CHIRPY

USER GUIDE · 2026

Chirpy Amplify
User Guide

Your people reach more people than your brand does. Put posts in their feed and they share them to their own profiles.

Programs | Content | Advocates | Share | Leaderboard | Competitions | Results

Contents

01 **Introducing Amplify** 3

About this guide 3

What Amplify does 4

What Amplify is not 4

02 **Running a program** 5

Before you start 5

Create a program 5

Add posts to the feed 7

Invite advocates 13

Manage advocates 15

Read your results 17

Program settings 22

Pause or resume a program 24

03 **Sharing as an advocate** 26

Accept an invite 26

Add your profiles 28

Your feed 29

Share a post 30

Repost, like or comment 34

Your activity, the leaderboard and ideas 34

Paused programs and leaving a program 36

04 **Quick reference** 38

CHAPTER 01

Introducing Amplify

> **Your people reach more people than your brand does. Put posts in their feed and they share them to their own profiles in a tap.**

Amplify is Chirpy's employee and partner advocacy feature. A brand puts posts in a program's feed. Its people (the team, a brokerage's agents, franchise owners, partners) share them to their own LinkedIn, Facebook, Instagram or X in a tap. The brand sees who took part and what it added up to.

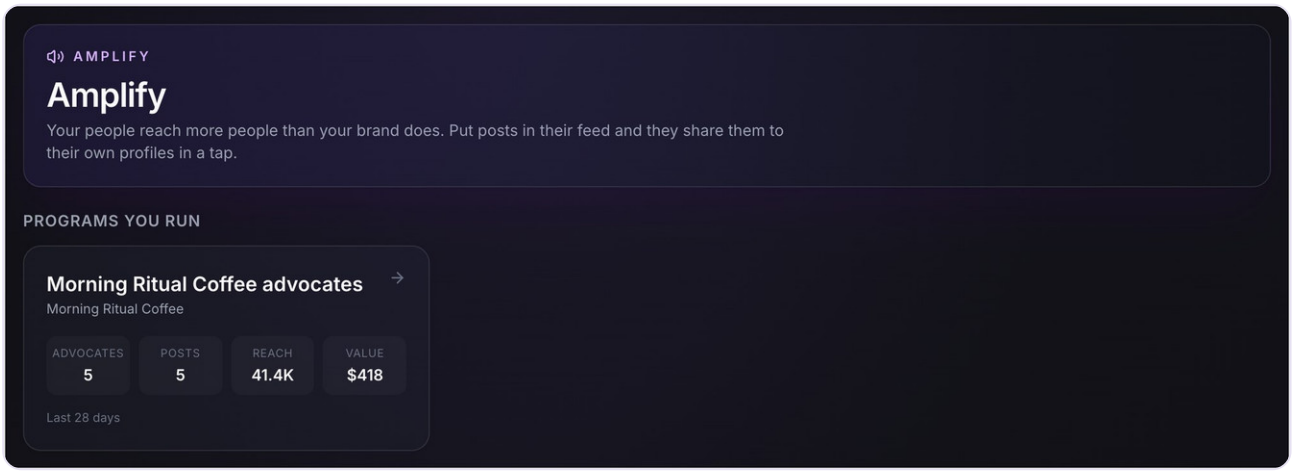

Figure 1: A program on the Amplify home page, with its advocates, posts, reach and value for the last 28 days

About this guide

This guide has two main parts. **Running a program** shows the people who run a program how to set it up and read the results. **Sharing as an advocate** is for advocates, the people who share a brand's posts. A quick reference at the end lists the limits and rules in one place.

> **Demo data.** The screenshots come from a demo workspace. Morning Ritual Coffee, Jordan Lee, Riley Morgan and the other advocates are fictional. Every follower count, point total, reach figure and dollar value in the screenshots is made up for the demo. None of them is a customer result.

Availability. Amplify comes with the Max and Teams plans. On Essentials or Advanced, the workspace owner can add it in Billing. Each workspace with Amplify includes 50 active advocates.

What Amplify does

- **One program per Brand Kit.** The brand's team runs it from Chirpy.
- **A feed of approved posts.** The brand adds posts it already published, posts it has scheduled, or posts only for advocates to share. Each one goes live in the feed now, at a set time or when the brand's own post goes out.
- **Invites by email, CSV or a join link.** Advocates don't take a team seat and don't need a paid Chirpy plan.
- **Share in a tap.** An advocate picks the post, picks their profiles, adds a comment if they like and shares now or later. On LinkedIn the share is a reshare of the brand's own post. On X it quotes the brand's post. On Instagram and Facebook pages it goes out as the advocate's own post.
- **Repost, like and comment.** For a brand post that's already live, an advocate can open it on the network, with suggested words copied and ready to paste.
- **Results.** An overview, an activity log, a leaderboard with points the brand sets, dated competitions, and an earned value figure worked out from the brand's own cost per 1,000 people.
- **Pause and resume.** The people who run a program can pause it at any time. Nothing new goes live, nobody new can be invited and scheduled shares wait until they resume it.
- **Light touch for advocates.** At most one email a day when there's something new, an optional Slack notice for the brand's team, and a way for advocates to suggest ideas.

What Amplify is not

- **Not automatic posting.** Nothing goes on an advocate's profile without them sending it.
- **Not access to people's accounts.** The brand never gets an advocate's logins or the ability to post for them.
- **Not a team seat.** Advocates don't join the workspace and don't see its calendar, inbox, reports or accounts.
- **Not a way to watch staff.** It shows only what advocates did with the program's posts.
- **Not proof of sales.** Reach adds up followers and earned value uses the brand's own cost figure. Neither is a count of customers.

CHAPTER 02

Running a program

This part is for the people who run a program for a brand.

Before you start

- Your workspace has Amplify. It comes with the Max and Teams plans. On Essentials or Advanced, the workspace owner can add it in **Billing**, under **Add-ons and top-ups**.
- You can edit the Brand Kit the program is for (you own it, or you're an owner or manager in the workspace).
- To share the brand's existing posts, the brand's social accounts are connected in Chirpy. Amplify lists posts from accounts linked to this Brand Kit, and from the Brand Kit owner's accounts that aren't linked to any Brand Kit. If you run several brands, link each account to its Brand Kit in **Connect Accounts** so each program shows only its own brand's posts.

Amplify is in the menu on the left, under **Advanced**. Click **Advanced** to open it if it's closed.

Create a program

The first time you open Amplify, it offers to start your first program (Figure 2).

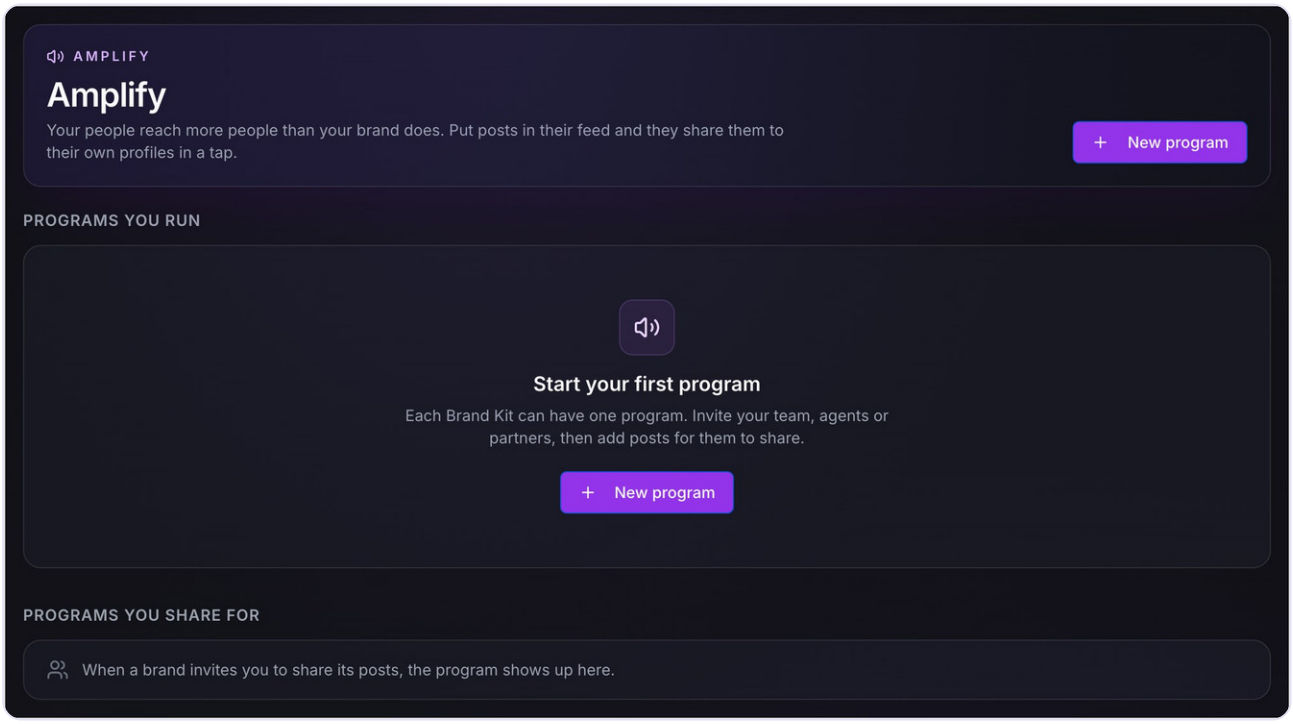

Figure 2: Amplify before your first program

1. Click **New program**.
2. Pick the **Brand Kit**. Each Brand Kit can have one program; kits that already have one aren't listed.
3. Check the **Name**. Chirpy suggests the brand name followed by "advocates".
4. Pick the **Time zone**. Scheduled posts and competitions use this clock.
5. Click **Create program** (Figure 3).

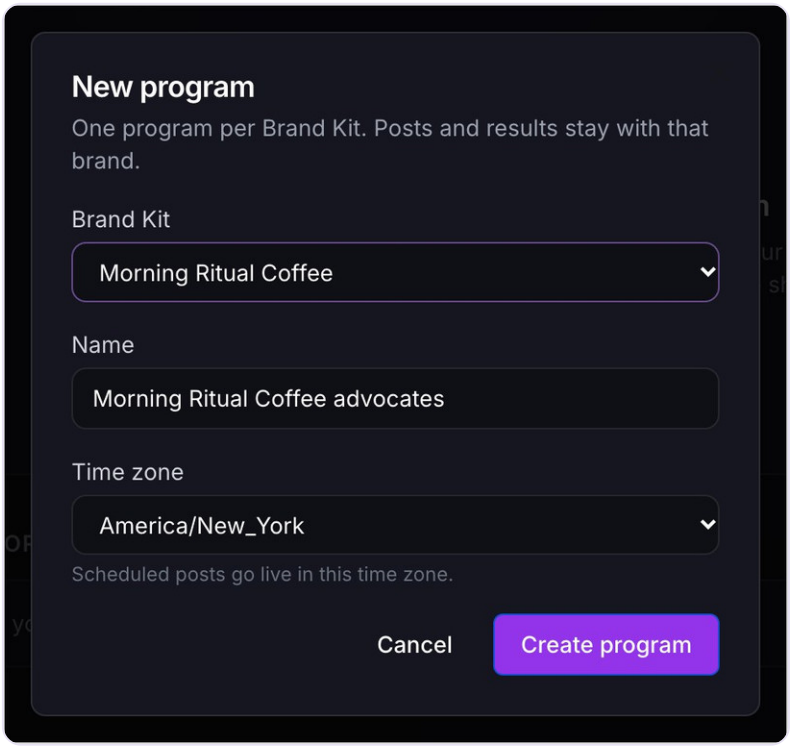

Figure 3: The New program window

Chirpy opens the new program on its **Overview** tab, with a short checklist to get you going. The program has five tabs: Overview, Content, Advocates, Leaderboard and Settings.

Get your program going

A new program shows a three-step checklist at the top of the Overview tab (Figure 4):

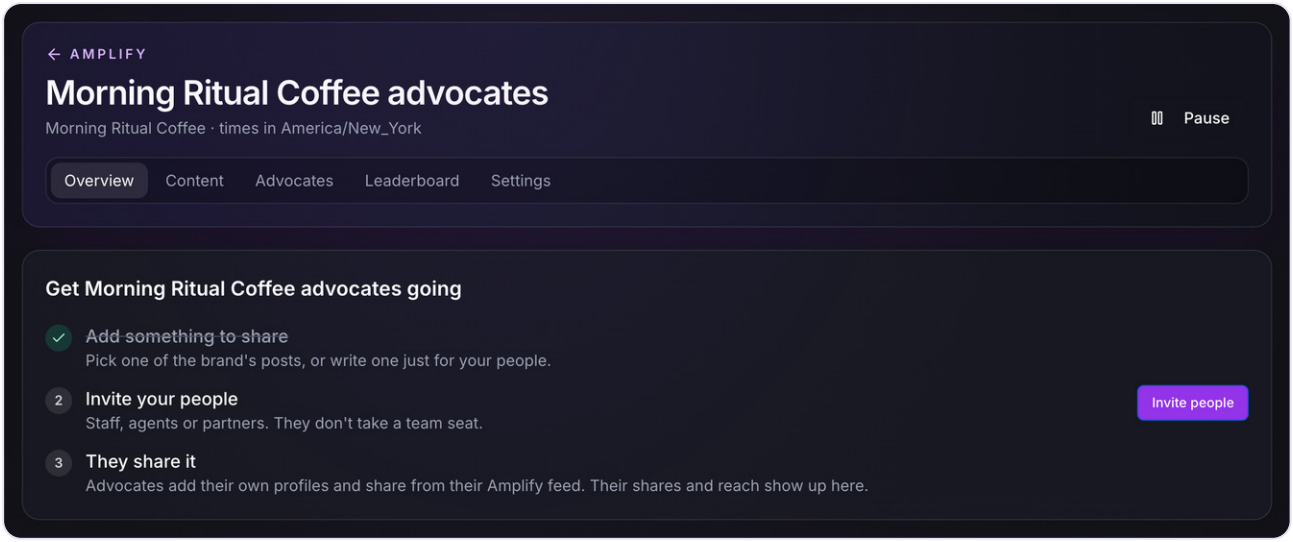

Figure 4: A new program's Overview tab, with the first step done

1. **Add something to share.** Click **Add content** to pick one of the brand's posts, or write one just for your people.
2. **Invite your people.** Click **Invite people**. Once you have, the step shows how many are invited and how many have joined.
3. **They share it.** Advocates add their own profiles and share from their Amplify feed. Their shares and reach show up on this tab.

Each button takes you to the right tab and opens the form for you. A finished step gets a green tick. The checklist goes away once the program has content, at least one person invited, and a first share, repost, like or comment.

Add posts to the feed

Open the **Content** tab and click **Add content**. Choose what advocates should get (Figure 5).

