CHIRPY

USER GUIDE · 2026

Chirpy Calendar
User Guide

See, plan and manage every post across every account in one view.

Month | Week | Day | Filters | Post Details | Reschedule | Remix

Contents

01 **Introduction: why the Calendar matters** 4

What the Calendar gives you 4

Where the Calendar fits in Chirpy 4

02 **Opening the Calendar** 6

03 **A tour of the page** 7

Title, month and time zone 7

Moving between dates 7

Switching views 7

Month layout 7

04 **Filtering what you see** 8

Platforms 8

Accounts 8

Status 9

Clearing filters 10

05 **The three views: Month, Week and Day** 11

Month view: Detailed layout 11

Month view: Compact layout 11

Week view 13

Day view 13

06 **Post statuses explained** 15

07 **Post Details: everything about one post** 16

The preview 16

The details 17

The actions 18

08 **Managing your posts** 19

Edit a post 19

Reschedule to an exact date and time 20

Move a post by dragging it 21

Unschedule a post 22

Schedule a planned post, or remove it from the Calendar 23

Fix a failed post 24

Partly published posts 24

Published posts 25

Delete a post 26

Reuse a post 27

Remix a post with AI 27

09 **Creating posts from the Calendar** 29

From Month view (Compact layout) 29

From Day view 30

10 **Teams, approvals and time zones** 32

Working as a team 32

Your time zone 32

11 **Using the Calendar on your phone** 33

12 **Best practices** 34

13 **Frequently asked questions** 35

14 **Quick reference** 37

CHAPTER 01

Introduction: why the Calendar matters

Consistency is the single biggest predictor of success on social media. Audiences follow accounts they can rely on, and every platform rewards accounts that show up regularly. The hard part is not writing one good post. It is keeping a steady rhythm across several platforms, week after week, without losing track of what is going out, when, and where.

That is the job of the Chirpy Calendar. It is the publishing control room for your whole social media presence: every post you have drafted, scheduled, published or that needs your attention, laid out on one timeline, across every connected account.

What the Calendar gives you

- **One view of everything.** Instagram, Facebook, LinkedIn, X, TikTok, YouTube and Pinterest posts, for every connected account, side by side.
- **Confidence that it will happen.** Scheduled posts publish automatically at the time you set, in your own time zone.
- **Fast changes.** Move a post by dragging it to another day or hour, edit the caption and media in place, or reschedule to an exact time.
- **Problems you can see.** Failed and partly published posts are flagged with the reason and a one-click retry.
- **Gaps you can fill.** Empty days stand out at a glance, and you can create a post for a specific day and time straight from the Calendar.
- **Fresh ideas from what worked.** Reuse a post or remix it into new variations without starting from a blank page.

Where the Calendar fits in Chirpy

Chirpy is built around the Chirpy Engagement Loop. In short: **Learn, Create, Publish, Engage, Improve.** Your Brand Kit and audience insight feed the content you create in Create Post, Campaigns and AI Image Studio. The Calendar is where that content is **published**: it is the timeline that turns individual posts into a consistent presence. Community then helps you **engage** with the replies, and Insights shows what to **improve** next time.

Every post you create in Chirpy, whether you write it yourself, generate it with AI or plan it as part of a campaign, lands on the Calendar once it has a date. Campaign posts appear once they are scheduled.

> **Tip:** If you are new to Chirpy, connect your accounts and build your Brand Kit first. The Quick Start and Setting Up Your Accounts guides walk you through both.

CHAPTER 02

Opening the Calendar

Select **Calendar** in the left navigation bar of your dashboard. On a phone, tap **Calendar** in the bottom navigation bar.

The Calendar opens on the current month, in the **Month** view, with the **Detailed** layout. Today's date has a purple outline, and days that have already passed are slightly dimmed.

