



USER GUIDE · 2026

Chirpy Campaigns User Guide

Describe what you want to say once. Chirpy plans the argument, writes every post, spaces them across your calendar and publishes them for you.

Facebook

Instagram

LinkedIn

X

TikTok

YouTube

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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.

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 at once

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.

This is the point. A single campaign posting daily for thirty days is exhausting for your audience and puts everything you have into one message.

Three campaigns running side by side is better content and a fuller calendar as per the example Restaurant below:

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 you 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, that 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:

- Evenly distribute your campaign posts across all platforms.
- 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:

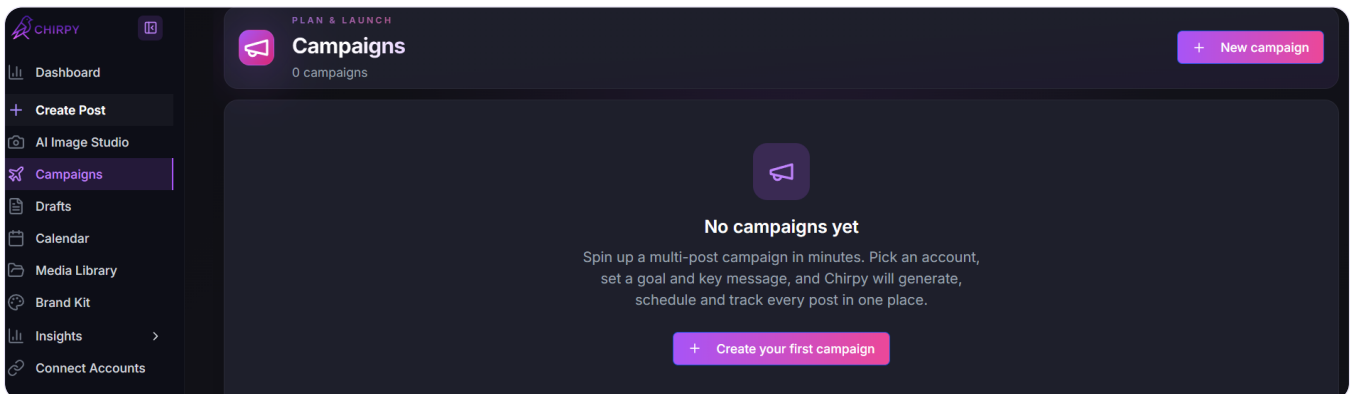
As mentioned above, you should not fatigue your audience by posting daily content with the same theme for months at a time. The total number of posts per campaign is thus capped at 60 posts.

Let the campaign end

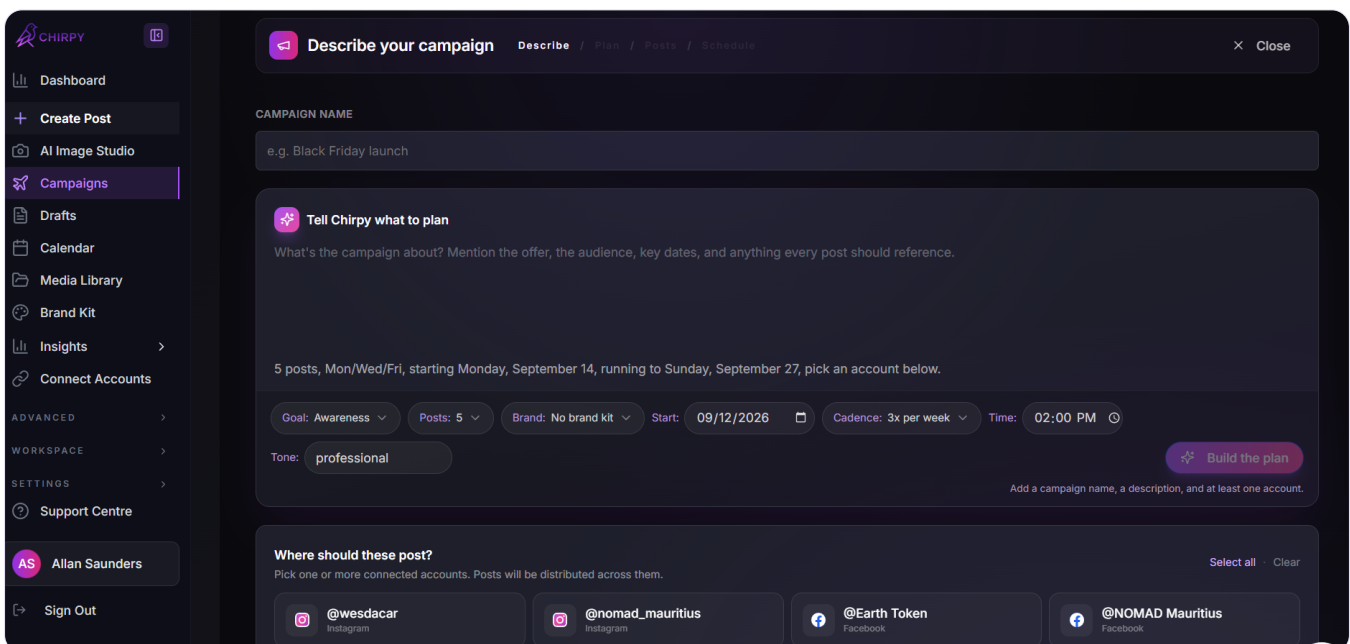
A campaign is a run with a beginning and an end; it is not a permanent setting as your business goals and objectives change over time. When one finishes, look at what worked and build the next.

Building your campaign

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



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



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.