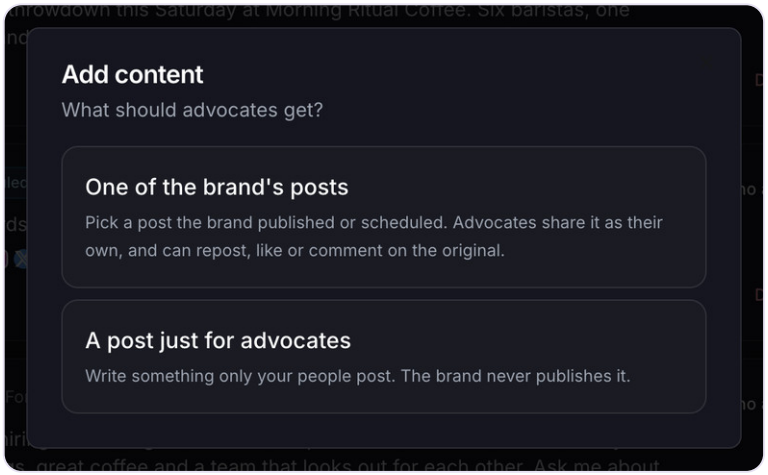

Figure 5: The two kinds of content

Choice	What it is	What advocates can do
One of the brand's posts	A post the brand already published, or one it has scheduled. A scheduled post goes into the feed when the brand's post goes out.	Share, plus repost, like and comment once the post is live and linked
A post just for advocates	Something only advocates post. The brand never publishes it.	Share

In the Content list, a brand post shows as **Published brand post** or **New brand post** (still scheduled), and the other kind shows as **For advocates only**.

Add one of the brand's posts

1. Choose **One of the brand's posts**.
2. Pick the post from the list. Published posts come first, then scheduled ones. Chirpy fills in its text.
3. Change the **Text advocates share** if you want to. The brand's photos and videos come with the post.
4. Under **When**, choose **Now**, **At a set time** or **Save as a draft**. For a scheduled post, the first choice is **When the brand post goes out**.
5. Click **Save**.

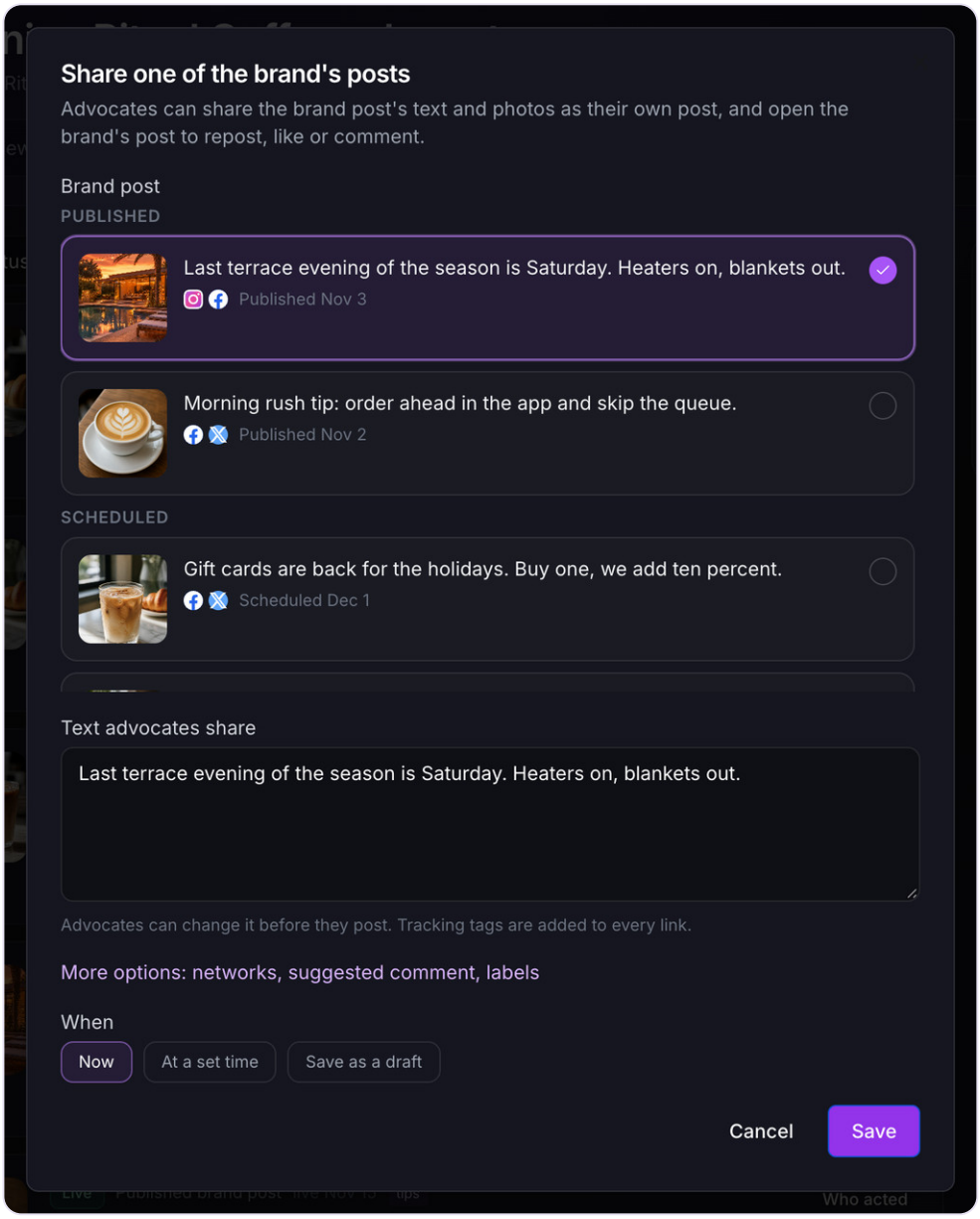

Figure 6: Picking one of the brand's posts: published posts first, then scheduled ones

That's all most posts need. For the rest, click **More options: networks, suggested comment, labels**:

- **Networks advocates can share to.** All four are on. Turn off any you don't want.
- **Repost, like and comment.** The link to the brand's post on each network. Chirpy fills in a link where it can when the post is published; add any that are missing. These links also decide how a share goes out on LinkedIn and X: with the link in place, a LinkedIn share is a reshare of the brand's post and an X share quotes it.
- **Suggested comment** and **Suggested words for a repost.** Advocates can copy them.
- **Labels** (for example events or hiring), to sort your content.

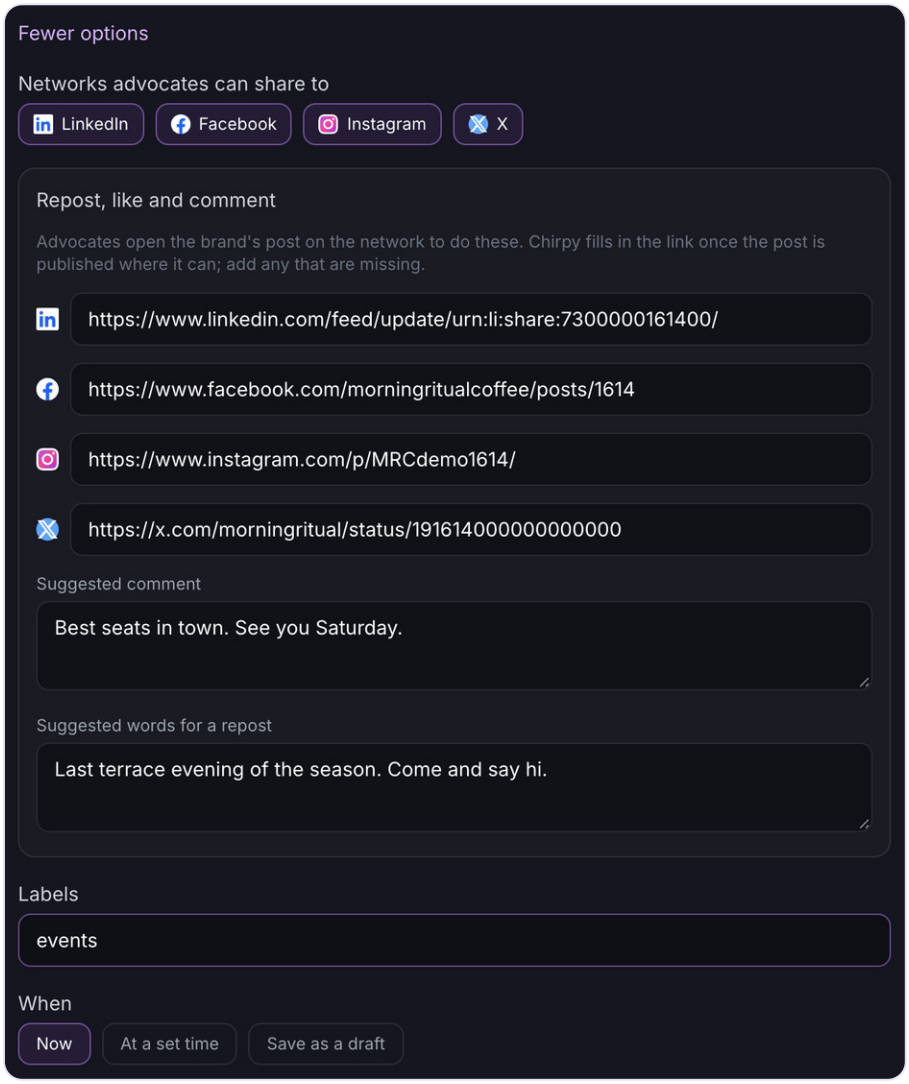

Figure 7: More options: networks, links for repost, like and comment, suggested words and labels

The list shows up to 40 published posts, newest first, then up to 20 scheduled posts, soonest first, from the brand's own accounts. Drafts aren't listed: schedule the post in Create Post first, then come back. If the brand has no accounts connected yet, the editor says so and links to Connect Accounts.

Add a post just for advocates

1. Choose **A post just for advocates**.
2. Write the **Text advocates share** (up to 5,000 characters). Links in it get the program's tracking tags when shared.
3. Under **Photos and videos**, click **Media Library** and pick up to 10. Instagram needs a photo or video, and X takes up to 4.
4. Under **When**, choose **Now**, **At a set time** or **Save as a draft**.
5. To limit the networks or add labels, click **More options: networks, suggested comment, labels**. All four networks are on unless you turn one off.

6. Click **Save**.

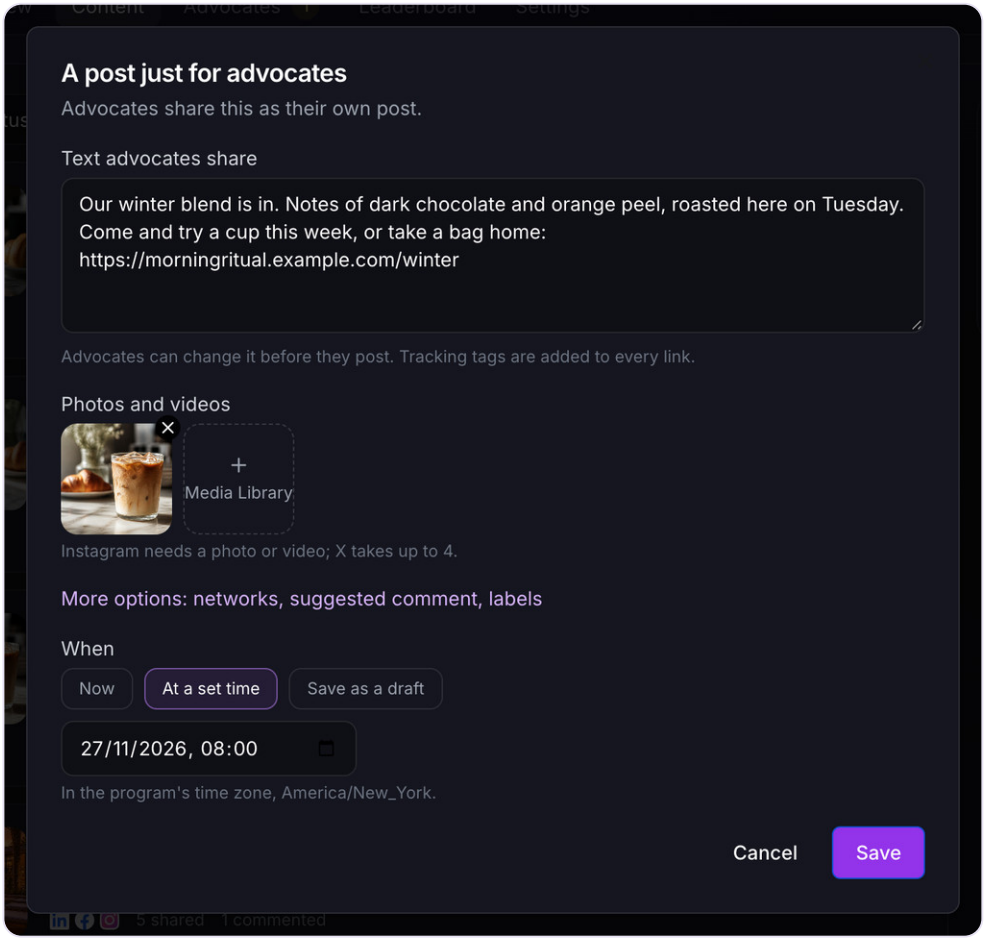

Figure 8: A post just for advocates, going live at a set time in the program's time zone (the date shows in your device's format)

The content list

Every post shows its status, kind, timing, labels, networks and how many advocates shared, reposted, liked or commented (Figure 9). "Shared" counts shares that went out; shares still on their way show as **scheduled**. Filter by status or label at the top. Ideas from advocates appear on the right; mark each one **Used** or **Dismiss** it.

