

# Your social media, on your DigitalShyft portal

## How to plan, create, approve and publish your posts

Your portal now plans, writes, designs and publishes your social media posts on Facebook, Instagram, LinkedIn, X and TikTok. You choose how often you post, and you see and approve what goes out under your name. Here is how it works, step by step.

### In this guide

1. Approve your brand profile
2. Connect your accounts
3. Approve your Social Playbook
4. Set your posting plan
5. Approve your posts
6. Create a post any time
7. Blog posts promote themselves
8. Written to be found
9. It learns from you
10. Pricing
11. Who can do what

## 1 Approve your brand profile

### How your brand sounds and looks.

Your brand profile covers your tone, the words to use and avoid, the rules every post follows, your colors and the look of your images. Every post, social caption and image we make for you follows it. We drafted it for you; you review it and approve it.

We email you a link to it. No login needed. From there you can:

- Change anything that isn't right, right on the page
- Click **Approve**, and your changes are approved with it
- Or open **Rather send us notes than approve?** and click **Send notes to DigitalShyft**

Once it is approved, you see it on the **Brand** tab of your dashboard. An Admin or Manager can suggest changes there at any time.

Your brand profile always comes first. Nothing the writer learns from your edits and ratings overrides it.



Brand profile  
**Quillfeather Coffee**

## Your brand profile

This is how we'll write and design for Quillfeather Coffee: every post, social caption and image we make for you follows it. Read it through, change anything that isn't right, then click **Approve**.

### Things we weren't sure about

- We added "Home brewing" to the words to use, from your new classes page. Check it fits.

**Who they are** What the business does and what it stands for, in two or three sentences.

Quillfeather Coffee is a small specialty coffee roaster and cafe in Phoenix, Arizona. Every batch is roasted in the cafe each week, and the team teaches people to brew good coffee at home.

**Who they talk to** The people their content is for.

Coffee lovers in Phoenix: neighbours who stop in on the way to work, home brewers who want better beans, and offices ordering coffee for their teams.

**Approve**

Approving includes any changes you made above. You can suggest changes later from the Brand tab of your dashboard.

▼ **Rather send us notes than approve?**

What should we change?

**Send notes to DigitalShyft**

## 2 Connect your accounts

A one-time setup.

On your dashboard, open the **Social** tab and find **Social accounts**. Click **Connect** next to each network you use.

- You log in to Facebook, Instagram, LinkedIn, X or TikTok yourself, on their own site. We never see your password.
- You come straight back to your dashboard, connected.
- You can disconnect a network at any time from the same place.

Instagram needs a Business or Creator account to accept posts from the portal.

### SOCIAL ACCOUNTS

Connect your business pages here. You log in to each network yourself, so DigitalShyft never sees your password, and nothing is posted until a post is approved.

| NETWORK   | CONNECTED           |               |            |
|-----------|---------------------|---------------|------------|
| Facebook  | Quillfeather Coffee | POSTS GO HERE | Disconnect |
| Instagram | @quillfeathercoffee | POSTS GO HERE | Disconnect |
| LinkedIn  | Quillfeather Coffee | POSTS GO HERE | Disconnect |
| X         | Not connected       |               | Connect    |
| TikTok    | Not connected       |               | Connect    |

Facebook asks you to pick Pages: pick only this business's Page. LinkedIn connects company pages you're an admin of. Instagram needs a Business or Creator account. TikTok posts are photo posts for now.

## 3 Approve your Social Playbook

The strategy every post follows.

Your Social Playbook covers what social media should do for your business, who your customers are, the kinds of posts we rotate through, and how followers become customers. We drafted it for you; you review it and approve it.

It also asks when your posts go out:

- **How often you post.** 3 or 5 posts a week, every day, or **Pick my own days** and tick the days you want.
- **Your hashtags.** We start them from your services, your area and what people search to find you. Keep the ones that fit and add your own.
- **What time of day your posts go out.** Choose **Best time for each network (suggested)** and each network posts at the time we suggest for it.