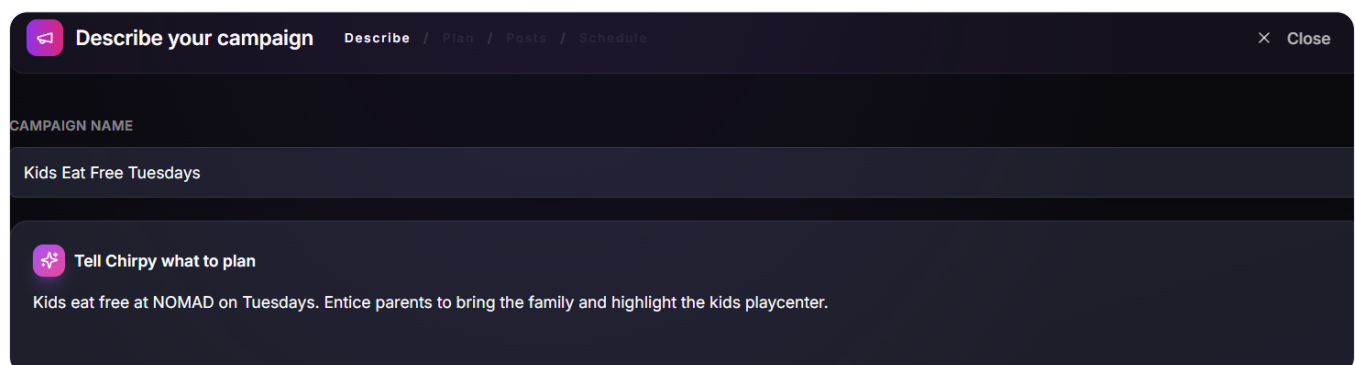
Be specific - you are not writing the posts here; you need to think as if you are briefing the person who will.

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

In our example, we are going to create an awareness campaign for our weekly special where kids eat free on Tuesdays.

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.



The screenshot shows a dark-themed web form titled "Describe your campaign" with a close button in the top right. Below the title is a breadcrumb trail: "Describe / Plan / Posts / Schedule". The form has two main sections. The first section is labeled "CAMPAIGN NAME" and contains the text "Kids Eat Free Tuesdays". The second section is labeled "Tell Chirpy what to plan" and contains the text "Kids eat free at NOMAD on Tuesdays. Entice parents to bring the family and highlight the kids playcenter."

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.

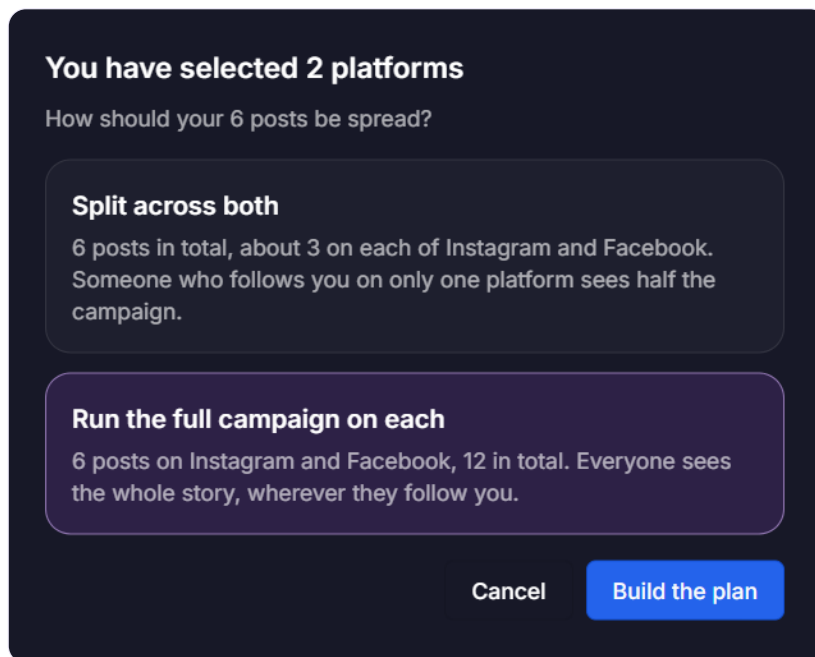
Cadence. Daily, every other day, 3x per week, weekly, or custom.

Time. One time of day for the whole campaign, in your timezone.

Tone. Free text. Prefilled from your brand kit if you have one.

The screenshot shows a dark-themed interface for creating a campaign. At the top, there's a 'CAMPAIGN NAME' field with the text 'Kids Eat Free Tuesdays'. Below this is a section titled 'Tell Chirpy what to plan' with a sub-header 'Kids eat free on Tuesdays at NOMAD. Entice parents to bring the family and highlight the playcenter.' A summary line states '6 posts, weekly, starting Monday, March 1, running to Monday, April 5, pick an account below.' The settings row includes: 'Goal: Awareness' (dropdown), 'Posts: 6' (dropdown), 'Brand: Nomad Restaurant Brand Kit' (dropdown), 'Start: 03/01/2027' (calendar icon), 'Cadence: weekly' (dropdown), 'Time: 02:00 PM' (clock icon), and 'Tone: friendly' (text input). A 'Build the plan' button is on the right. A footer note says 'Add a campaign name, a description, and at least one account.'

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



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 the 6 weekly posts across each platform, which means 12 posts 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.

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 broken into parts, in order, each with a short explanation of what those posts do and why they sit at that point. Early parts set up the idea, later parts make the ask.

Campaign plan

WHAT IT SAYS

Tuesday dinner is easier for families when kids have a place to play.

WHO IT IS FOR

Parents and guardians in Mauritius planning a relaxed family meal at NOMAD.

WHEN IT RUNS

6 posts on each platform, 12 total on Instagram, Facebook, weekly, from Monday, March 1 to Monday, April 5.

How the campaign unfolds

4 parts · 12 posts · New York time (UTC-4)

Set the Scene

Picture a Tuesday family meal that feels enjoyable for everyone.

2 posts · Mon 1 Mar, 2:00 PM – Mon 1 Mar, 2:00 PM

These opening posts introduce the familiar challenge of finding a dinner everyone can enjoy. They make Tuesdays feel like a natural time for a family meal at NOMAD.

Explain the Offer

See why Tuesdays at NOMAD can work for the whole family.

2 posts · Mon 8 Mar, 2:00 PM – Mon 8 Mar, 2:00 PM

The next posts clearly explain that kids eat free on Tuesdays at NOMAD. They give families a simple reason to consider visiting without adding details we have not confirmed.

Show the Playcenter

Imagine your children enjoying the playcenter while you enjoy your meal.

2 posts · Mon 15 Mar, 2:00 PM – Mon 15 Mar, 2:00 PM

These posts bring the playcenter into the story and show how it supports a more enjoyable family outing. They help parents picture the experience before asking them to make plans.

Invite the Family

Make Tuesday your next family dinner at NOMAD.

6 posts · Mon 22 Mar, 2:00 PM – Mon 5 Apr, 2:00 PM

The final posts turn interest into simple actions, first by encouraging families to save the idea and then by inviting them to come or share it with another family.