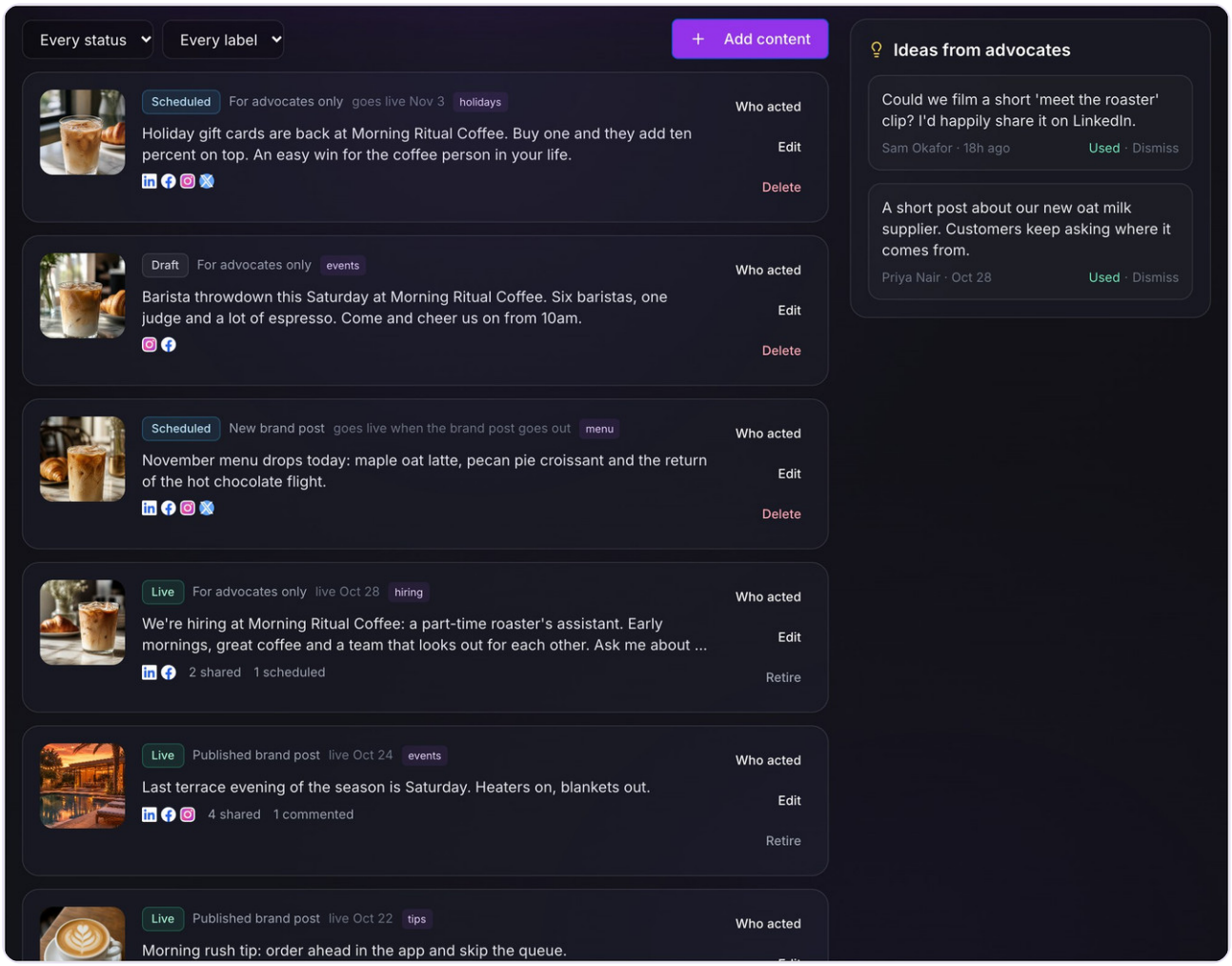

Figure 9: The Content tab, with ideas from advocates on the right

Status	Meaning
Draft	Saved, not in the feed.
Scheduled	Goes live at its time, or when the brand post goes out. If that brand post fails or is deleted, the item goes back to draft with a note. If the brand post hasn't gone out after 30 days, it goes back to draft too.
Live	In advocates' feeds.
Retired	Out of the feed. Its history stays.

On a live post, **Retire** takes it out of the feed (Figure 10). A retired post can be **Put back**. Only drafts and scheduled posts can be deleted; anything that has been live keeps its history and can only be retired. Retiring doesn't touch posts advocates already shared.

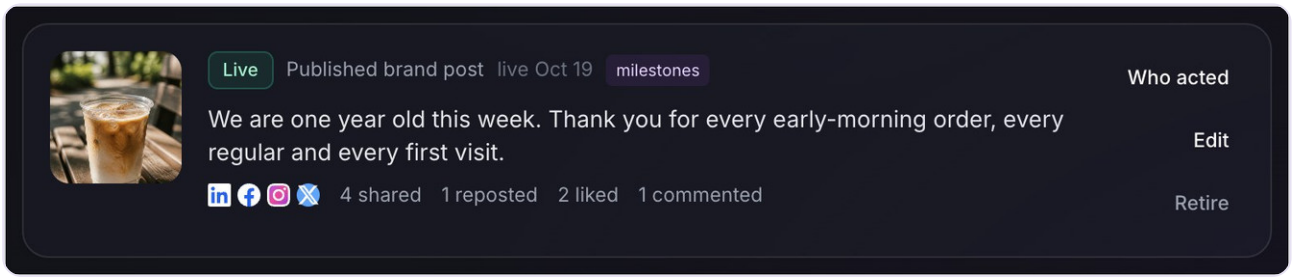

Figure 10: A live post with its counts and the Retire button

> **Editing a live post.** You can still edit a live post's text and, under More options, its networks, links, suggested words and labels. A brand post keeps the brand's own photos. What an advocate already shared doesn't change.

Invite advocates

Open the **Advocates** tab. There are three ways to add people: invite them by email, upload a CSV, or share a join link.

Invite by email

1. Click **Invite people**.
2. Type a first name, last name and email. Click **+ Another person** for more rows.
3. Click **Send invites** (Figure 11).

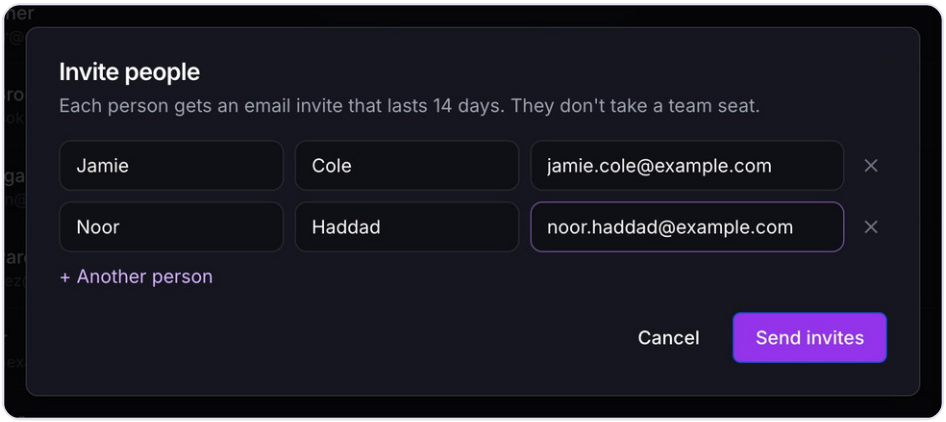

Figure 11: Inviting two people by email

Chirpy confirms how many were invited. The emails go out from a queue within a few minutes. Each person shows as **Invited** until they accept. The invite email is shown in Figure 28.

Upload a CSV

1. Click **Upload CSV**. Click **Download a sample file** if you want a template.

2. Make sure the first row is exactly **first_name,last_name,email**.
3. Choose your file and click **Invite everyone** (Figure 12).

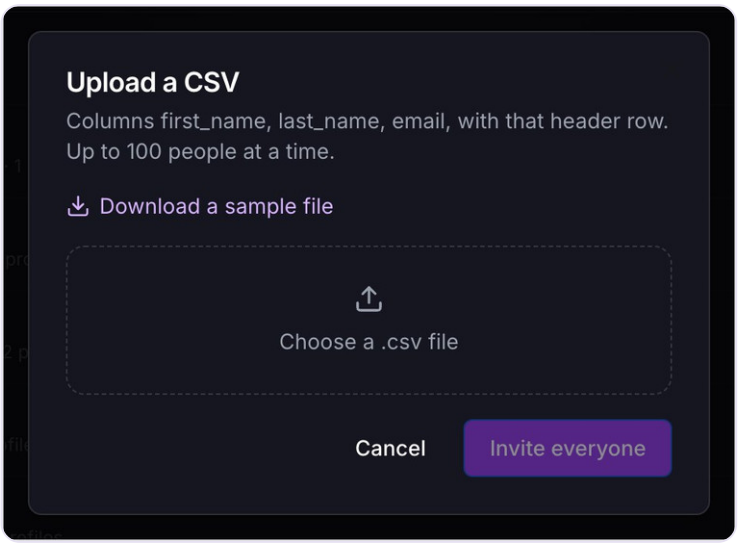

Figure 12: Uploading a CSV of advocates

Rows with a problem (a bad email, too many columns, a repeated address) are reported by line number, and the good rows are invited. A file with the wrong header row, no people or too many people is refused and nothing is imported.

Share a join link

1. Click **Join link** and turn **Link is on** on.
2. Click the copy button and share the link where your people will see it.
3. Anyone with the link can ask to join. They show as **Waiting for approval** until you approve them (Figure 13).

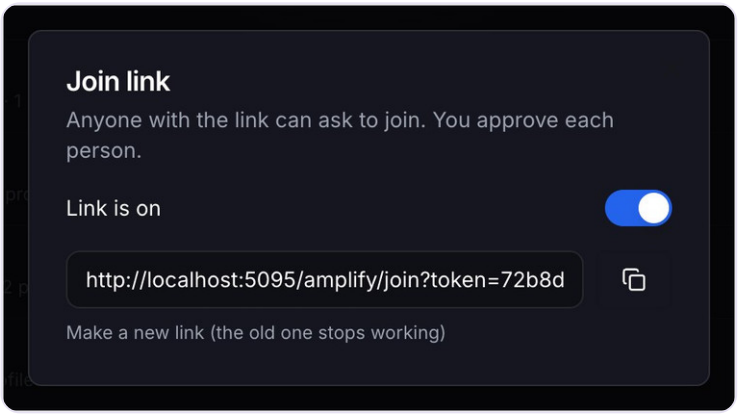

Figure 13: The join link (in the live app it starts with chirpy.me)

Make a new link replaces the old one, which stops working at once. Turning the link off stops new requests.

Invite limits

- Up to 100 people in one invite or one CSV.
- Up to 200 invites a day per workspace. Extra rows are listed with the reason, to send tomorrow.
- **Resend** works once every 24 hours for each person still invited.
- An invite lasts 14 days. After that the list shows **invite expired**; use **Resend** to send a fresh one.
- Someone already active, waiting or turned down isn't invited again; the confirmation says why.

Manage advocates

The **Advocates** tab lists everyone, with people waiting for approval at the top (Figure 14). The tab shows a badge with how many are waiting.

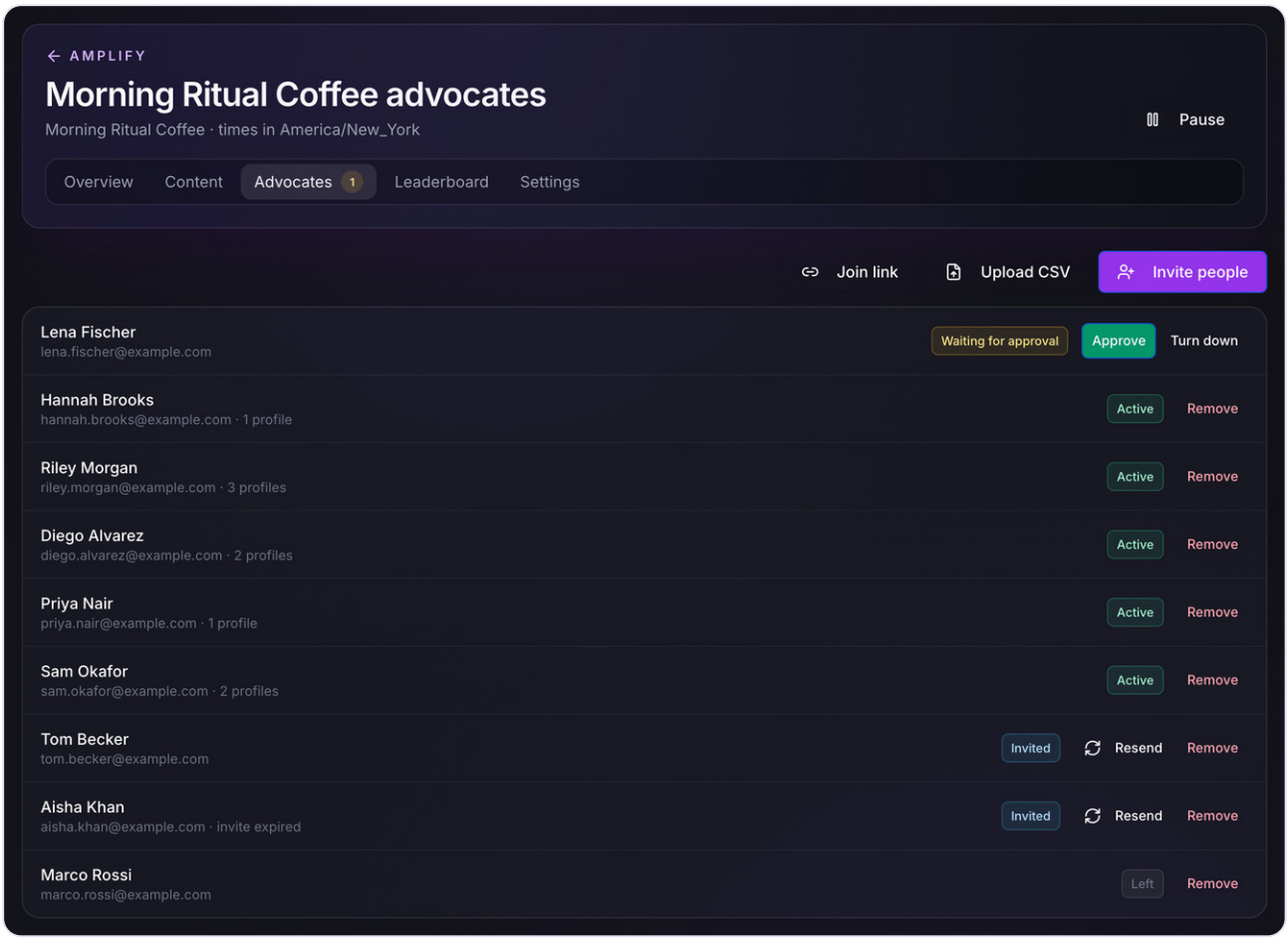

Figure 14: Advocates, from waiting for approval to left

Status	What you can do
Waiting for approval	**Approve** or **Turn down**. They asked to join through the join link.

Status	What you can do
Active	**Remove**. Active advocates see the feed and count toward the 50 that Amplify includes per workspace.
Invited	**Resend** or **Remove**. They haven't accepted yet.
Rejected	**Approve** if you change your mind.
Left	They left the program themselves. **Remove** them to cancel any shares they scheduled that are still waiting, or invite them again by email.
Removed	Invite them again by email if they come back.

When the workspace already has 50 active advocates, approving or accepting another is refused with a message. Remove someone first, or ask Chirpy about adding more advocates.

Remove someone

Click **Remove** and confirm (Figure 15). They lose the feed at once and any share they scheduled is canceled. Posts already on their profiles stay there. Their history stays in Recent activity on the Overview tab, and they drop off the leaderboard.

