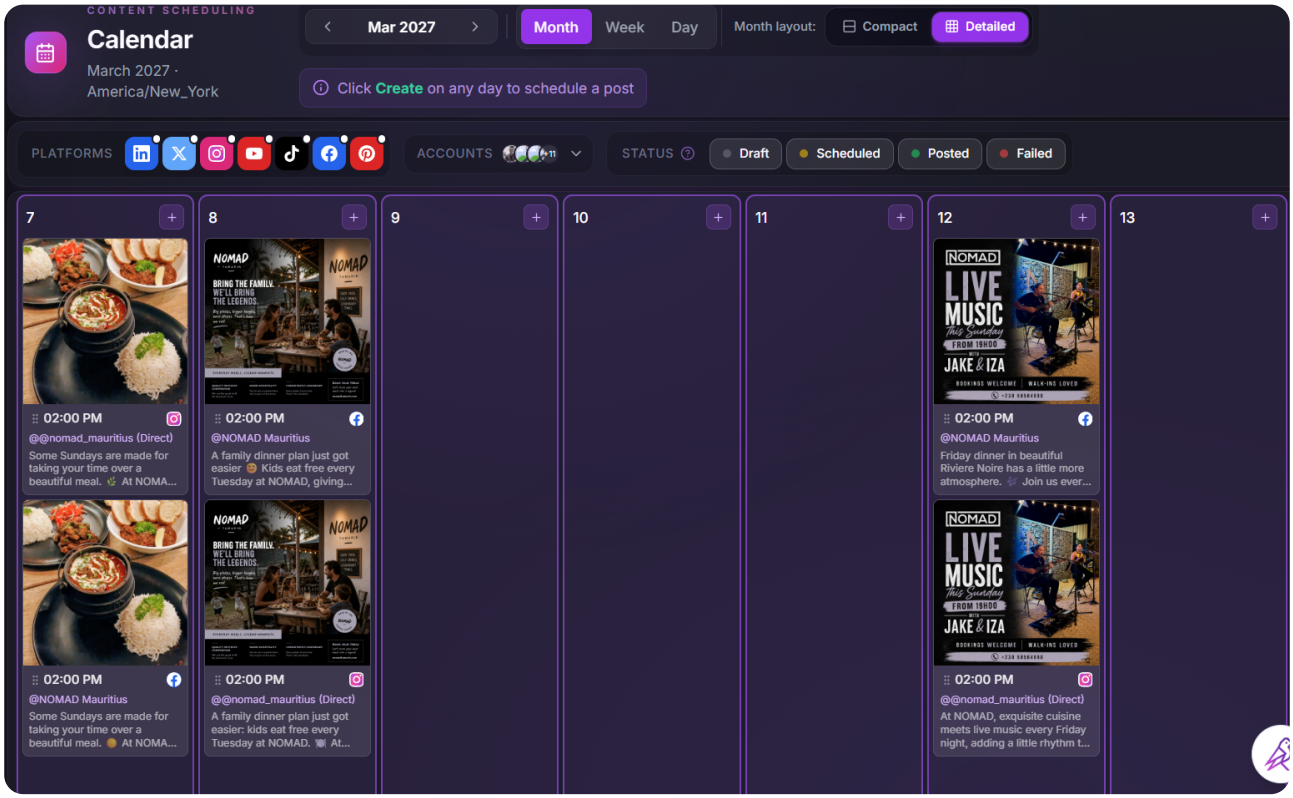
For purposes of this example, we created two additional campaigns:

- **Friday Night Live Music at NOMAD**, and
- **Sunday Brunch at NOMAD**

If we now view our Calendar for March in **Compact** view, we see that we now have 3 weekly posts across 2 platforms, each with a separate theme and objective for the whole month.



If we expand to Detailed view, this is what the posts look like for the week of March 7th:



You can click on any post to open full editing mode as per above.

CHAPTER 06

Summary

Campaigns are the ideal tool that enables you to easily fill your Calendar with compelling content for your target audience.

In one sitting you can create posts for weeks and months at a time, but please be mindful of our guidance above.

CHAPTER 07

Practical recipes

A recurring promotion day. Weekly cadence, start on the day itself, 8 to 12 posts, goal Awareness. Mention the offer conditions in your description so Chirpy does not invent any.

A product or menu launch. 3x per week, 9 to 12 posts, goal Product launch. Start a week before the launch date so the campaign builds up to it.

An event. Daily, 5 posts, goal Event promo, starting five days out.

Filling a quiet calendar. Every other day, 20 to 30 posts, goal Awareness, with a description covering everything that makes the business worth knowing. Then layer a weekly promotion campaign on top.

Testing the water. 5 posts, daily, on one account. It costs almost nothing and takes two minutes to see whether the writing sounds like you.

CHAPTER 08

Getting better results

Put the facts in the description. Chirpy will not invent details, which is a feature. If your opening hours, the offer conditions or the thing you are known for are not in the description, they will not be in the posts.

Use a brand kit. It is the difference between posts that sound like anyone and posts that sound like you.

Fix the plan, not the posts. If something is wrong at the plan stage it will be wrong in every post. One tweak at Step 2 beats thirty edits at Step 3.

Add images. Text-only posts underperform everywhere, and four platforms will not accept them at all.

Read the last post. The end of a campaign is where the ask lands. Make sure it asks for what you actually want.

Do not schedule what you have not read. Approve all is there for speed once you trust it, not for the first campaign you build.

CHAPTER 09

Common questions

Will it post without me? Yes, once scheduled. That is the point. Until then, nothing goes out.

Can I run more than one campaign at once? Yes, as many as you like, on their own schedules and accounts.

What if I do not like the writing? Rewrite an individual post or change the plan and regenerate. If the tone is consistently wrong, fix the tone setting or the brand kit rather than editing post by post.

Can I change a post after scheduling? Yes, from the Calendar, up until it publishes.

Why is my first post not on my start date? Your cadence does not include that weekday. Chirpy moves to the first day that fits and says so.