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.

WHAT WE WILL BE TALKING ABOUT

Tuesday family dinners · kids eating free · the NOMAD playcenter · parents enjoying their meal · a family evening at NOMAD · saving the Tuesday offer · sharing the offer with another family · planning a visit to NOMAD

HOW WE WILL ASK

The campaign makes a light action request in the final two posts, asking people to save, share, or message the Facebook page rather than repeating the same ask throughout.

WHAT WE WILL NOT CLAIM

We will not add unconfirmed age limits, menu details, booking rules, prices, or playcenter supervision claims. We will only say that kids eat free on Tuesdays and highlight the playcenter.

Looks right? We will write all 12 posts. Takes about a minute.

Write the posts →

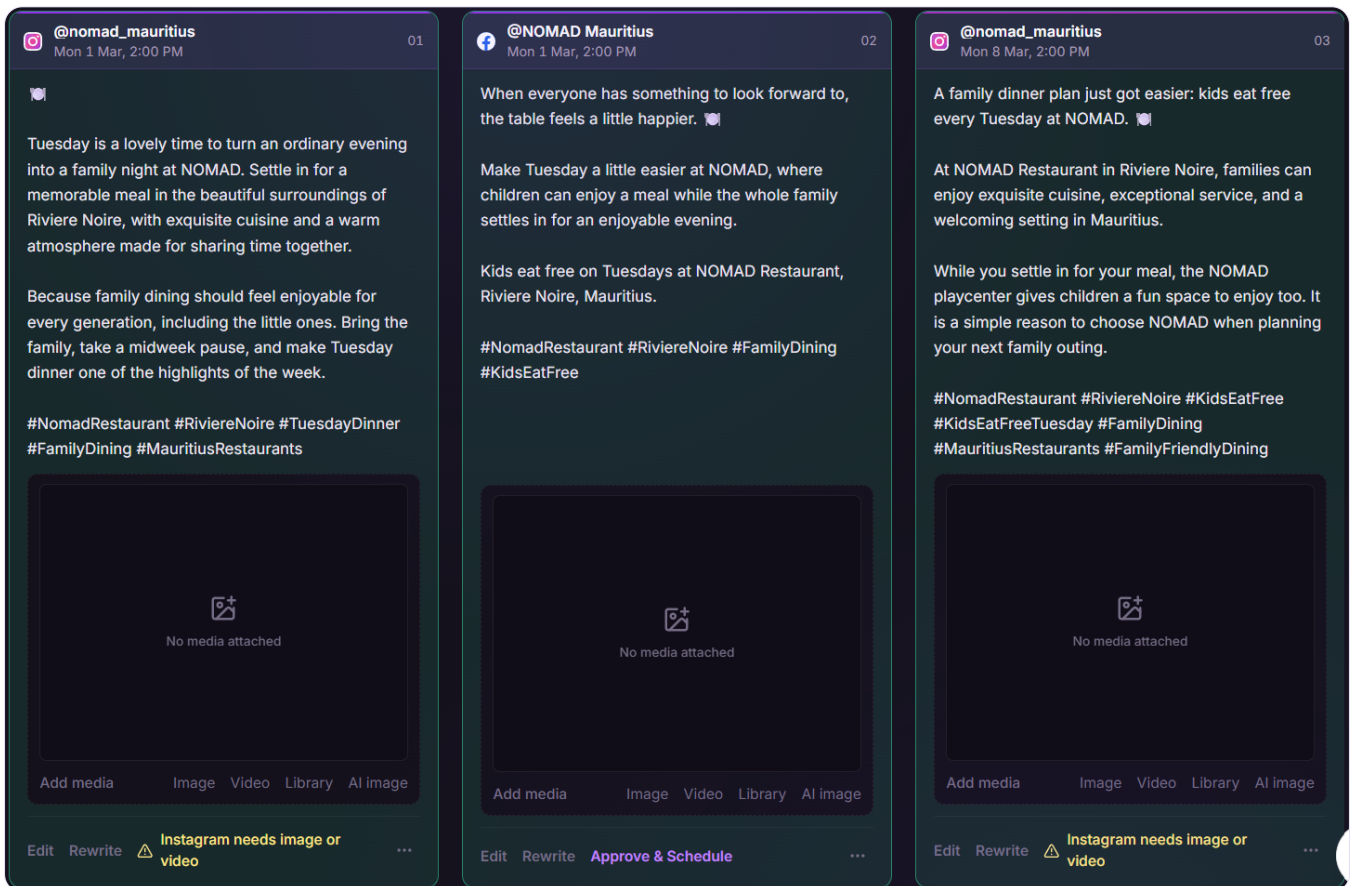
Select **Write the posts**, which takes about 90 seconds.

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.

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Review post content

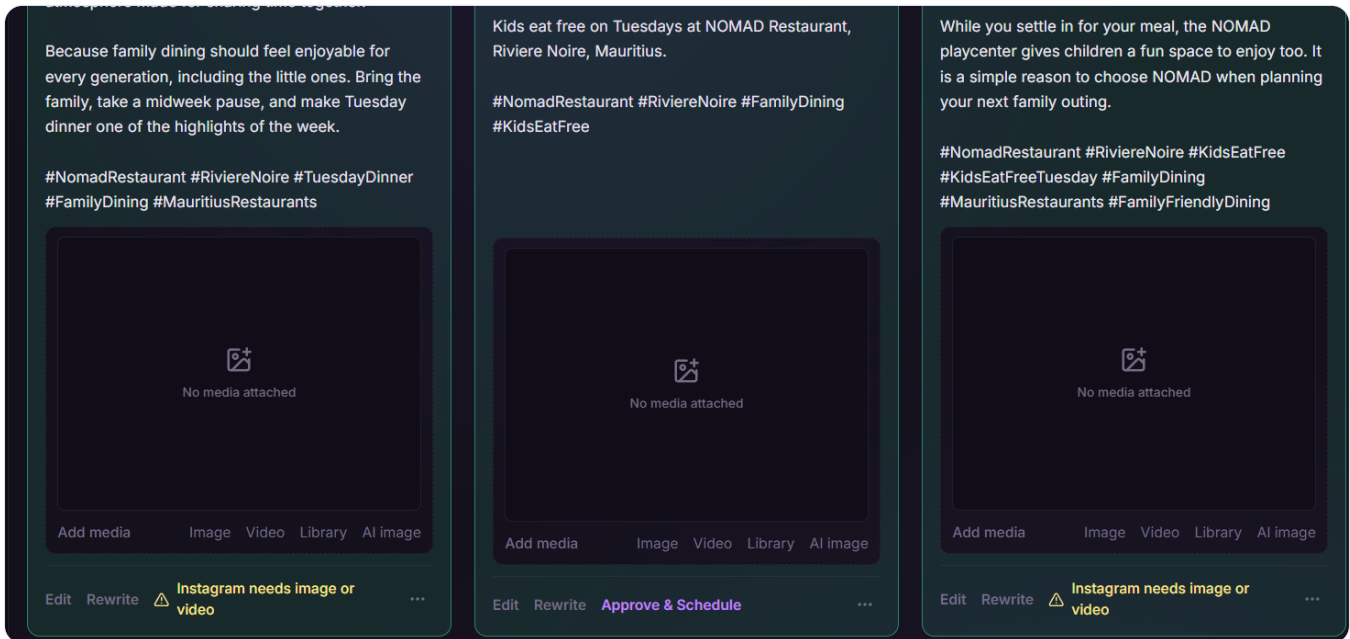
Each card shows the account (Platform) to which it will be published, the date and time, its number in the sequence, and the full copy with Hashtags based on our Brand Kit.