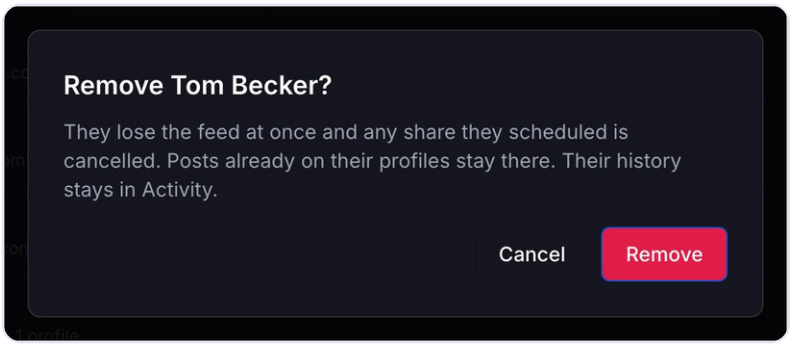

Figure 15: Removing an advocate

See their profiles

At the bottom of the **Advocates** tab, **Their profiles** lists every profile your active advocates added to the program, with its follower count and when it was added (Figure 16). A profile that needs reconnecting is marked. A profile the advocate disconnected from Chirpy drops off the list.

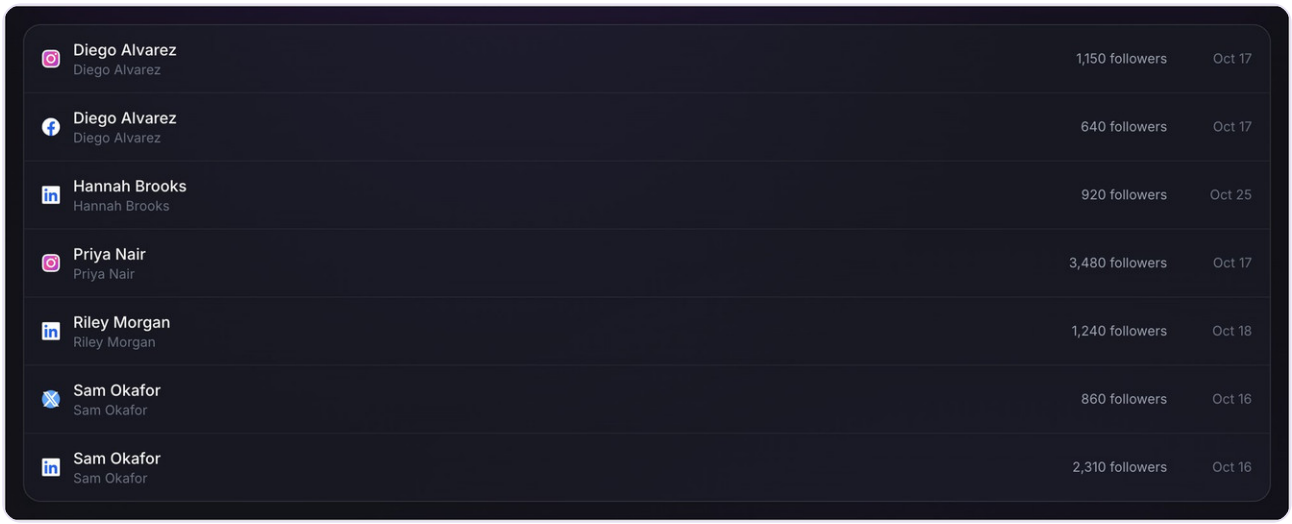

Figure 16: Profiles advocates added to the program

Read your results

Overview

The **Overview** tab totals the program for the last 28 days, 90 days or all time, with recent activity underneath (Figure 17). Click **Export CSV** to download the same figures.

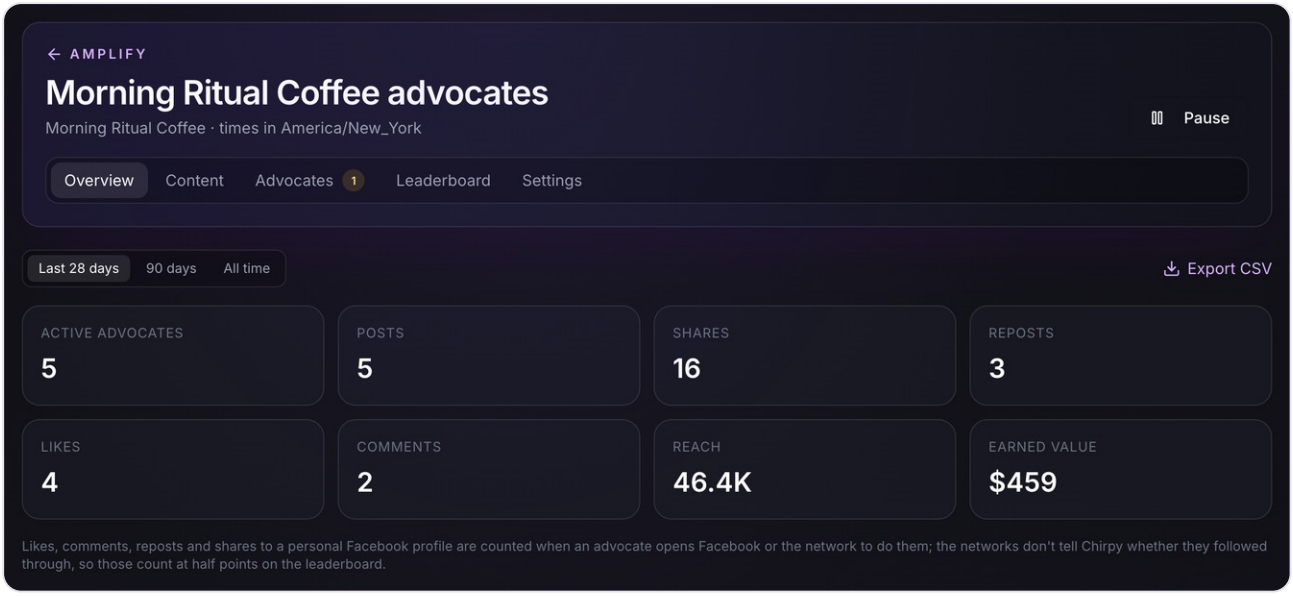

Figure 17: The program overview (demo figures)

Measure	How Chirpy counts it
Active advocates	People who are active in the program now.
Posts	Content that went live in the period.

Measure	How Chirpy counts it
Shares	Shares that published on an advocate's profile, plus shares an advocate opened to their personal Facebook profile (Facebook doesn't confirm those).
Reposts, likes, comments	Times an advocate opened the brand's post to do these. A share to X that quotes the brand's post counts here as a repost. Networks don't confirm whether they followed through.
Reach	The follower count of the profile that acted, added up for every action. It counts effort, not unique people: one person who sees two shares counts twice.
Earned value	Reach divided by 1,000, multiplied by your own cost per 1,000 people for that network (set in Settings). Networks with no figure count as zero.

> **Earned value is your estimate.** It uses the cost figures you type in. It's a way to compare months, not a measured result or a sales figure.

Who acted on a post

On the Content tab, click **Who acted** on any post (Figure 18). Each active advocate has a row. A green tick is confirmed. A blue tick means they opened the network to do it (a repost, like or comment, a quote on X, or a share to their personal Facebook), which Chirpy can't confirm. "soon" means a share is scheduled or on its way. A cross shows a share that failed, with the reason when you point at it.

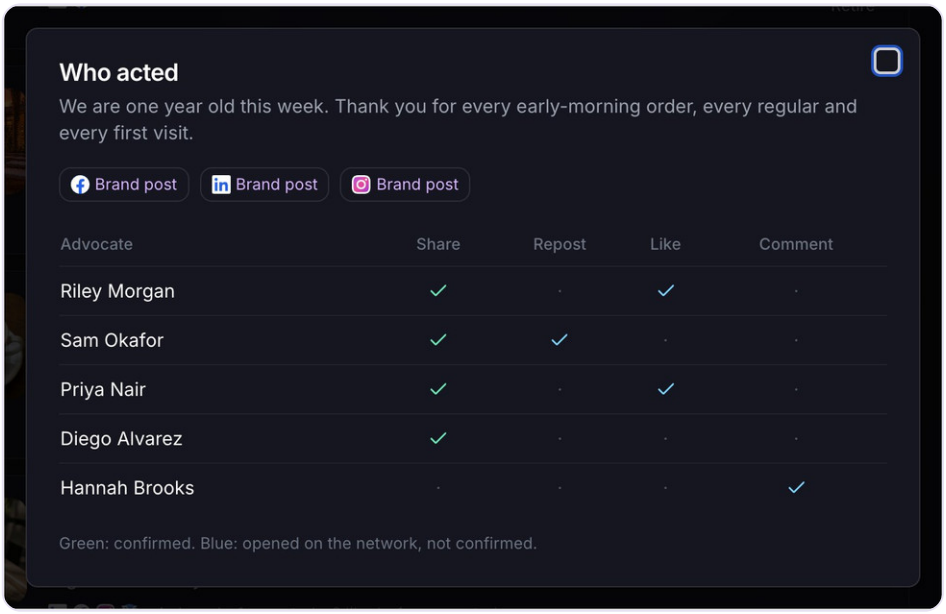

Figure 18: Who acted on the anniversary post

Recent activity

Recent activity, at the bottom of the Overview tab, logs every share, scheduled share, repost, like, comment and profile change, newest first. Filter by advocate or by action. Use **Older** and **Newer** to page through (Figure 19).

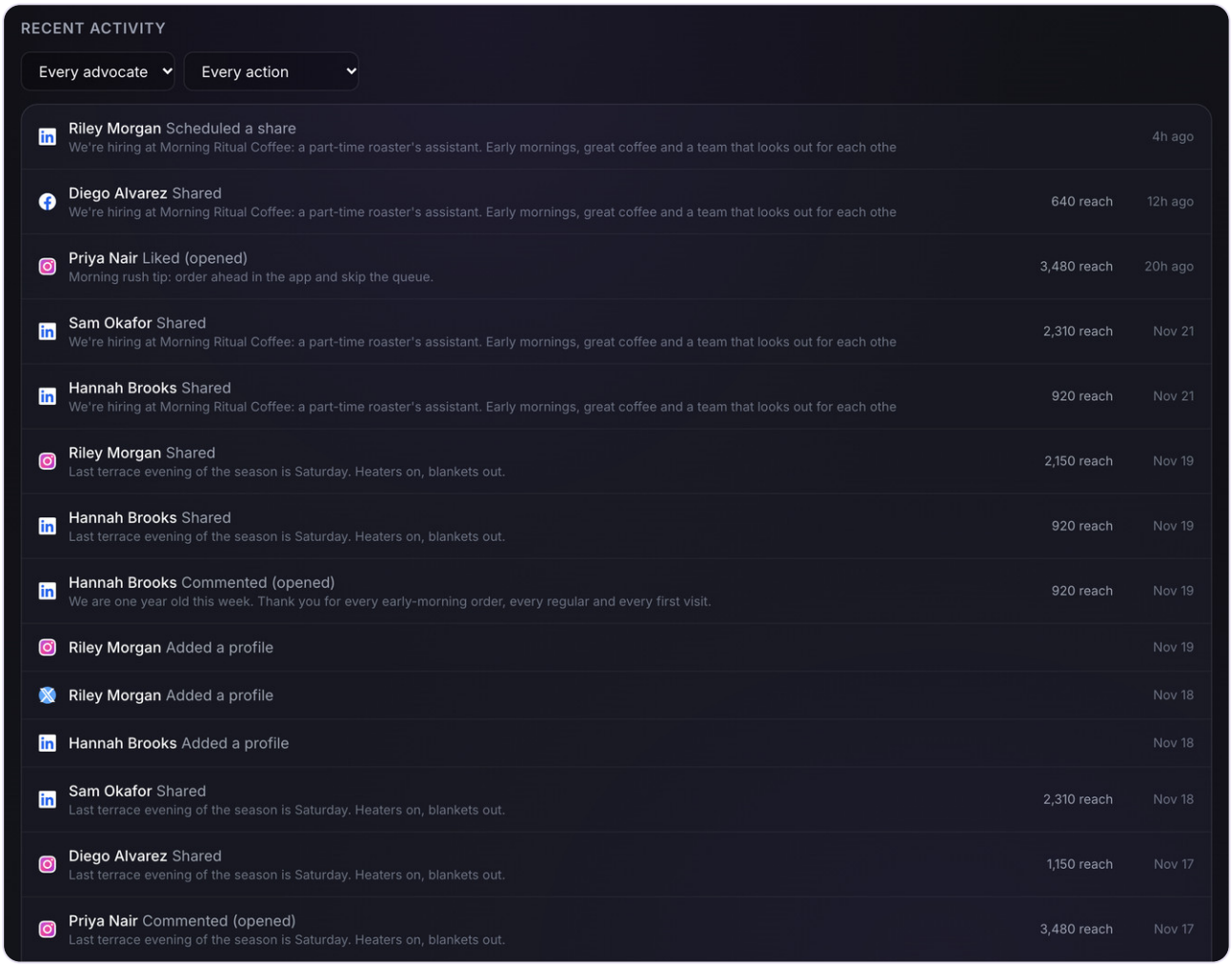

Figure 19: Recent activity on the Overview tab (demo figures)

Leaderboard

The **Leaderboard** tab ranks active advocates by points for all time, 30 days or 90 days. Use **Leave someone out** to hide a person, for example a manager. By default a repost earns 3 points, a share 2, a comment 2 and a like 1. Actions that were opened but not confirmed count half. That covers reposts, likes and comments, quotes on X, and shares to a personal Facebook profile. Ties go to whoever got there first (Figure 20).