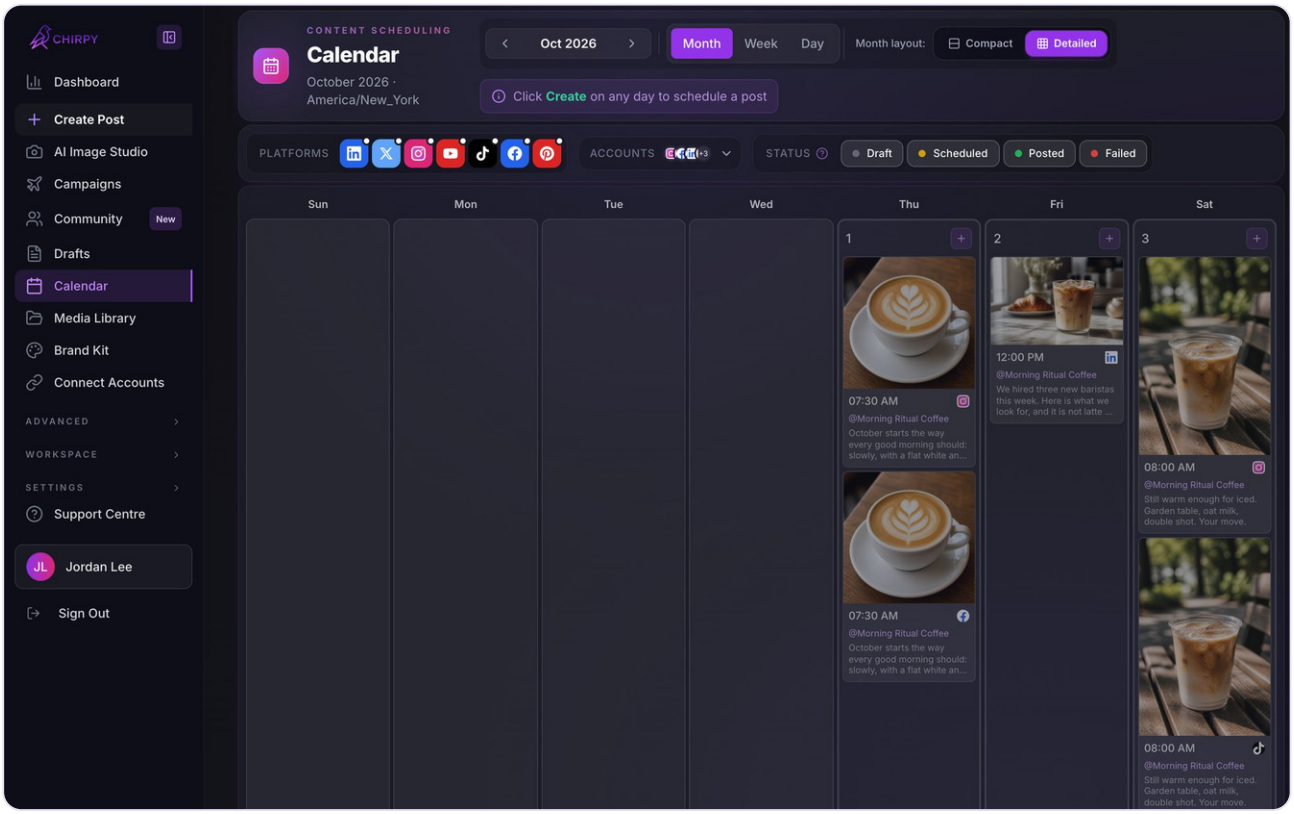


Figure 1: The Calendar in Month view with the Detailed layout

CHAPTER 03

A tour of the page

The top of the Calendar holds everything you need to move around and change what you see.