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.

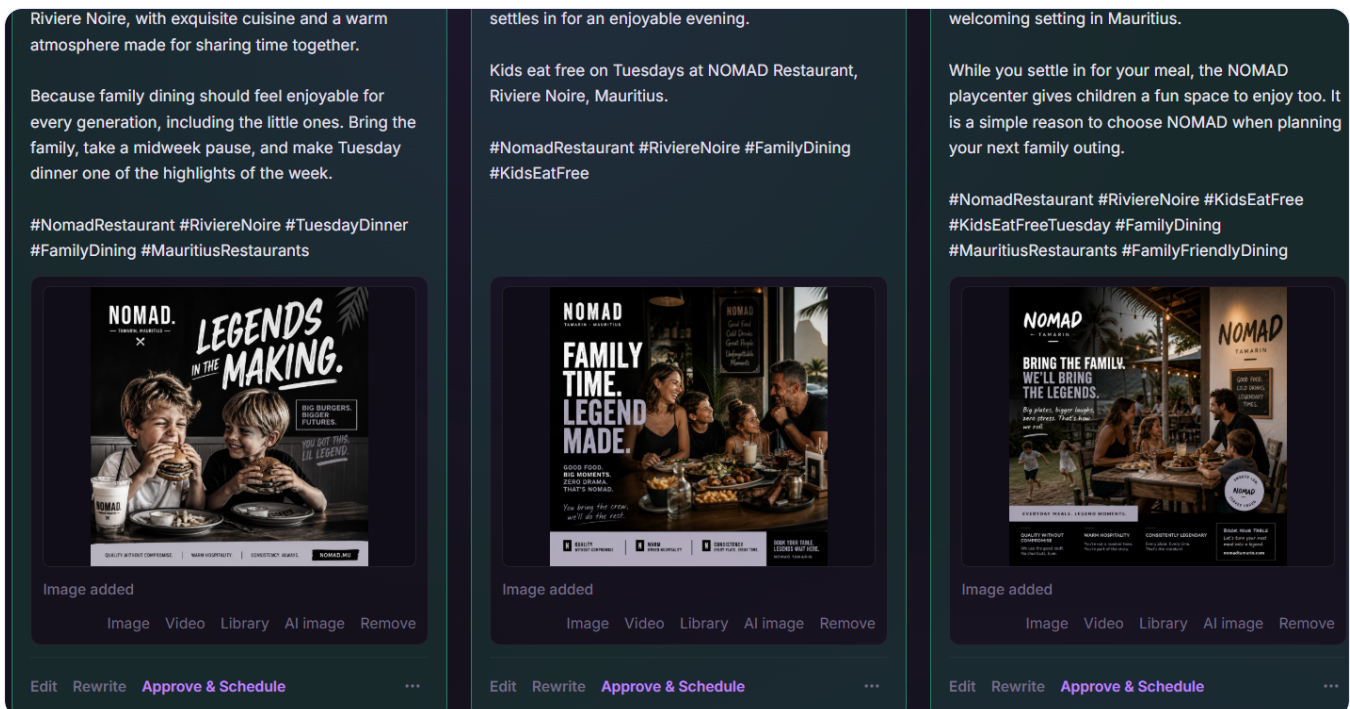
Add media to your posts



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.

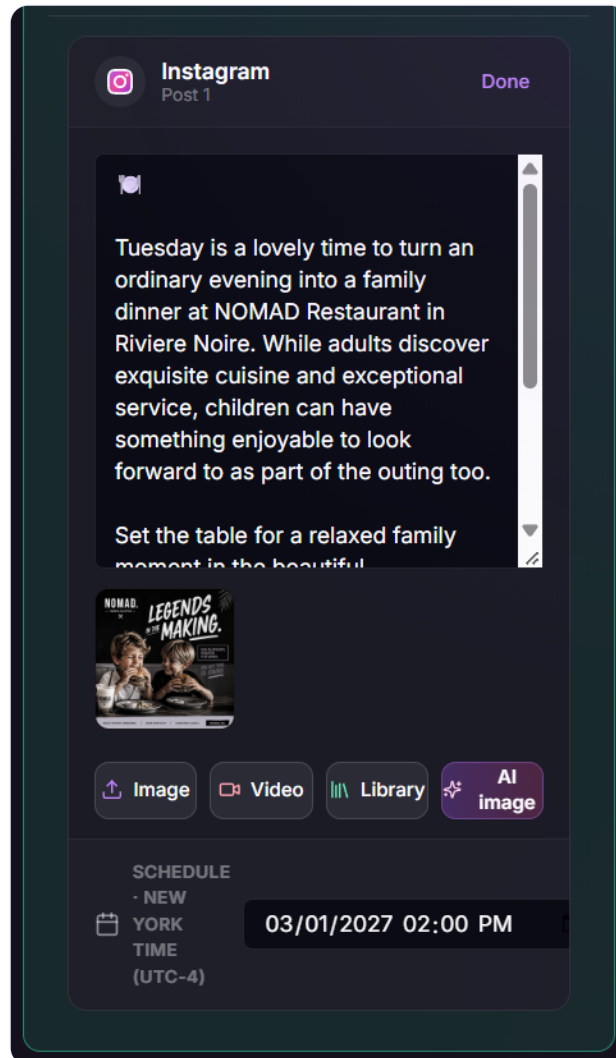
Here are our first 3 posts with media added.