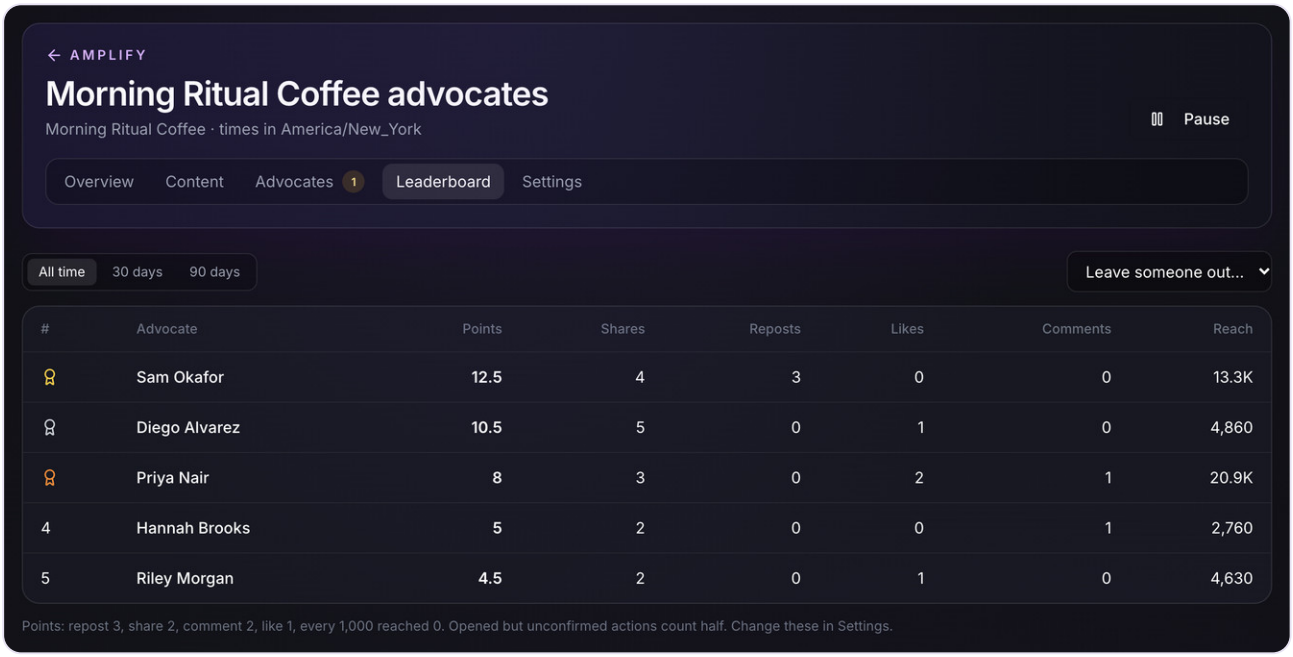

Figure 20: The leaderboard (demo figures)

Competitions

Competitions, under the ranking on the Leaderboard tab, runs a dated contest on the leaderboard (Figure 21).

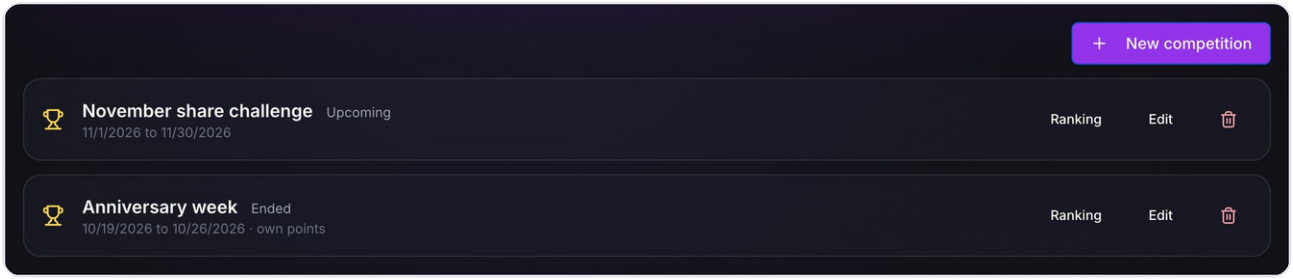

Figure 21: An upcoming and an ended competition

1. Click **New competition**.
2. Add a title and say what the prize is and how it works.
3. Set **Starts** and **Ends**, in the program's time zone.
4. Turn **Its own points** on to use different points for this competition.
5. Under **Leave out**, click anyone who shouldn't be ranked.
6. Click **Save** (Figure 22).

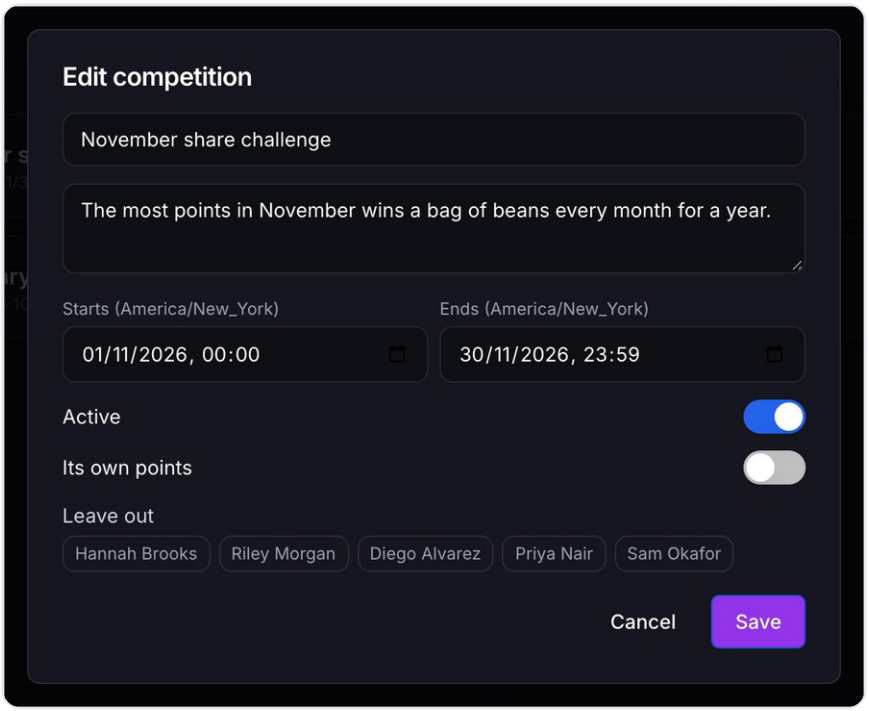

Figure 22: Setting up a competition

Click **Ranking** to see the standings for the competition's dates, ranked with its own points.

Program settings

Open the **Settings** tab. The settings most programs change are at the top. Click **More settings: profile limits, leaderboard points, earned value, tracking links, Slack** for the rest. Change what you need, then click **Save settings** at the bottom.

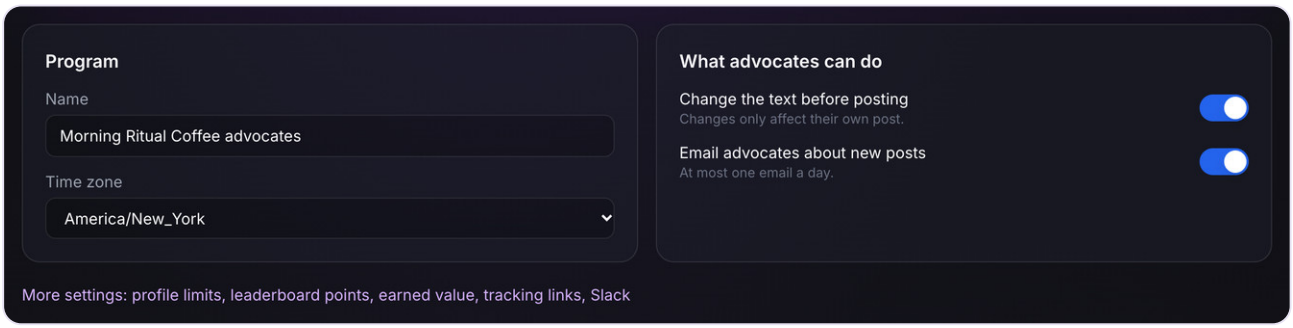

Figure 23: The settings most programs change, with the More settings link below

Shown first:

Setting	What it does
Name, Time zone	The program's name and the clock for scheduled posts and competitions.

Setting	What it does
Change the text before posting	On by default. Advocates can add their own comment when they share. It goes above the brand's post, or above the brand's text. When it's off, shares go out with the brand's words only.
Email advocates about new posts	Advocates get at most one email a day listing what's new.

Under More settings:

Setting	What it does
Profiles per advocate	The most profiles each advocate can add, in total and per network. Leave blank for no limit (Figure 24).
Leaderboard points	Points for a repost, share, comment, like and every 1,000 people reached. Each is 0 to 10, with up to two decimals.
Earned value	Your currency (USD, ZAR, EUR, GBP, AUD, CAD or MUR) and your cost per 1,000 people for each network.
Tracking tags	Added to links in the text Chirpy posts for an advocate, for example utm_source=amplify&utm_medium=social. A tag already in the link keeps the link's own value. A LinkedIn reshare or a quote on X passes on the brand's own post, so links in that post stay as the brand posted them.
Slack incoming webhook	Posts a notice to your Slack channel when new posts go live.
Send advocates' content ideas to	Emails each idea to this address. It must belong to someone in the workspace.

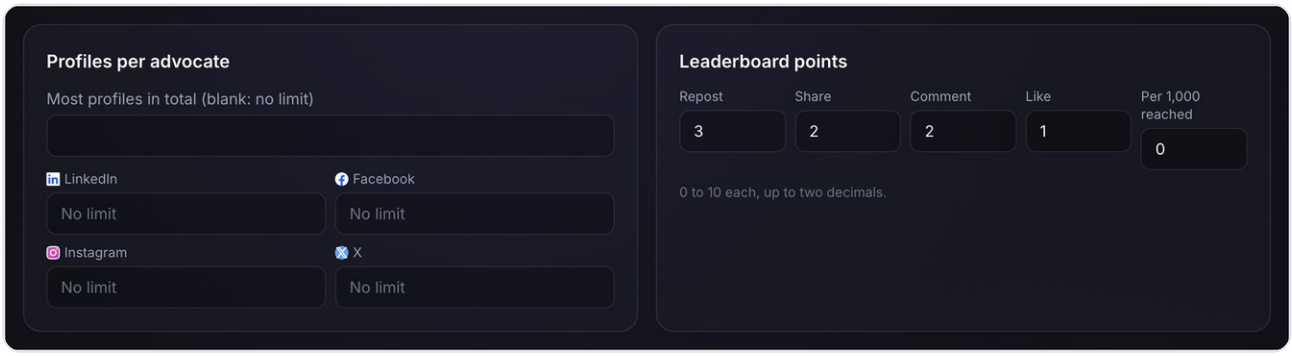

Figure 24: Profile limits and leaderboard points

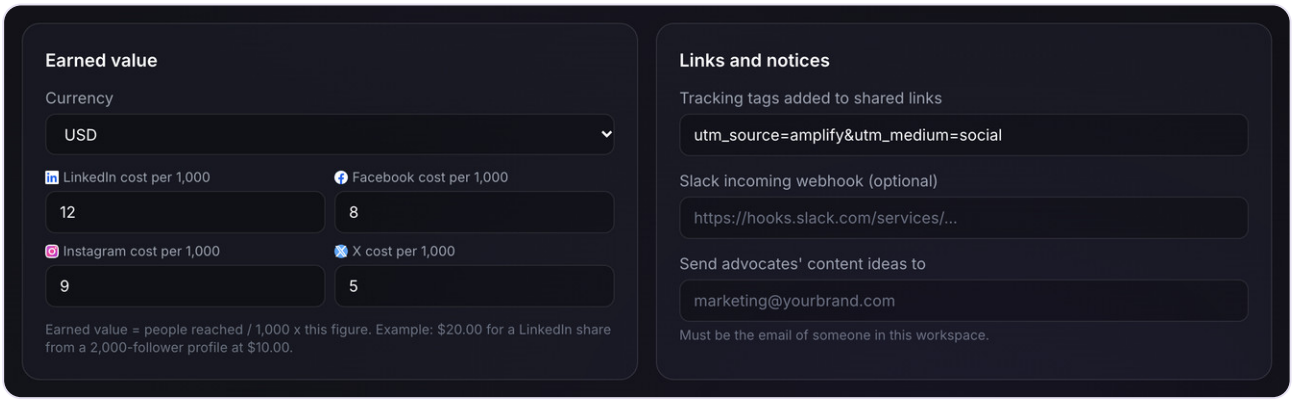

Figure 25: Earned value figures, tracking tags and notices (demo figures)

Delete program is at the bottom left. Advocates lose the feed at once and shares not yet sent are canceled. Posts already on their profiles stay there.

Pause or resume a program

Owners and managers can pause a program at any time, for example over a holiday or while the brand reviews its content.

1. Open the program and click **Pause** at the top right.
2. Read the confirmation and click **Pause** (Figure 26).
3. The program shows a paused notice, and the button changes to **Resume**.
4. To start again, click **Resume** and confirm.

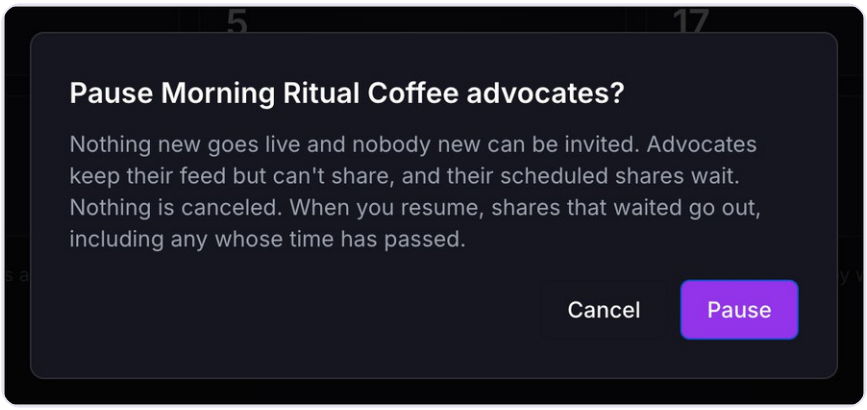

Figure 26: Confirming a pause

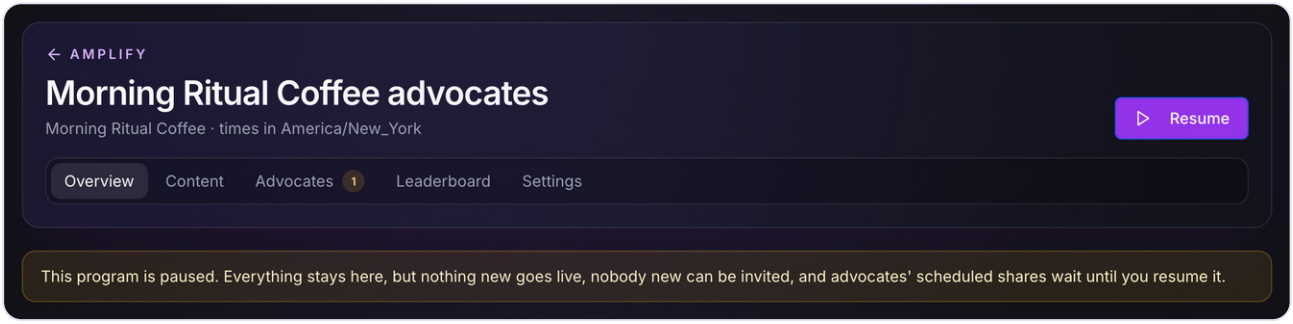

Figure 27: A paused program

While a program is paused:

- Everything stays: content, advocates, history and results.
- Nothing new goes live, and nobody new can be invited or join.
- Advocates see a notice and can’t share. Shares they scheduled wait; they’re never canceled because of the pause.
- When you resume, content due to go live goes live, and shares that waited go out, including any whose time has passed.