Open it from the link we emailed you, or on the **Social Playbook** tab of your dashboard.

Social Playbook  
Quillfeather Coffee

## Your Social Playbook

How often are you comfortable posting?

Pick my own days ▼

Which days should your posts go out? Only used when you pick your own days above.

☐ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☐ Friday ☐ Saturday ☐ Sunday

What time of day should posts go out?

Best time for each network (suggested) ▼

Right now: Facebook on Tuesday, Wednesday and Thursday at 12:00 pm; Instagram on Tuesday, Wednesday and Thursday at 11:00 am; LinkedIn on Tuesday, Wednesday and Thursday at 8:30 am. General guidance for each network until we have enough of your own results.

Photos or videos we can use? Upload them under Brand assets on the Content tab of your dashboard.

**Approve** Approving includes your answers above. If you changed any, we rebuild the plan around them.

## 4

## Set your posting plan

You decide how much you post.

On the **Social** tab, under **Your posting plan**, choose:

- How many posts, per week or per month
- Which of your connected networks they go to
- Preferred days, if you have any
- The time of day
- How many short videos: none, 1 or 2 every two weeks

The **Suggested for you** box shows the days and times we suggest for each of your networks, and what they are based on. Click **Use these suggestions** to fill them in, then save your plan.

You see an estimate of your monthly posts before you save. Changes apply from the next posts we plan for you.

Under **Mood and style**, tick how your posts should feel, or describe it in your own words. New posts are written that way.

## Your posting plan

How many posts you want, where they go and when. Your content calendar is planned to it. Changes apply from the next posts we plan for you.

**Current plan:** 3 posts a week to Facebook, Instagram and LinkedIn, on Tuesday, Wednesday and Thursday, at the best time for each network, with 1 short video every two weeks.

In use for the posts we plan for you. Last changed by Jordan Reyes on Oct 16, 2026.

### Suggested for you

Days: Tuesday, Wednesday and Thursday.

- Facebook: Tuesday, Wednesday and Thursday at 12:00 pm
- Instagram: Tuesday, Wednesday and Thursday at 11:00 am
- LinkedIn: Tuesday, Wednesday and Thursday at 8:30 am

General guidance for each network until we have enough of your own results.

**Use these suggestions**

This fills in the days and the time of day below. Save the plan to use them. The days you save stay as they are when the suggestions change.

Posts  per week ▼

Up to 14 a week or 60 a month. When a day has more than one post, they go out at different times of day.

### Networks

☒ Facebook ☒ Instagram ☒ LinkedIn

Only your connected accounts are listed. Connect more accounts above.

### Preferred days (optional)

☐ Mon ☒ Tue ☒ Wed ☒ Thu ☐ Fri ☐ Sat ☐ Sun

Leave them all clear and we pick the days.

### Time of day

Best time for each network (suggested) ▼

### Short videos

1 short video every two weeks ▼

A vertical clip of that post's moment, 5 to 15 seconds as the moment needs, for Reels and TikTok. You see it before it goes out and choose the video or the photo. A video you use is about \$1.00 to \$2.80, depending on its length; one you don't use costs nothing.

That is about 13 posts a month, going to 3 networks: about 39 published posts. Each published post is \$0.25.

Posts that promote your new blog posts are extra, on top of this plan.

**Save posting plan**

Saving also turns on automatic planning: we plan two weeks at a time to start, then a full month at a time once your posts need few changes. DigitalShyft checks each calendar, then it comes to you to approve.

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## 5 Approve your posts

Two weeks or a whole month of posts, approved in one go.

When you start, we plan two weeks of posts at a time, so we can learn what you like. Once your posts need few changes, we move you to a full month, planned around the 20th of the month before. Every post comes ready to go:

- Its date and time
- Text written for each network
- A branded image: a photo with your logo and a short headline
- A short video, if your plan includes one: 5 to 15 seconds of the post's moment, as long as it needs

We email you a link to review every post. No login needed. From there you can:

- **Approve them all** in one click
- **Leave out** any post you don't want
- **Send us notes** instead, and we'll make changes

**Short videos.** When a post has a video, you'll see it on your review page. Choose **Use this video** and the post goes out as a Reel on Facebook and Instagram, with its branded image as the cover. Choose **Keep the photo** and it goes out as usual. A video you don't use costs nothing.