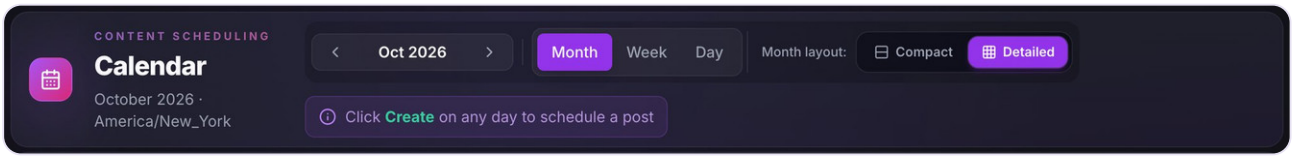


Figure 2: The Calendar header

Title, month and time zone

Under the **Calendar** title you will see the month you are looking at and your time zone, for example **October 2026 · America/New_York**. Every time on the Calendar is shown in this time zone, and posts publish according to it. See Teams, approvals and time zones for how the time zone is set.

Moving between dates

- Use the **left and right arrows** to move back or forward. In Month view they move one month, in Week view one week, and in Day view one day.
- The button between the arrows shows the period you are viewing (for example **Oct 2026**). Select it at any time to jump straight back to **today**.

Switching views

Choose **Month**, **Week** or **Day** to change how much of the timeline you see. The three views are explained in detail below.

Month layout

In Month view you can choose between two layouts with the **Month layout** switch:

- **Detailed** (the default) shows every post as a card with its image, time, account and caption.
- **Compact** shows each day as a short list of accounts, so you can see the whole month at once. Compact is also where the **Create** shortcut lives (see Creating posts from the Calendar).

CHAPTER 04

Filtering what you see

When you manage several platforms or accounts, the Calendar can get busy. The filter bar below the header lets you narrow it down to exactly what you need.

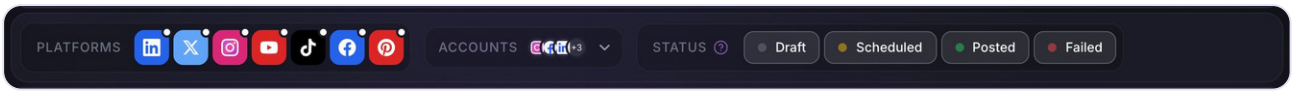


Figure 3: The filter bar: Platforms, Accounts and Status

Platforms

Each platform has its own icon: LinkedIn, X, Instagram, YouTube, TikTok, Facebook and Pinterest. When no platform is selected, all of them are shown and every icon appears active.

1. Select a platform icon to show **only** that platform's posts.
2. Select more icons to add other platforms to the view.
3. Select an active icon again to remove it from the filter.

Accounts

If you have more than one account on a platform, or you manage several brands, use the **Accounts** menu to focus on specific accounts.

1. Select **Accounts** to open the menu. Your connected accounts are grouped by platform.
2. Tick the accounts you want to see. Use **Select All** or **Deselect All** to change them all at once.
3. Select anywhere outside the menu to close it. The Calendar updates as you tick.