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.

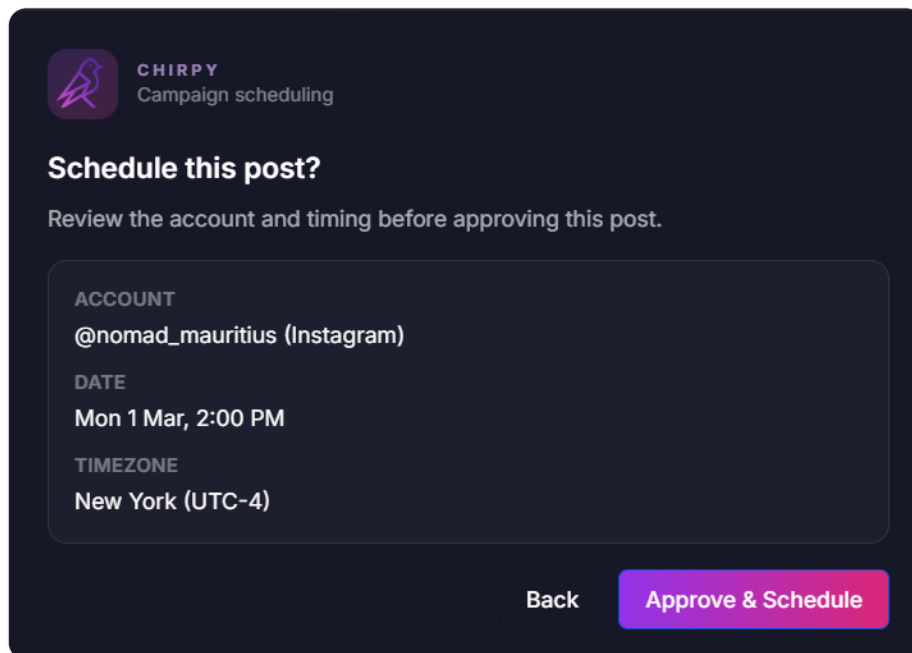
Once you are happy, Select **Done**

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**.

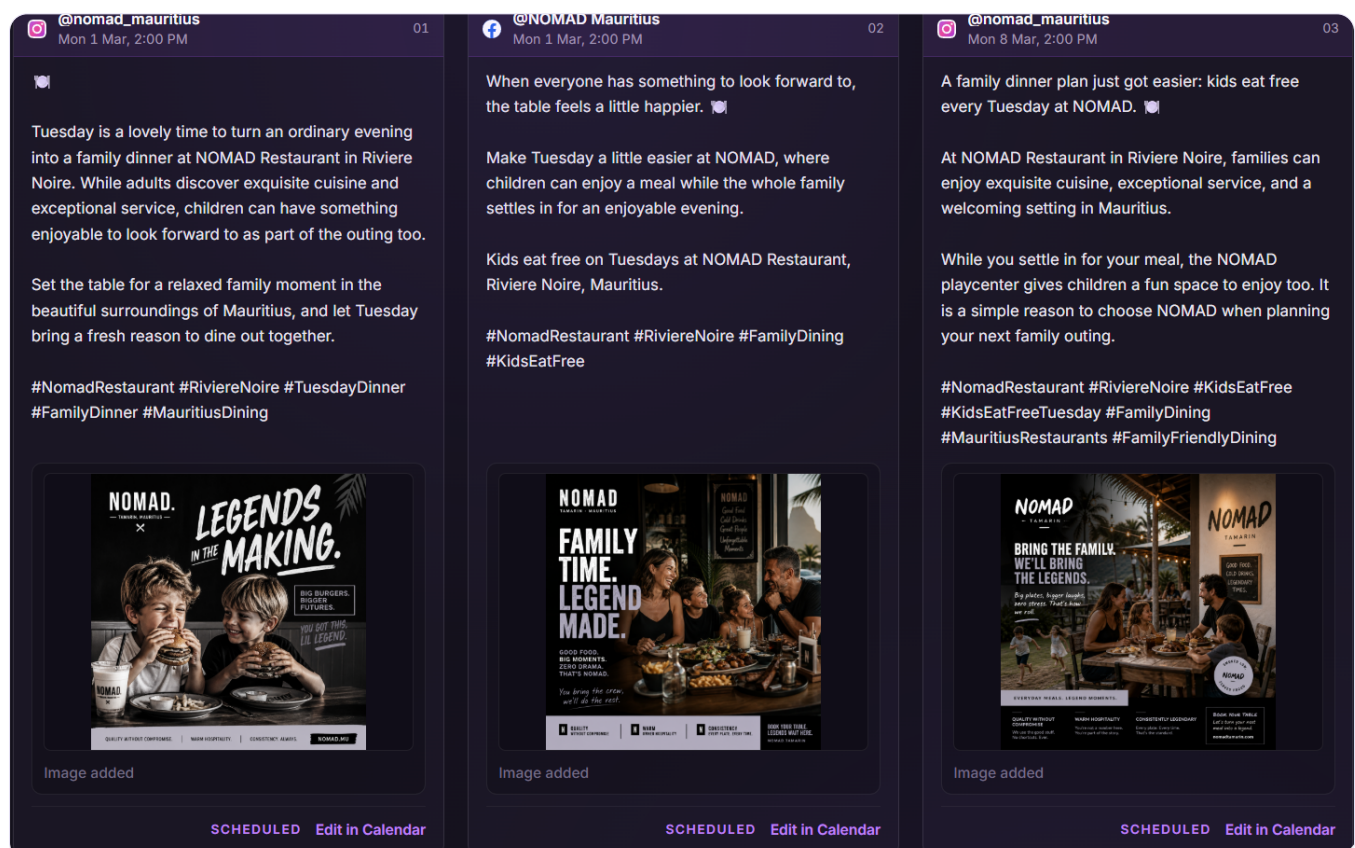
There is one final check in the process.