You can also change any post's text or image on your Social tab before you approve. Once they are approved, each post publishes at its scheduled time.

## Your Nov 2 to Nov 15, 2026 social posts

Here is every post we've planned for Quillfeather Coffee from Nov 2 to Nov 15, 2026: 6 posts, each with the day and time it goes out (your time), the networks it goes to and the words for each one. Read them through. If there's a post you don't want, tick **Leave this one out** on it. Then click **Approve these posts**, and everything else goes out on schedule.

### TUESDAY, NOVEMBER 3

**8:30 AM MST**

LinkedIn 8:30 AM · Instagram 11:00 AM · Facebook 12:00 PM

On the image: "New on the roaster: Ethiopia Guji"

**LINKEDIN**

Quillfeather Coffee has a new single origin: Ethiopia Guji, natural process. We roast every batch in our Phoenix cafe, and this one is roasted light to keep its blueberry and jasmine notes. A good pick for an office coffee order with a little more character.

<https://quillfeathercoffee.example/shop/ethiopia-guji>

#SpecialtyCoffee #LocalRoaster

**INSTAGRAM**

New on the roaster: Ethiopia Guji. This natural-process coffee is roasted light in small batches here in Phoenix, so the blueberry and jasmine come through, with a dark chocolate finish. Try it on the pour-over bar this week, or take a bag home. Link in bio.

#SingleOrigin #SpecialtyCoffee #PhoenixCoffee #LocalRoaster

**FACEBOOK**

New single-origin coffee at Quillfeather Coffee: Ethiopia Guji, a natural-process coffee we roast light to keep its blueberry and jasmine notes, with a dark chocolate finish. It's on the pour-over bar at our Phoenix cafe from today, and 12 oz bags are on the shelf and in our online shop.

<https://quillfeathercoffee.example/shop/ethiopia-guji>☐ **Leave this one out**

## 6 Create a post any time

Something to share today? It takes a minute.

On the **Social** tab, open **Create a post**:

- Say in a sentence or two what it's about.
- Add a link, if there is one.
- Pick the networks.
- Add an image: upload your own, pick one from your brand kit or your AI images, or make a branded image with your logo and a headline.
- Post as soon as it's approved, or pick a date and time.

**▼ Create a post**

**What should the post be about?**  

We are hosting a free home-brewing class at the cafe on Saturday, November 14 at 10 am: pour-over basics, about an hour. Ten spots; sign up at the counter or online.

**Link to send people to (optional)**  

https://quillfeathercoffee.example/classes

**Short name for this post (optional)**  

Home-brewing class, November 14

**Search phrase to use (optional)**  

coffee class Phoenix

**Question it answers (optional)**  

Where can I learn to make pour-over coffee?

These help Google and AI assistants match the post to what people search for. The phrase is used once, near the start; a question is answered in the first sentence or two.

**Post to**  

☒ Facebook (Quillfeather Coffee) ☒ Instagram (@quillfeathercoffee) ☒ LinkedIn (Quillfeather Coffee)  
☐ X (not set up) ☐ TikTok (not set up)

**Image** (JPEG or PNG; Instagram and TikTok need a JPEG)  

Choose File

 No file chosen

To put your logo and a headline on a photo, draft the post first, then open its Image section and choose Make a branded image.

**When**  

☒ As soon as it is approved ☐ At 

mm/dd/yyyy, --:-- --

📅

 America/Phoenix time

Brand voice used: "Who they are: Quillfeather Coffee is a small specialty coffee roaster and cafe in Phoenix, Arizona. Every batch is roasted in the cafe each week, and the team teaches people to bre..."

**Draft the posts**

 AI writes a first draft for each network in about half a minute. You can edit everything before it goes anywhere.