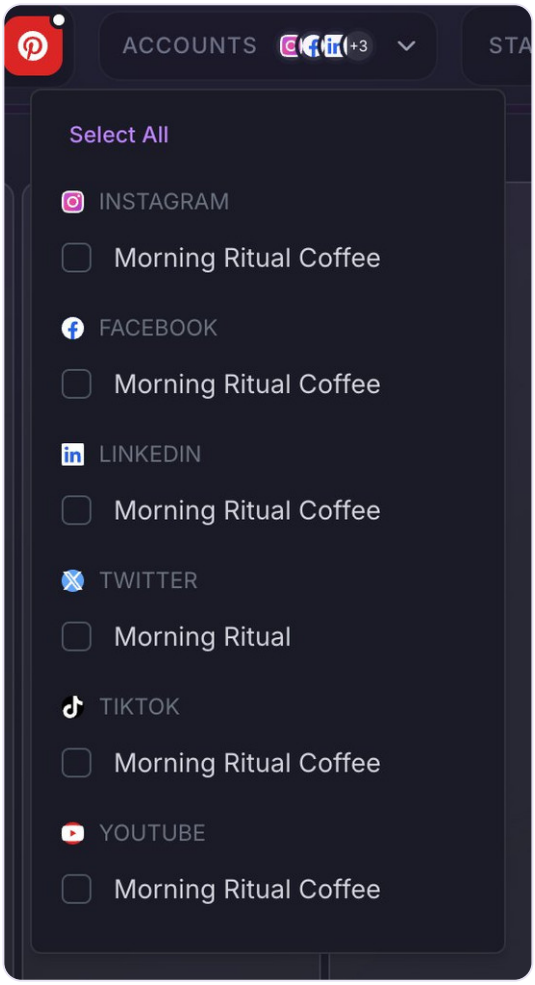


Figure 4: The Accounts menu, grouped by platform

Status

Use the status buttons to see only posts in a particular state: **Draft**, **Scheduled**, **Posted** or **Failed**. Select the small question mark next to **Status** for a reminder of what each one means.

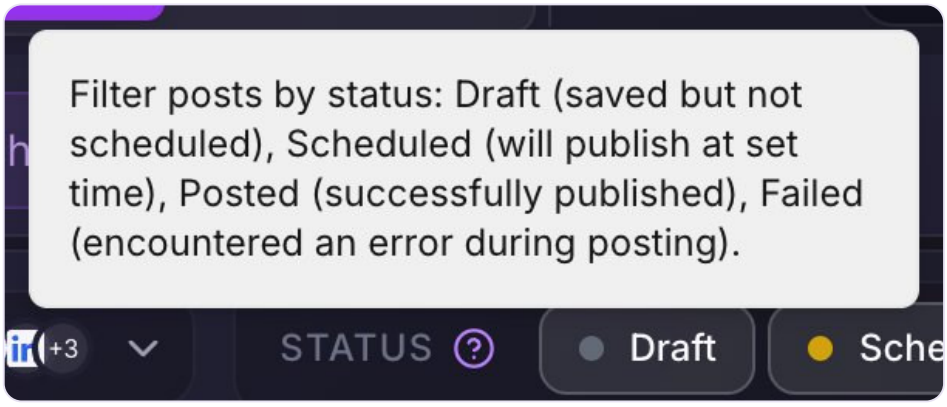


Figure 5: The Status help explains each filter

For example, select the **Instagram** icon and the **Failed** status to find every Instagram post that needs attention.