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

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

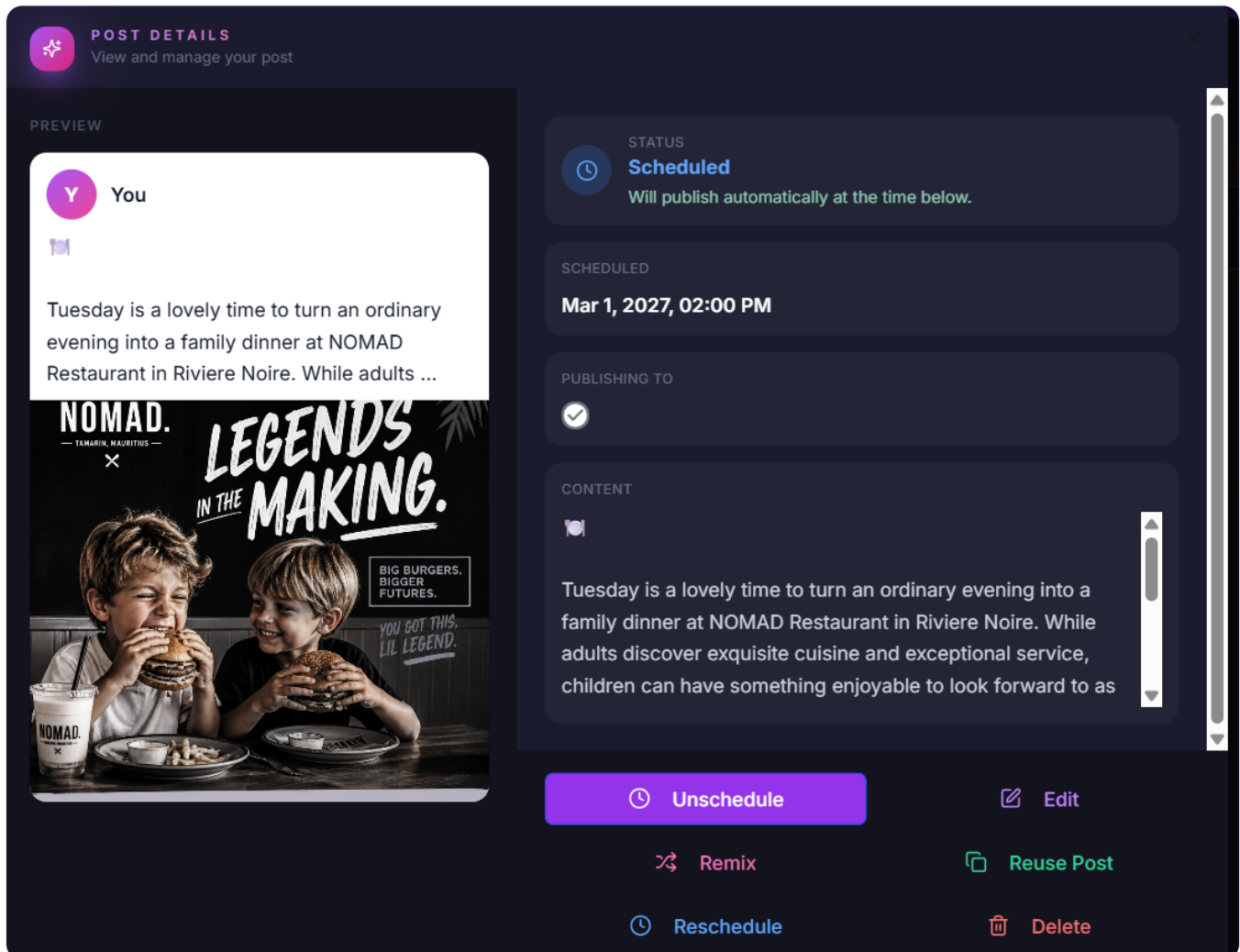
In our example we are only going to Approve and Schedule the first 3, as below:



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.

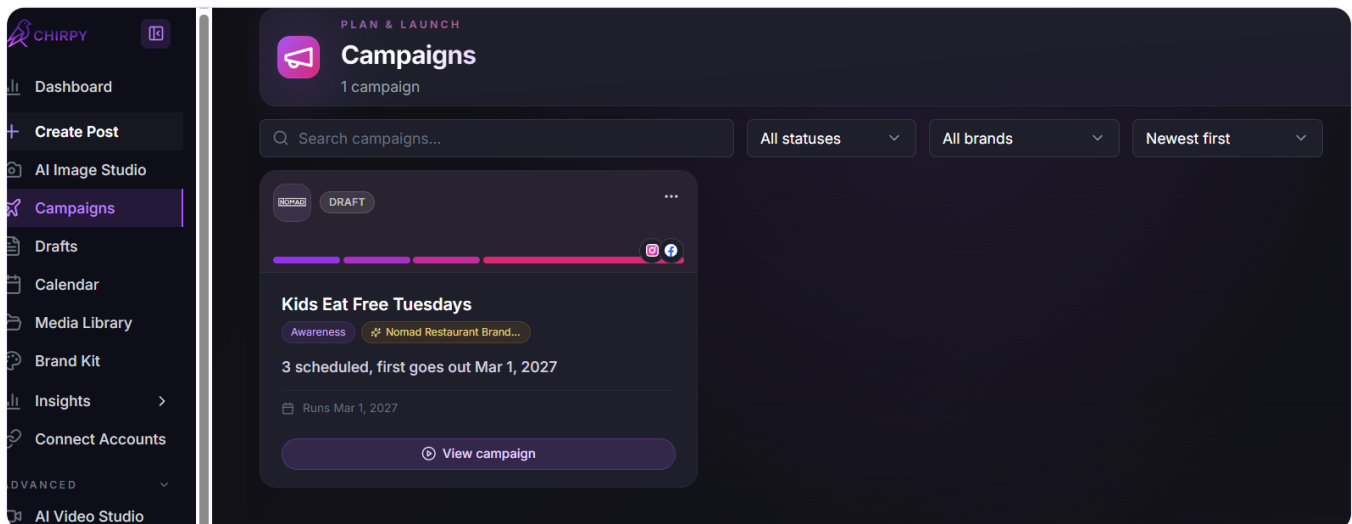
Reschedule – reschedule this post.

Delete – delete this post.