A program also pauses by itself if its workspace no longer has Amplify, for example after moving to a plan that doesn’t include it or removing the add-on. The notice says the plan doesn’t include Amplify, and the program starts again once the workspace owner adds Amplify in Billing or moves to Max or Teams.

CHAPTER 03

Sharing as an advocate

You're an advocate when a brand invites you to share its posts. You don't need a paid Chirpy plan, and the brand never gets your logins or the ability to post for you. Everything you share goes out because you chose it.

Accept an invite

Your invite arrives by email from Chirpy (Figure 28). It lasts 14 days.

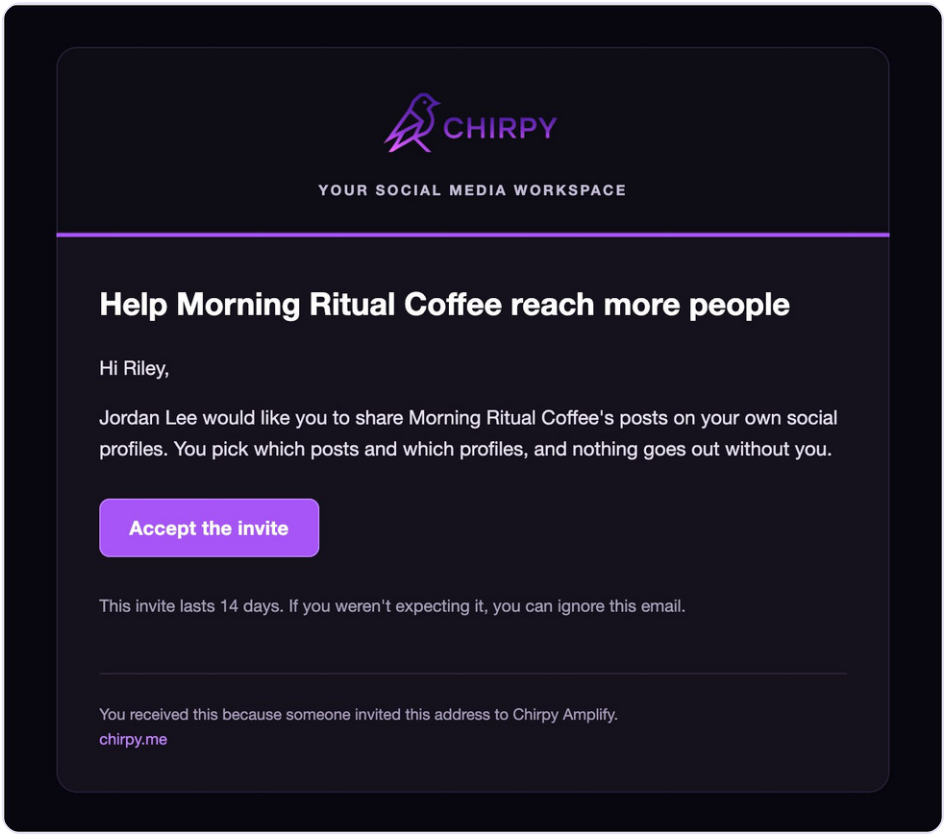

Figure 28: The invite an advocate receives

1. Click **Accept the invite** in the email.
2. If you're not signed in, click **Sign in**, or **Create a free account** if you're new to Chirpy (Figure 29). Use the email address the invite was sent to; the page shows a hint of it.
3. Back on the invite page, click **Accept the invite** (Figure 30).
4. Chirpy says you're in and takes you to your feed.

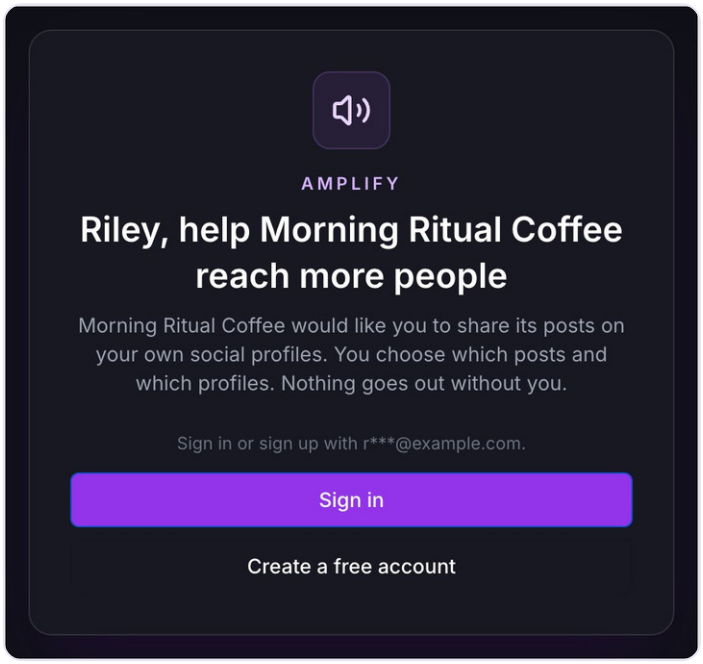

Figure 29: The invite page before you sign in

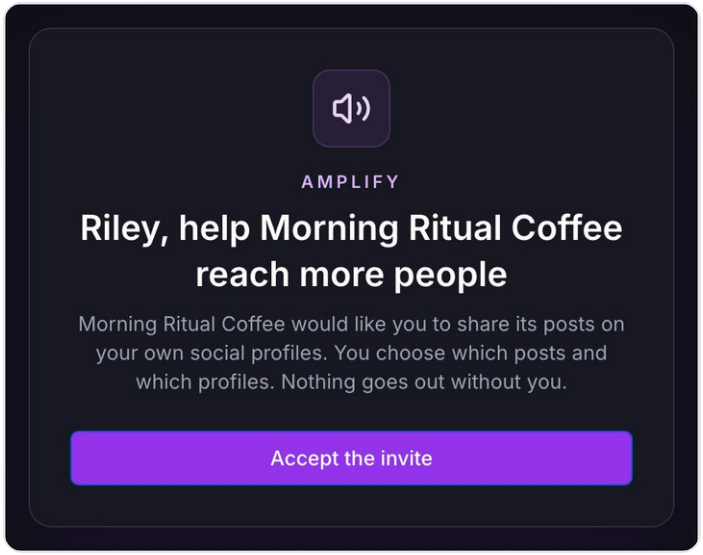

Figure 30: Accepting the invite

If you're signed in with a different address, Chirpy tells you which address the invite is for and offers **Sign out and use the invited address**. An old, replaced or switched-off link shows **This link no longer works**. Ask the person who sent it for a new one.

If the brand gave you a join link instead, click **Ask to join**. The brand approves you, then its posts show in Amplify.

> **No paid plan?** That's fine. You don't need to upgrade to share a brand's posts. While you're an advocate, Chirpy lets you connect up to four social accounts on LinkedIn, Facebook pages, Instagram and X.

If your own Chirpy trial has ended, Chirpy shows you a simpler view: the menu has only Amplify, Connect Accounts, Upgrade and Settings, and other pages open Amplify (Figure 31).

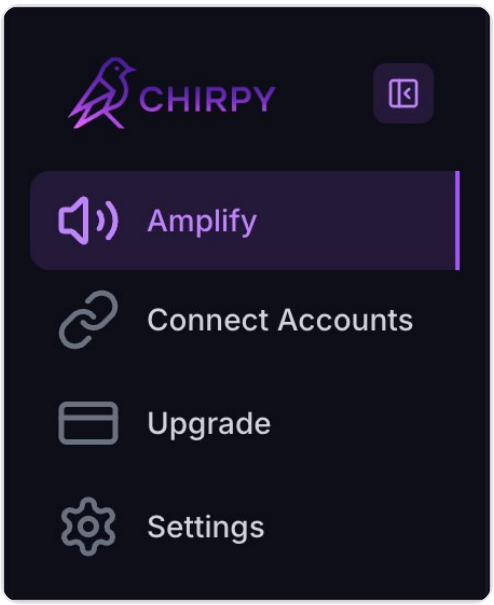

Figure 31: The menu for an advocate without a paid plan

Add your profiles

Before you can share, add at least one of your own profiles to the program.

1. If you haven't connected your account to Chirpy yet, go to **Connect Accounts** and connect it, then come back.
2. In your feed, click **Add a profile**, or open the **My profiles** tab.
3. Click **Add** next to each profile you want this brand's posts to go to.

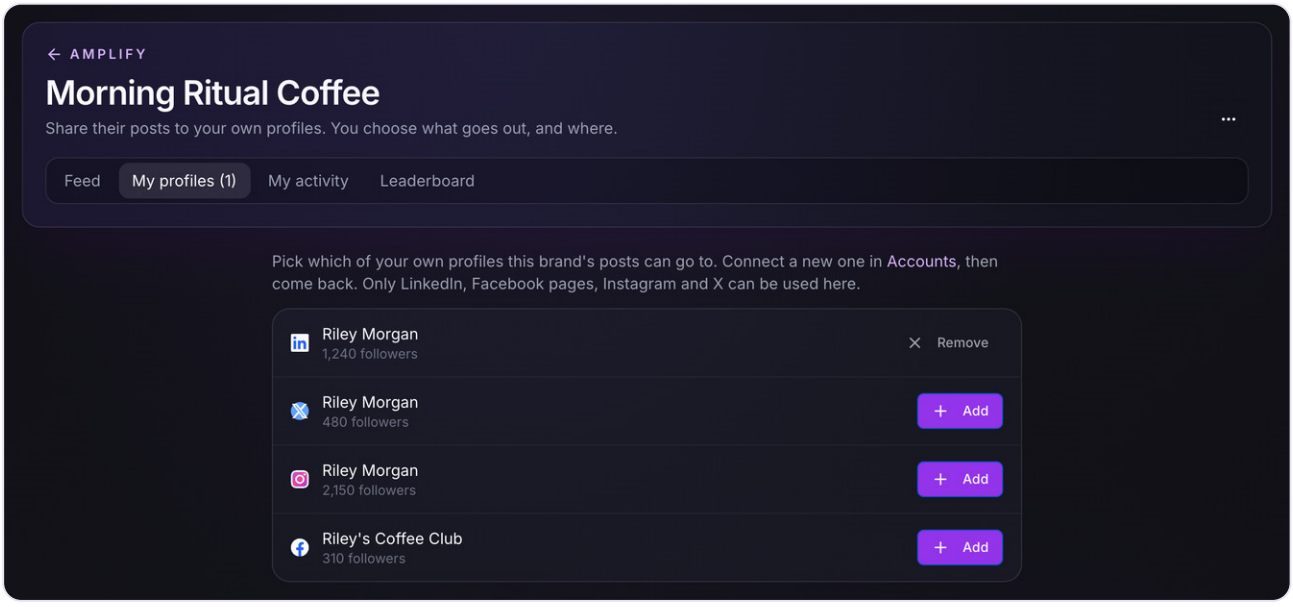

Figure 32: Your profiles: one added, three that can be added

Chirpy confirms each one. Click **Remove** to take a profile out of the program at any time; anything you scheduled from it is canceled.

Only LinkedIn, Facebook pages, Instagram and X can be used. The brand may limit how many profiles each person adds; a profile over the limit shows the reason instead of **Add**. A profile that needs reconnecting shows **Reconnect in Accounts** instead of **Add**. You don't add a personal Facebook profile here: use **Your Facebook** on a post instead.

Your feed

The **Feed** tab lists the brand's live posts, newest first. Each card shows the networks it's meant for, when it went live, its labels and how many advocates joined in. The bar shows how much you've done with that post, and each button shows a tick once you've done it. Posts with a link also show **Your Facebook**, for sharing to your personal Facebook profile (Figure 33).

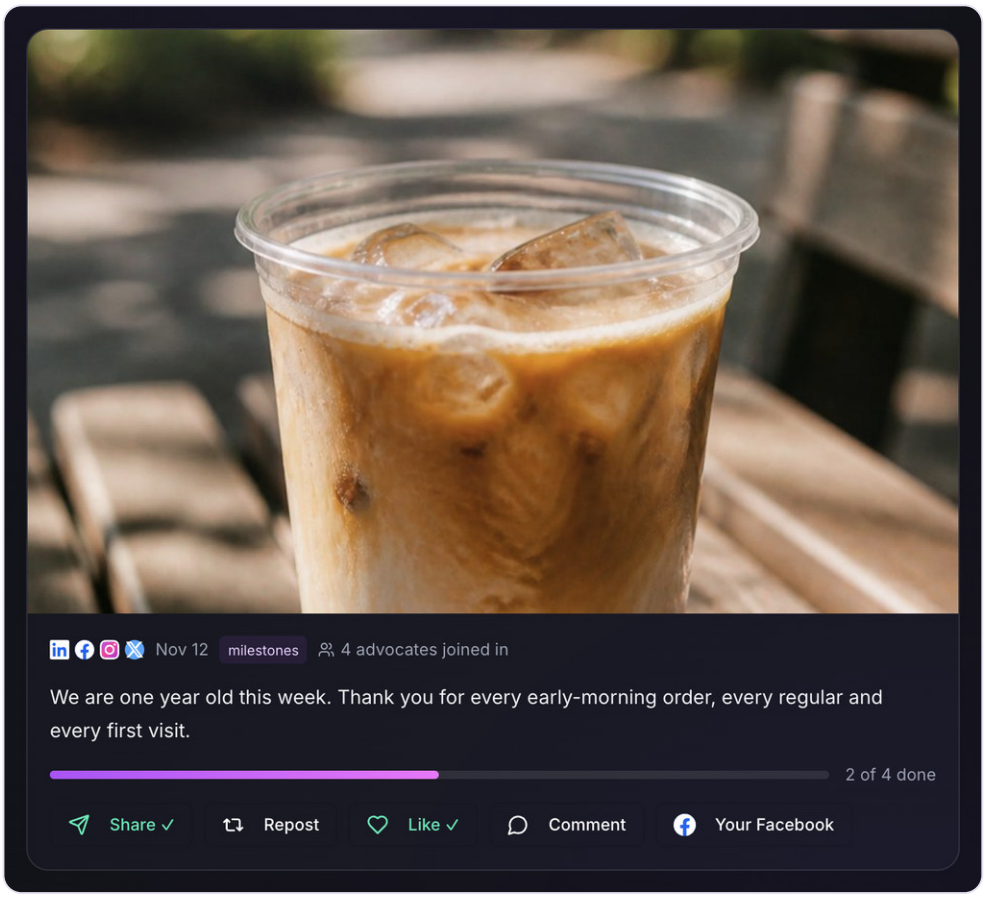

Figure 33: A post you've shared and liked: 2 of 4 done

When new posts go live, Chirpy emails you at most once a day (Figure 34). To stop these emails, turn off **A daily email when there are new posts to share** at the bottom of your feed, or use **Stop these emails** in the email and confirm on the page that opens.