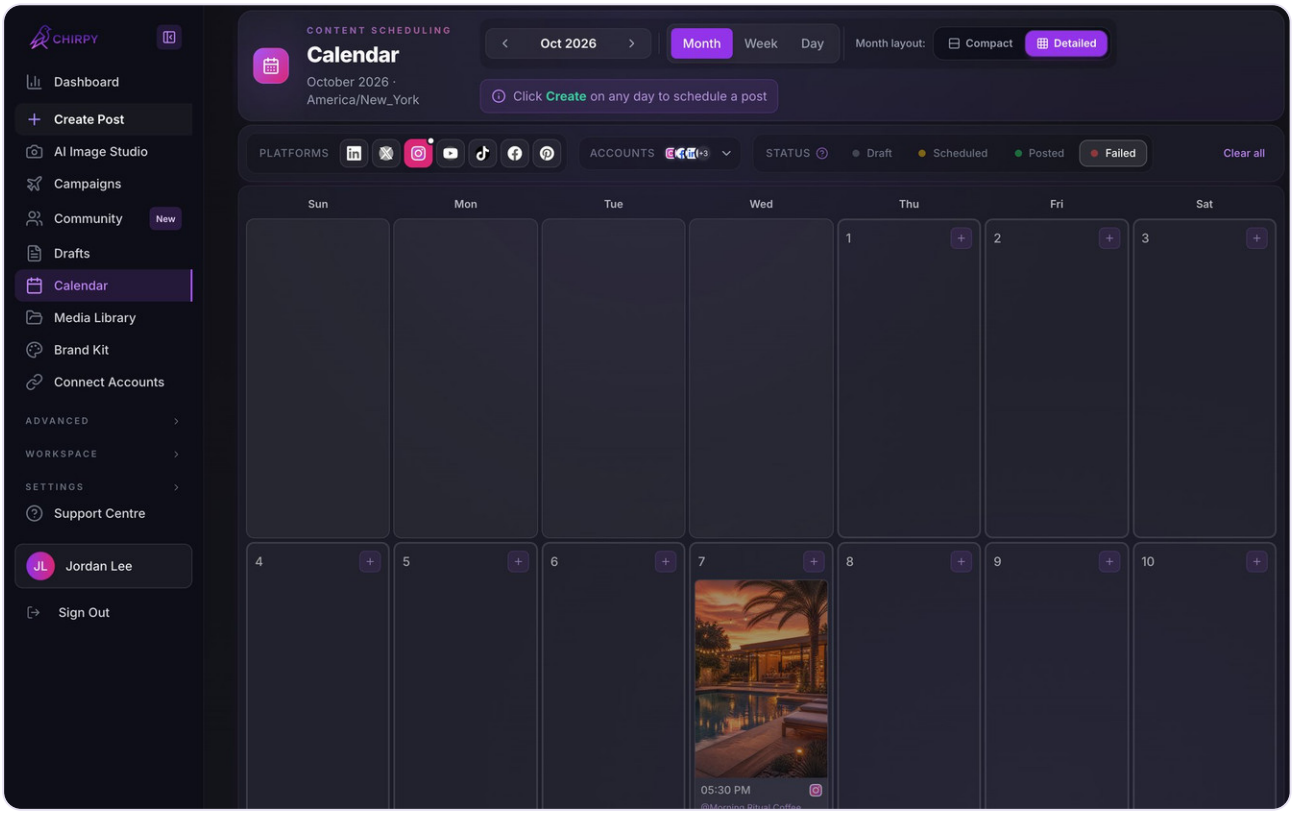


Figure 6: Filtered to failed Instagram posts

Clearing filters

Whenever a filter is active, **Clear all** appears at the right of the filter bar. Select it to go back to showing everything.

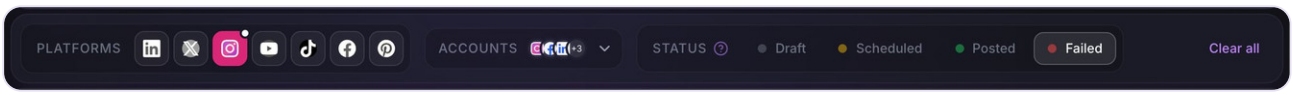


Figure 7: Clear all appears when any filter is active

> **Good to know:** The status filter covers the four most common states. Posts in other states, such as Planned, Partly published or Waiting for approval, are shown when no status filter is selected, so select Clear all if you cannot find a post.

> **Good to know:** The Calendar shows posts for all of your brands and all the members of your team together. To focus on one brand, use the Accounts filter to choose that brand's accounts.

CHAPTER 05

The three views: Month, Week and Day

Month view: Detailed layout

Detailed is the richest view of your month. Each day lists all of its posts as cards, and a day with many posts scrolls inside its own box.

Each card shows:

- The post's **image**, **video** (with a play symbol) or **PDF document** preview.
- The **time** it is scheduled for, or was published at.
- The **platform** icon and the **account** it is going to, for example **@Morning Ritual Coffee**.
- A **Carousel · 3 items** label when the post contains more than one image or video.
- The first three lines of the **caption**.
- A small **grip** symbol on posts you can drag to a new time (see Managing your posts).

> **Good to know:** A post that goes to several accounts appears as one card per account. A post going to Instagram, Facebook and LinkedIn therefore shows as three cards on the same day.

Each day also has a **+** button. In the Detailed layout it opens that day in **Day** view, where you can see the posts hour by hour and add new ones.