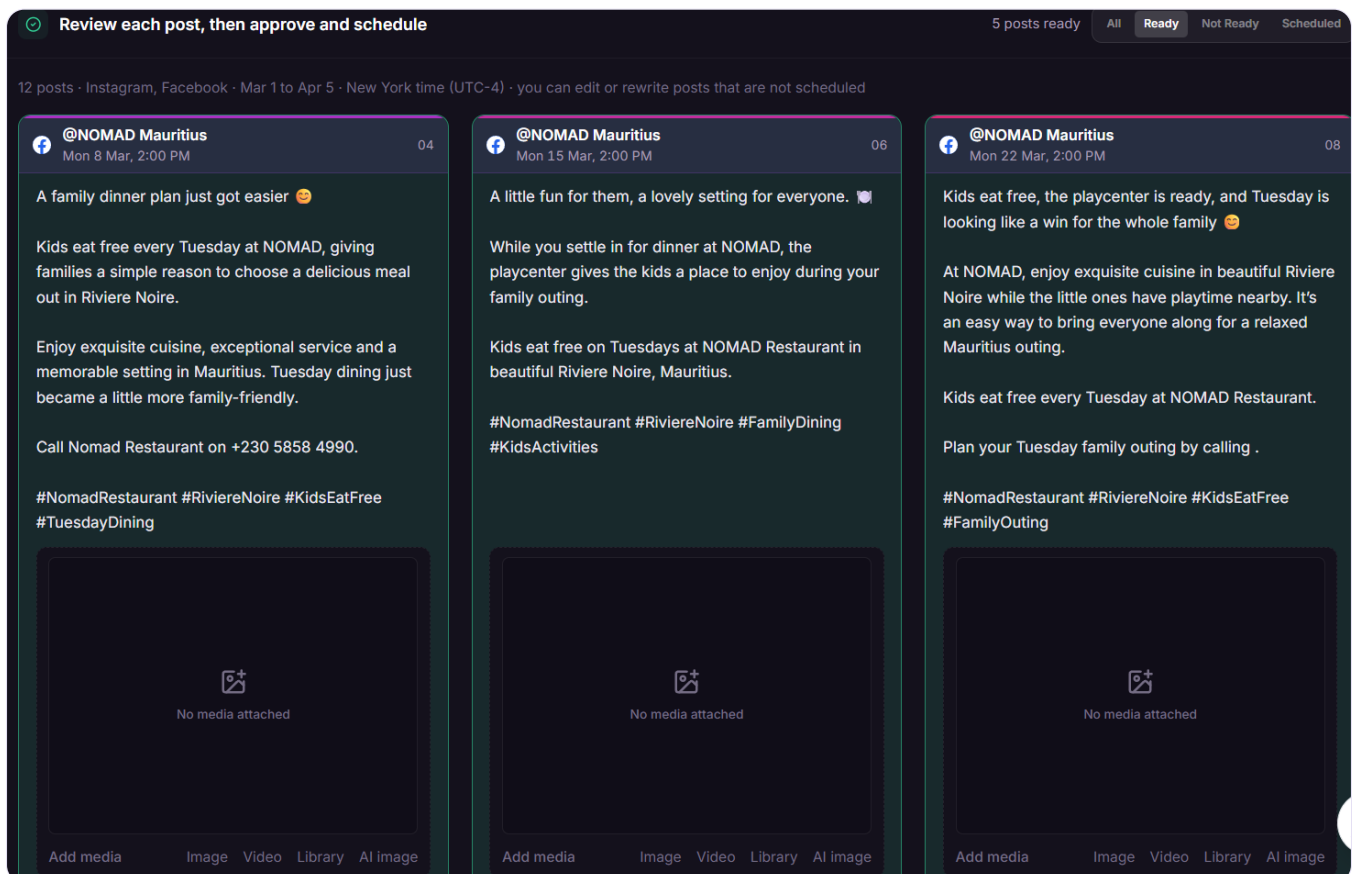
You can also see the posts in your Calendar, but more on that later.

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.

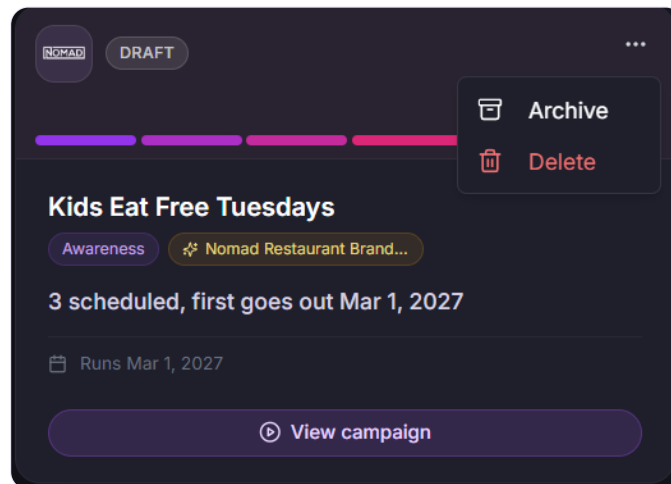
Scheduled – posts already scheduled.

Points to note:

Scheduled posts can only be edited or unscheduled in the Calendar.

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.

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 your schedule dates.