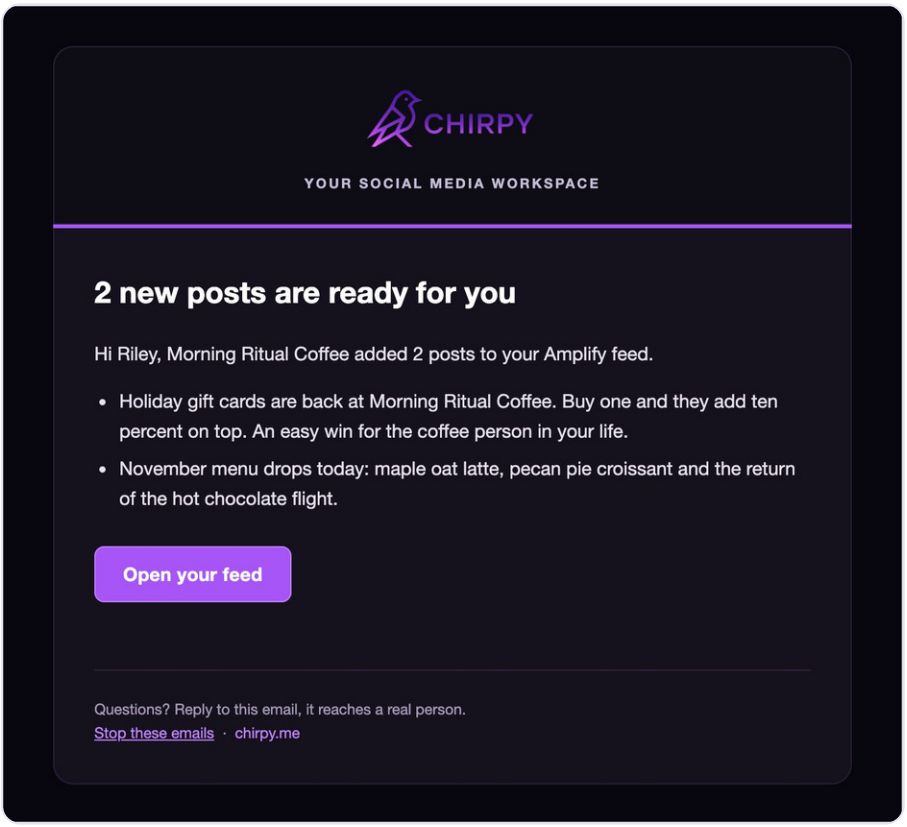

Figure 34: The daily email about new posts

Share a post

1. Click **Share** on the post. The window shows the brand's post at the top.
2. If you like, write **Your comment**. It's optional, and it's used for every profile you pick.
3. Tick the profiles to share to. Under each one, Chirpy says what will happen there. A profile that can't take this post is grayed out with the reason (for example, not meant for that network, already shared, or Instagram needs a photo or video).
4. To send it later, click **Share later** and pick a date and time. It uses the program's time zone, named under the field. Click **Share now instead** to change your mind.
5. Click **Share now** or **Schedule**.

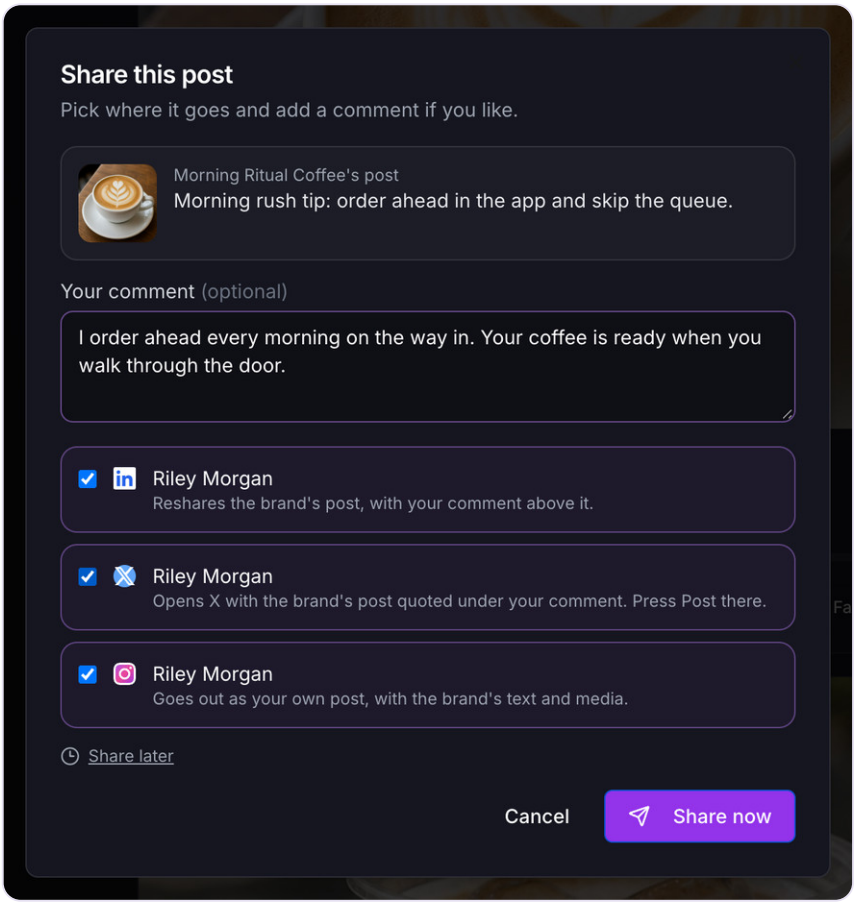

Figure 35: Sharing a post: your comment, and what happens on each profile

What a share is depends on the network:

Where	What goes out
LinkedIn	A reshare of the brand's own post, with your comment above it.
X	X opens in a new tab with the brand's post quoted under your comment. Press **Post** there to finish.
Instagram, Facebook pages, and posts written just for advocates	Your own post, with your comment first, then the brand's text and media.

Chirpy confirms it. A share sent now usually appears within a minute. Where it goes out as your own post, it carries the brand's text and the photos you saw, and links in it carry the brand's tracking tags.

LinkedIn reshares and X quotes need the brand's post to be linked on that network. If it isn't, the share goes out as your own post, and the window says so. If LinkedIn turns a reshare down, Chirpy posts it as your own post instead.

On X, you finish in X's own window, so Chirpy can't see whether you pressed Post. It counts as opened, at half points, and shows under Repost. Quotes on X can't be scheduled, and you can quote from one X profile at a time.

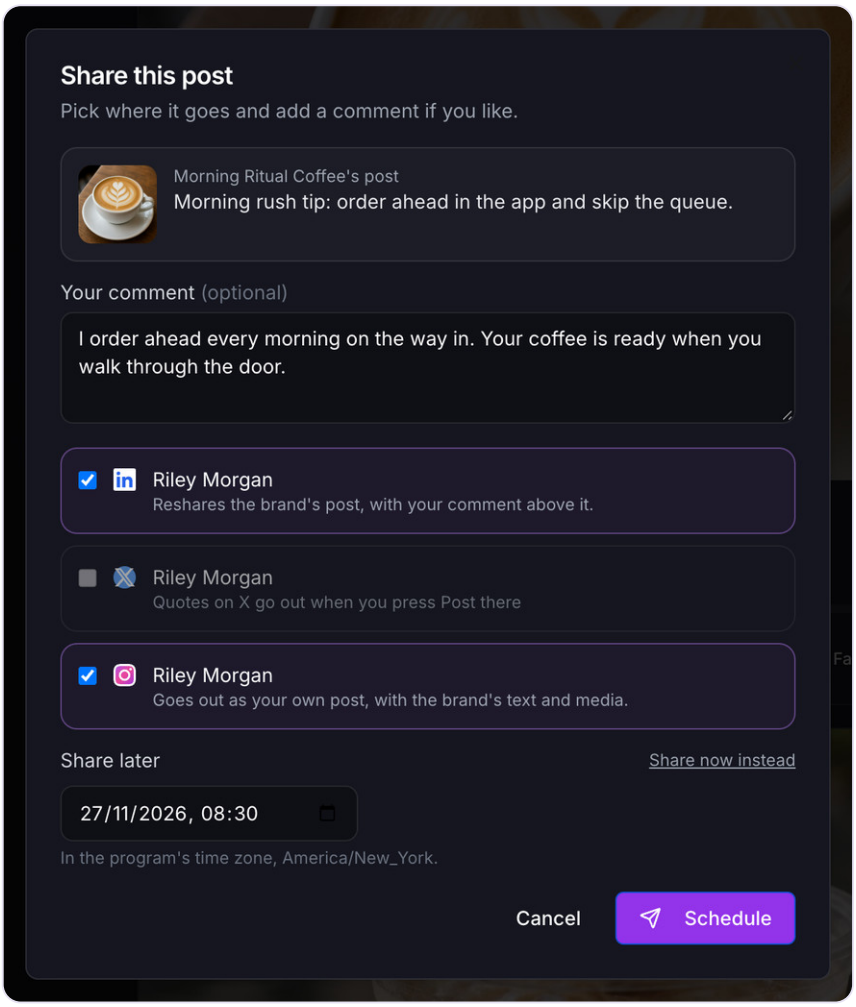

Figure 36: Sharing later, in the program's time zone (the date shows in your device's format). X is left out because quotes on X can't be scheduled

A scheduled share shows under the post, with **Cancel** to stop it before it goes out (Figure 37). You can schedule up to 90 days ahead.

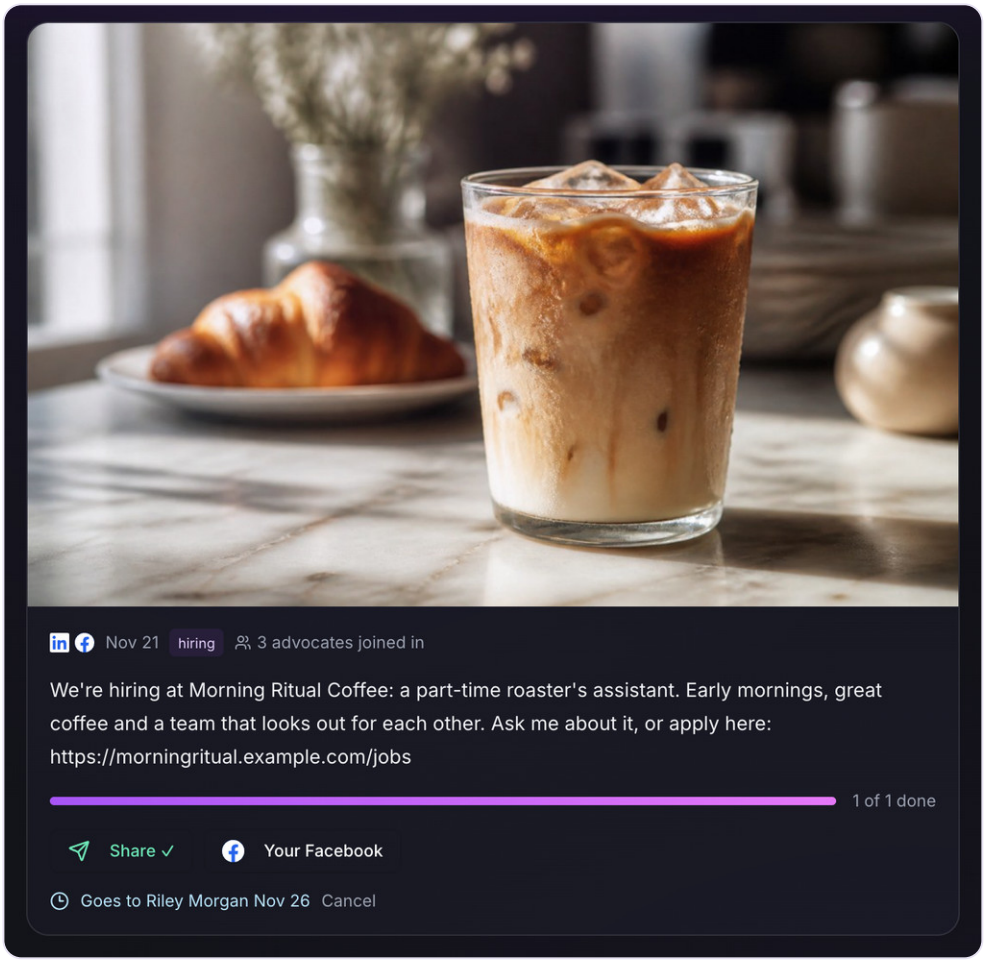

Figure 37: A share scheduled for 26 November, with Cancel

If one profile works and another doesn't, Chirpy tells you which, and a failed share says why and can be tried again.

If a profile needs reconnecting, it's left out of the list and the window tells you to reconnect it in Accounts. If your words are too long for a network, a red line under that profile says by how much, and the Share button waits until you shorten them.

> **Brand asks for its own words?** If the brand turned comments off, the share window says the brand asks for its posts to go out with its own words, and there's no comment box.

Share to your personal Facebook profile

Facebook doesn't let any app post to a personal profile, so Chirpy opens Facebook for you.

1. Click **Your Facebook** on the post. It shows on any post that has a link to share.
2. Chirpy copies the post's text and opens Facebook's share window in a new tab, with the link already in it.
3. Paste the text into the Facebook post and press **Post**.

You don’t need to add a profile first. Chirpy can’t see whether you posted, so it records the share as opened: it counts at half points and adds no reach. It’s recorded once per post.

Repost, like or comment

For a brand post that’s already live, you can also repost it, like it or comment on it from your own profile.

1. Click **Repost**, **Like** or **Comment** on the post.
2. Pick the profile to use. Only profiles on a network where the brand’s post is linked are listed.
3. Click **Open the post**. The brand’s post opens in a new tab, and any suggested words are copied for you (Figure 38).
4. Paste the words there, or write your own, and post. For a like, just tap like.

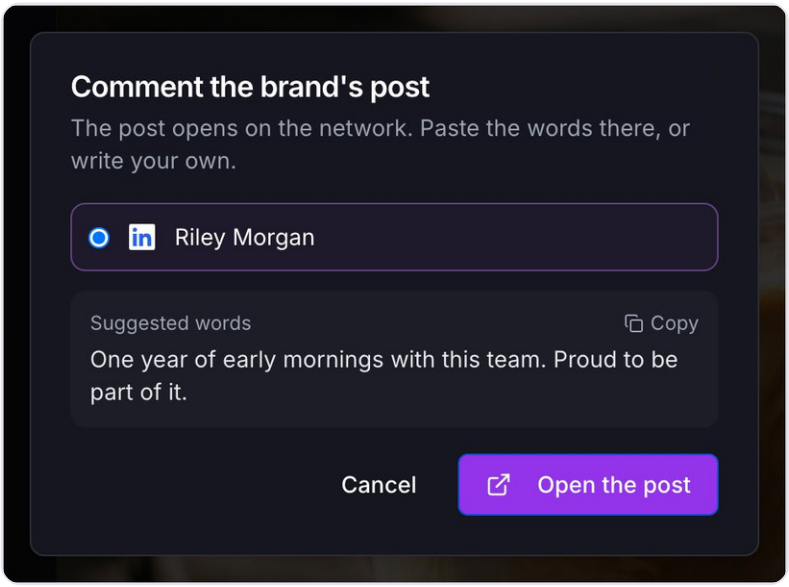

Figure 38: Commenting on the brand’s post, with suggested words

Chirpy records that you opened the post. The networks don’t tell Chirpy whether you followed through, so these count at half points on the leaderboard.