Month view: Compact layout

Compact shows the whole month at once. Each day lists up to five posts as a platform icon and account name, with **+N more** when there are more.

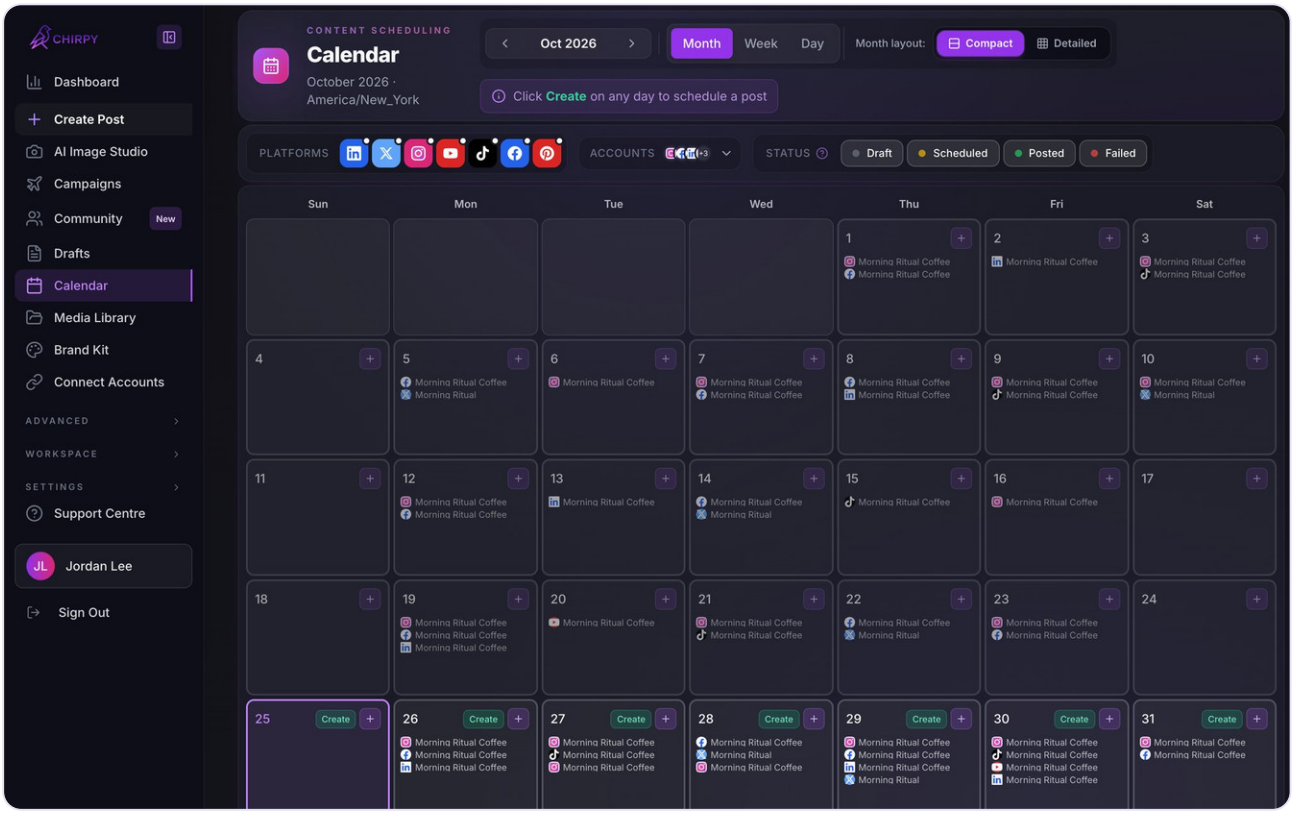


Figure 8: Month view with the Compact layout

To see the posts in a week in full, select a day's list (or its expand button). The whole week row opens up into detailed cards. Select the button again (**Collapse row**) to close it.