We draft the text for each network for you. Change anything you like. When it looks right, approve it and it goes out at the time you picked.

## Home-brewing class, November 14 DRAFT

Created by Jordan Reyes <jordan@quillfeathercoffee.example> on 2026-10-16 · Publishes as soon as it is approved



► Rewrite in another mood

► Image · Uploaded: coffee-class-phoenix-14.jpg

Facebook · Quillfeather Coffee

Looking for a coffee class in Phoenix? Learn to make pour-over coffee at our free home-brewing class at Quillfeather Coffee, on Saturday, November 14 at 10 am. It's about an hour of pour-over basics, here in the cafe. There are ten spots, so sign up at the counter or online.

<https://quillfeathercoffee.example/classes>

319 / 5,000 characters

Rate this post

Thumbs up

Thumbs down

What should we change? Needed for a thumbs down.

Send thumbs down

Your note teaches the writer. It does not change this post's words: edit them above, or rewrite the post in another mood.

Instagram · @quillfeathercoffee

A free coffee class in Phoenix: learn pour-over basics with us at the cafe on Saturday, November 14 at 10 am. About an hour, ten spots. Sign up at the counter or at the link in bio.

#PourOver #PhoenixCoffee #SpecialtyCoffee

224 / 2,200 characters

► Change when it publishes

Approve & schedule

Save changes

Cancel

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## 7 Blog posts promote themselves

When a new blog post goes live on your website, whether we wrote it or you did, we write posts that link to it for each network you post to.

- They publish automatically once the article is live, as long as they pass our accuracy check and our image check.
- If anything needs a second look, our team reviews it before it goes out.
- Until the article is live, you can change or cancel those posts on your Social tab. A post you change goes out as you wrote it.

Blog posts are extra, on top of your posting plan.

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## 8 Written to be found

**Built for search engines and AI assistants, not just your followers.**

- When a post is built around a search phrase, it uses those words naturally, starting in the first line.
- When a post answers a question your customers ask, it answers it right away.
- Each post names your business clearly, and the area you serve where that matters, so search engines and AI assistants can tell who you are.
- Hashtags come from your own list in your Social Playbook, or from what people search to find you until you have one.
- Links go to the most relevant page on your site, tagged so you can see the visits they bring in your website analytics.

Every batch of posts we plan is built from your own dashboard: your top pages, what people search to find you, keywords close to page one of Google, the questions people ask, your recent blog posts, and which past posts brought visitors to your site.

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## 9 It learns from you

- Every change you make to a post teaches your writer what you like.
- Give any post a thumbs up or a thumbs down. With a thumbs down, tell us in a few words what to change.
- Your next posts take it all into account, so they need fewer changes over time.
- See what it has learned under **What the writer has learned** on your Social tab. An Admin or Manager can remove a lesson that is wrong.

Your brand profile and Social Playbook always come first.

A second AI reviews every post we write for accuracy, brand voice and fit for each network, and every image we make is checked for quality before we use it.

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## 10 Pricing

**\$0.25**

per published post, per network

**AI usage**

for writing posts, planning your calendar  
and creating images

- A post that goes to Facebook and Instagram counts as two published posts.
- The \$0.25 is only charged when a post is actually published. Posts that fail or are cancelled are never charged it.
- A short video you use is about \$1.00 to \$2.80, depending on its length, added to your AI usage. A video you don't use is never charged.
- Both appear on your regular twice-monthly invoice.

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## 11 Who can do what

| Role on your account    | What they can do                                                                                 |
|-------------------------|--------------------------------------------------------------------------------------------------|
| <b>Admin or Manager</b> | Connect networks, set the posting plan, create, change and approve posts, give thumbs up or down |
| <b>Viewer</b>           | See everything on the Social tab                                                                 |

Anyone we email a review link to can approve those posts from the link, while they are an Admin or Manager on your account.

Need to change someone's access, or have a question? Send us a request from your dashboard, or reply to any of our emails.