Your activity, the leaderboard and ideas

My activity lists what you shared, scheduled and opened, and the profiles you added (Figure 39).

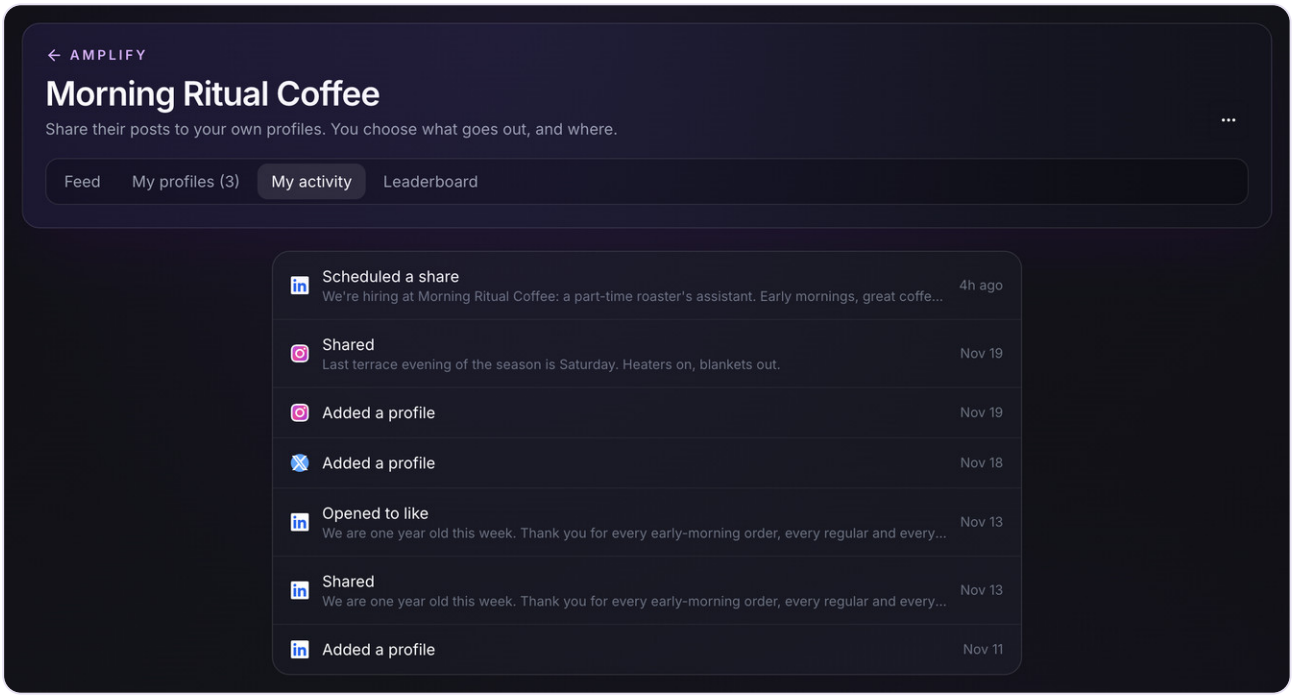

Figure 39: Your activity

Leaderboard shows the last 30 days, with your row highlighted (Figure 40). Advocates see names and points only, not anyone's reach or counts.

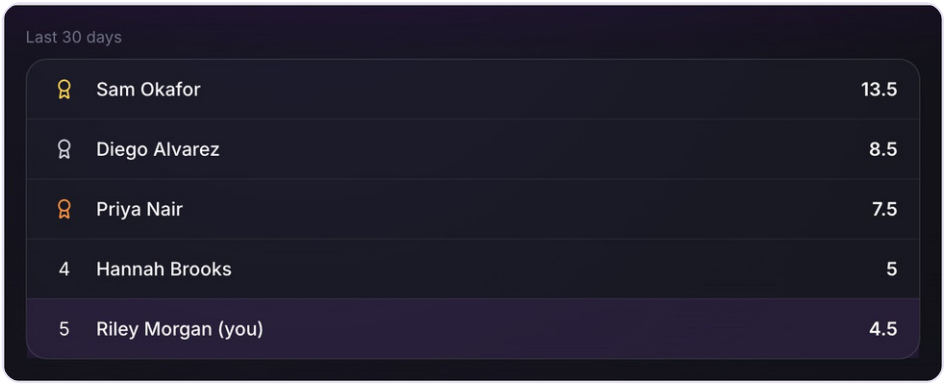

Figure 40: The leaderboard as an advocate sees it (demo figures)

Have an idea for a post? Click the **More** button (three dots) at the top right of your feed, choose **Suggest an idea** (Figure 41), describe it, add a link if you have one and click **Send** (Figure 42).

It goes to the brand's team.

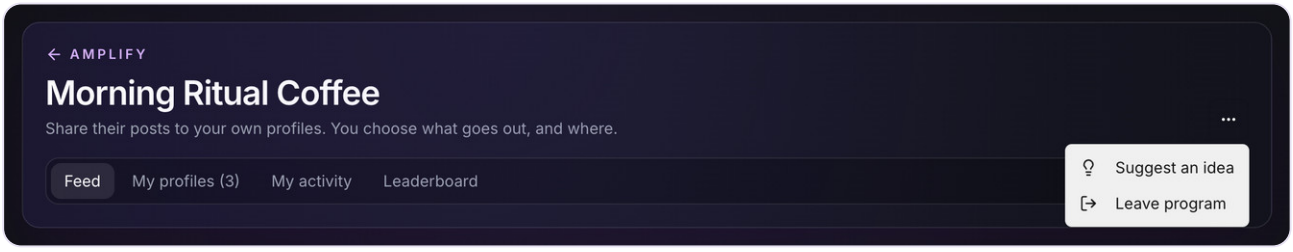

Figure 41: The More menu at the top of your feed

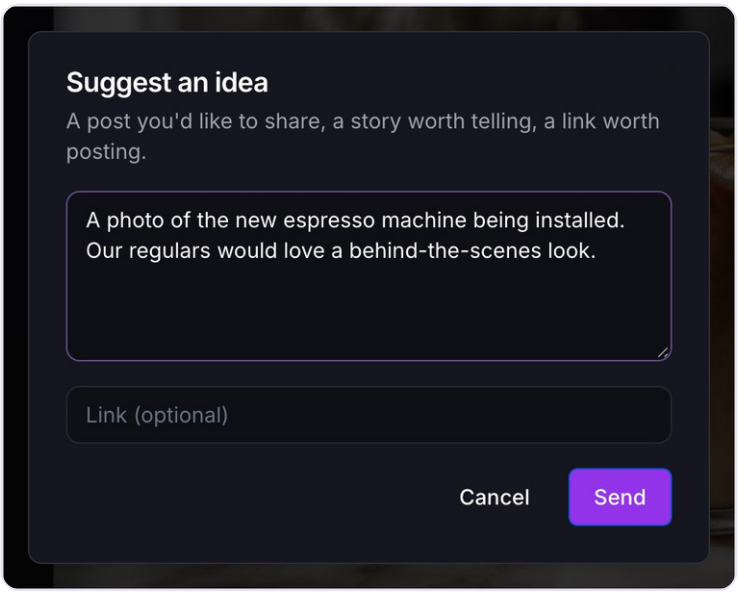

Figure 42: Suggesting an idea

Paused programs and leaving a program

When a program is paused

Sometimes a brand's program pauses (Figure 43). Your feed stays, but you can't share for now. Anything you scheduled waits and goes out once the program starts again; it isn't canceled.

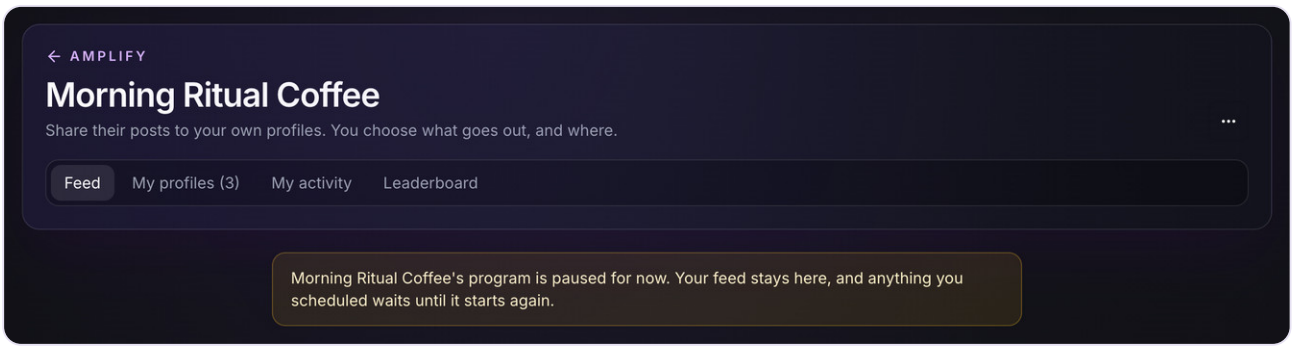

Figure 43: The paused notice in your feed

Leave a program

1. Open the program's feed, click the **More** button (three dots) at the top right and choose **Leave program**.
2. Read the confirmation. It tells you how many of your shares are still scheduled (Figure 44).
3. Click **Leave program**, or **Stay** to keep sharing.

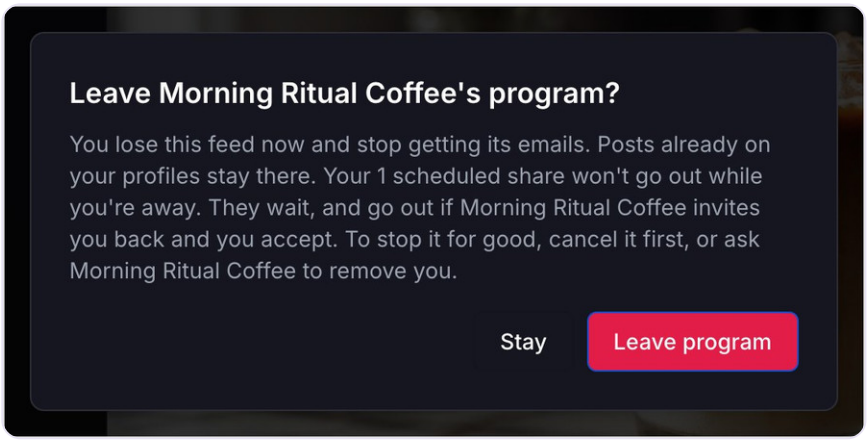

Figure 44: Leaving a program

You lose the feed and stop getting its emails at once. Posts already on your profiles stay there. Shares you scheduled don’t go out while you’re away: they wait, and go out if the brand invites you back and you accept. To stop them for good, cancel them before you leave, or ask the brand to remove you.

To see every program you share for, open **Amplify** in the menu (Figure 45). If you leave a program or a brand removes you, its program leaves this list. Posts you already shared stay on your profiles.

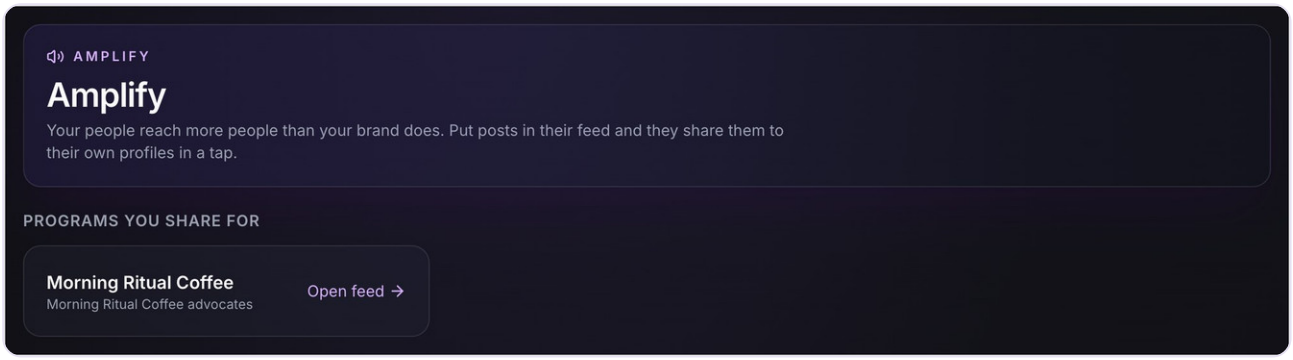

Figure 45: Programs you share for

CHAPTER 04

Quick reference

Item	Limit or rule
Plan	Included on Max and Teams; an add-on on Essentials and Advanced (programs pause if the workspace no longer has Amplify)
Programs	One per Brand Kit
Active advocates	50 per workspace included; ask Chirpy about adding more
Invites	100 per invite or CSV; 200 a day per workspace; resend once every 24 hours; invite lasts 14 days
CSV header	first_name,last_name,email
Networks	LinkedIn, Facebook pages, Instagram, X. Advocates can also share to a personal Facebook profile with Your Facebook, which opens Facebook
Post text	Up to 5,000 characters in the feed. When shared as the advocate's own post, their comment plus the brand's text must fit the network (X 280, Instagram 2,200, LinkedIn 3,000, Facebook 5,000). A comment on a LinkedIn reshare can be up to 3,000 characters, and on an X quote up to 256
Photos and videos	Up to 10 per post from the Media Library; Instagram needs one; X takes up to 4
Labels	Up to 10 per post
Leaderboard points	Default repost 3, share 2, comment 2, like 1, per 1,000 reached 0; each 0 to 10

Item	Limit or rule
Opened, not confirmed	Counts half points (reposts, likes, comments, quotes on X, shares to a personal Facebook profile)
Share scheduling	Up to 90 days ahead; cancel until it goes out. Quotes on X and Your Facebook shares can't be scheduled
New brand post	Back to draft if the brand post fails, is deleted or hasn't gone out in 30 days
Pause	Owners and managers can pause and resume; scheduled shares wait
Leaving	Advocates can leave a program; their scheduled shares wait until they're invited back and accept, or the brand removes them
Emails to advocates	At most one a day; switch off in the feed or from the email
Advocate's own plan	Not needed; an active advocate can connect up to four accounts on LinkedIn, Facebook pages, Instagram and X