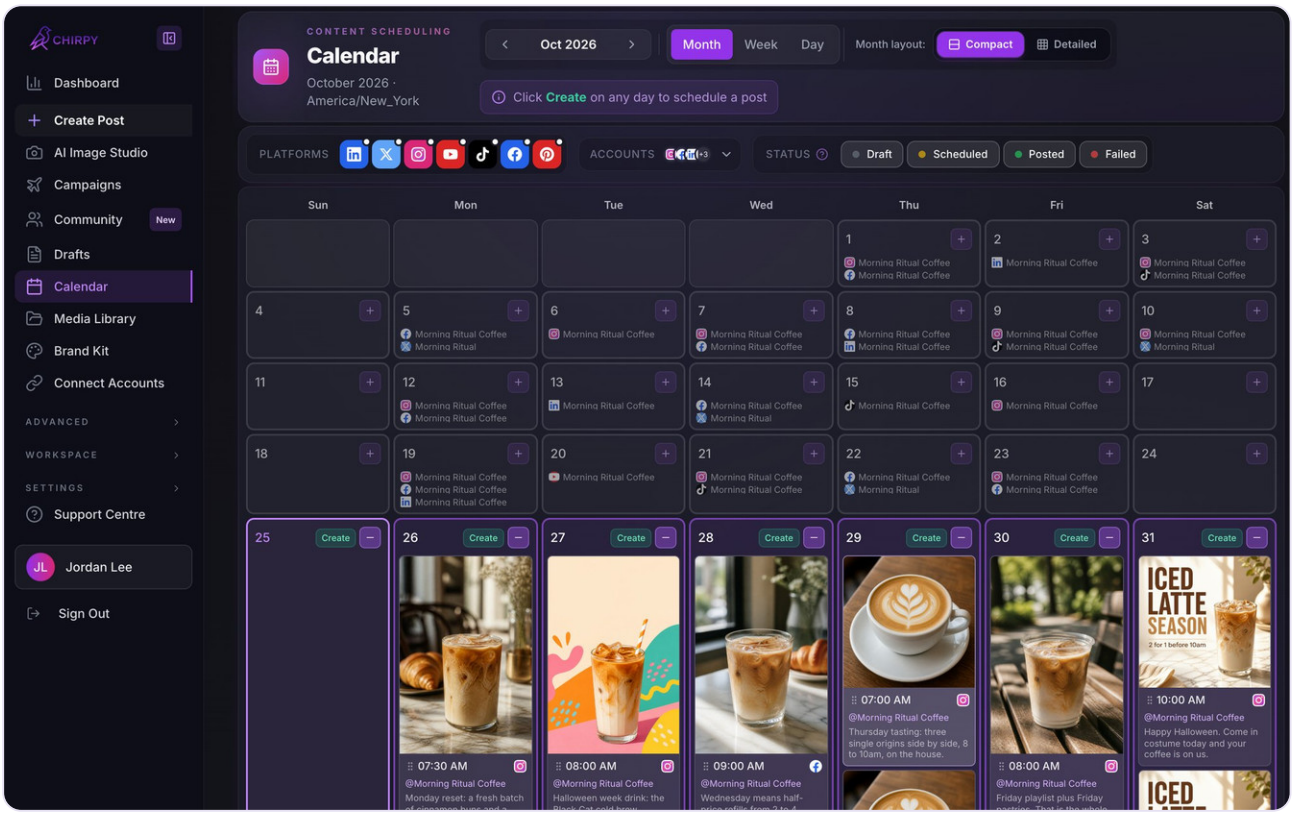


Figure 9: A week row expanded in the Compact layout

In Compact layout, today and future days also show a green **Create** button for scheduling a new post on that day. See Creating posts from the Calendar.

Week view

Week view shows seven days side by side, Sunday to Saturday, with one row for each hour of the day from 00:00 to 23:00. It is the best view for checking how your posts are spread across a week and for moving a post to a different hour.