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

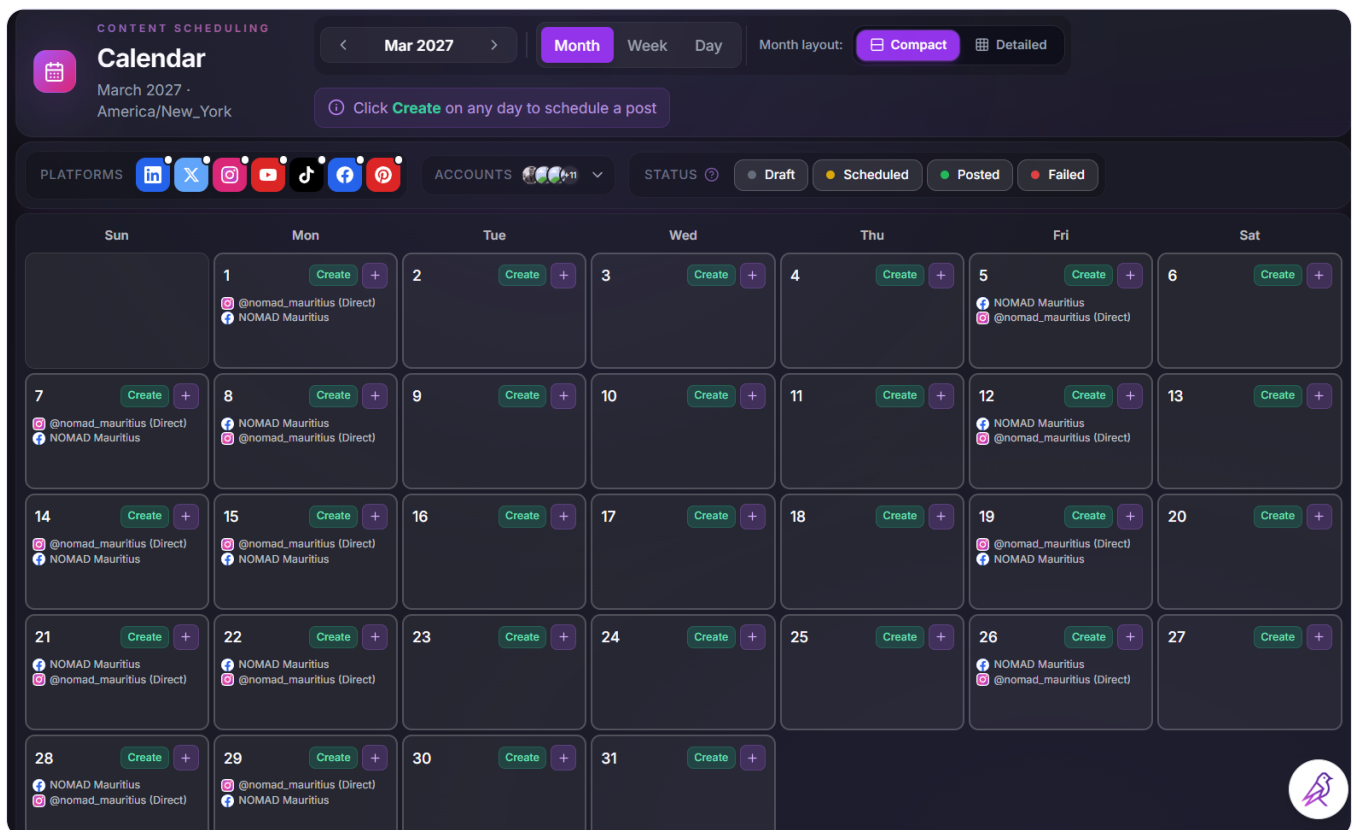
Viewing your Calendar

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

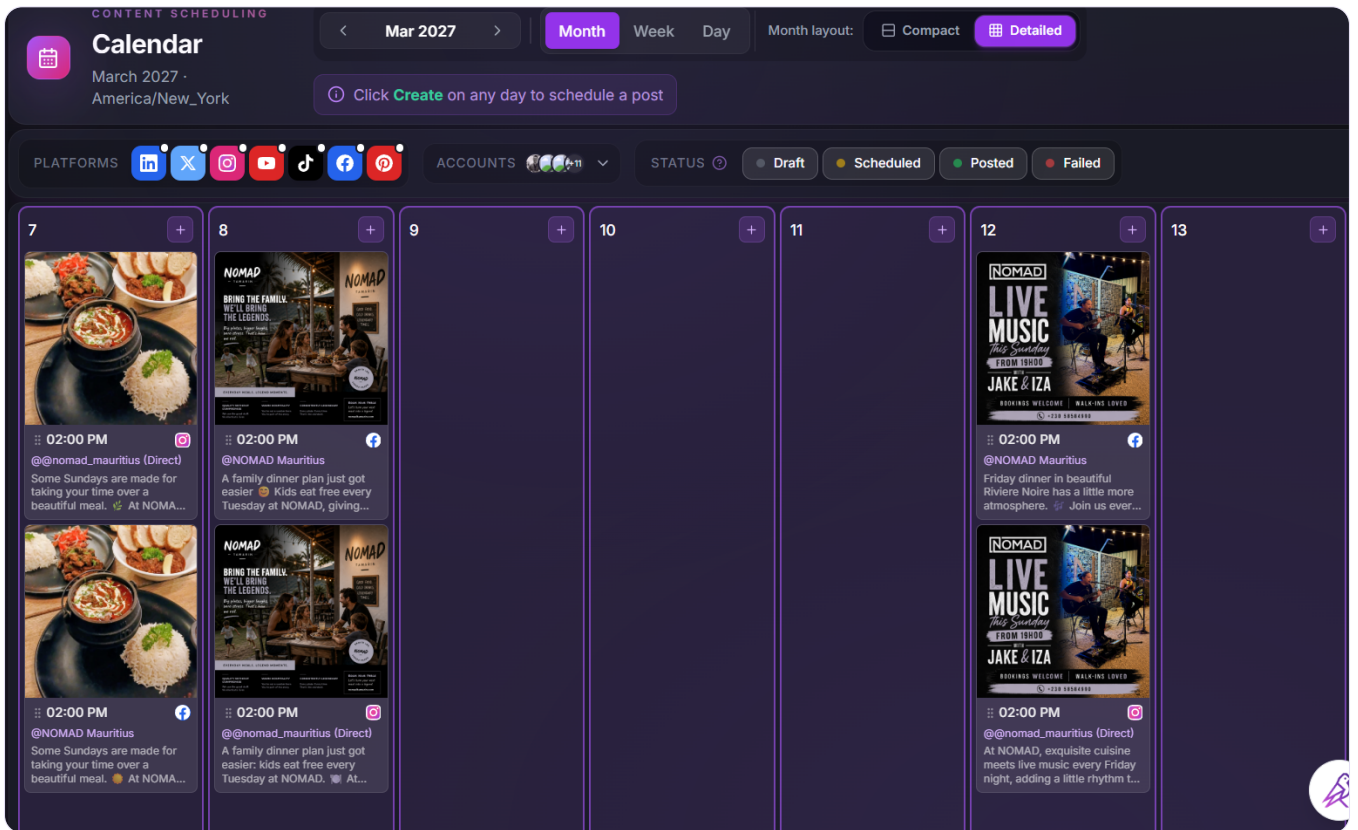
Friday Night Live Music at NOMAD, and

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.

Summary

Campaigns is 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.

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.

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.

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.



Everything else you need

More guides, walkthroughs and answers live in the Chirpy Support Centre.

chirpy.me/support