- The current day is highlighted in the header, and the current hour is highlighted in the grid.
- Scroll inside the grid to move through the hours.
- Week and Day views show times in 24-hour format (for example **14:30**).

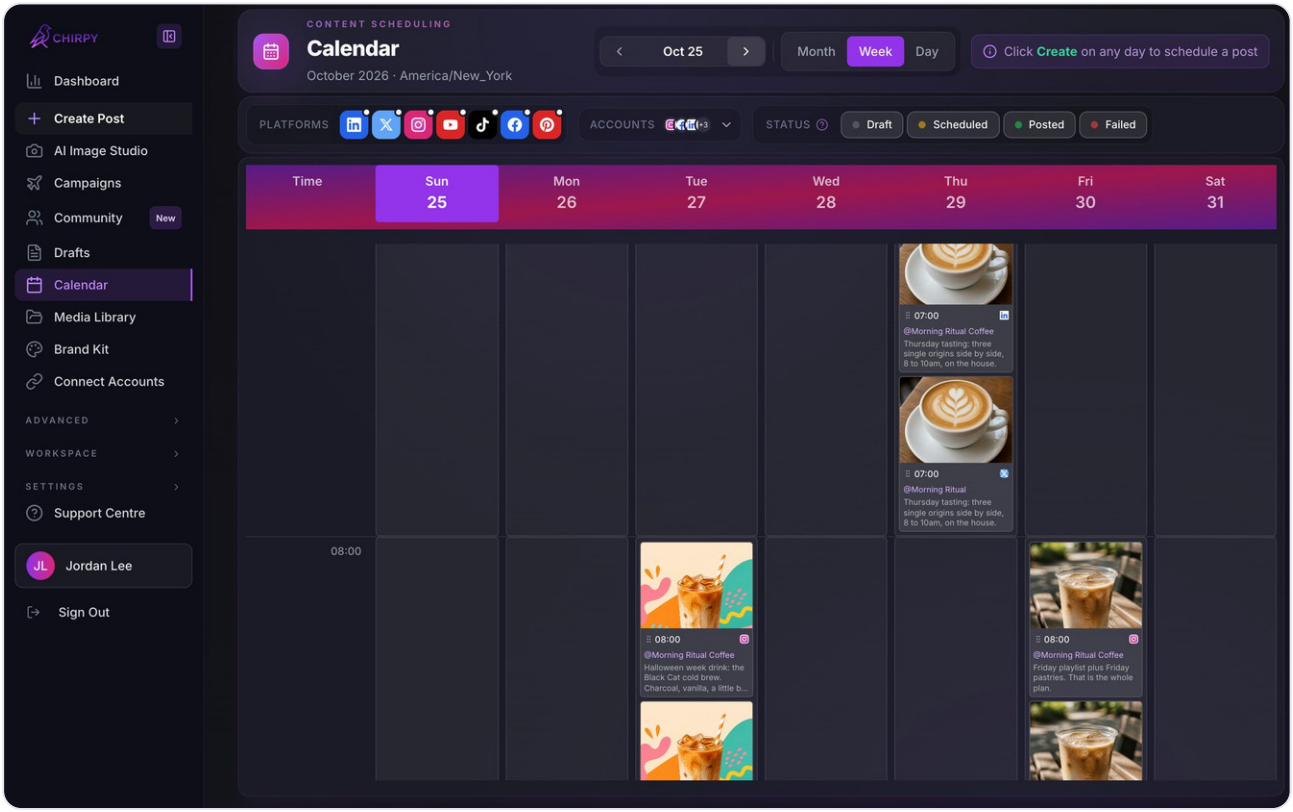


Figure 10: Week view

Day view

Day view focuses on a single day, hour by hour. Each hour shows how many posts it contains and an **Add Post** button for creating a post at that hour.

- Cards in Day view also show the post's **status** (for example **Scheduled**).
- If a post belongs to a campaign, a **Campaign** label appears on the card. Select it to open that campaign.

- Hours without posts show **No posts scheduled for this hour**.

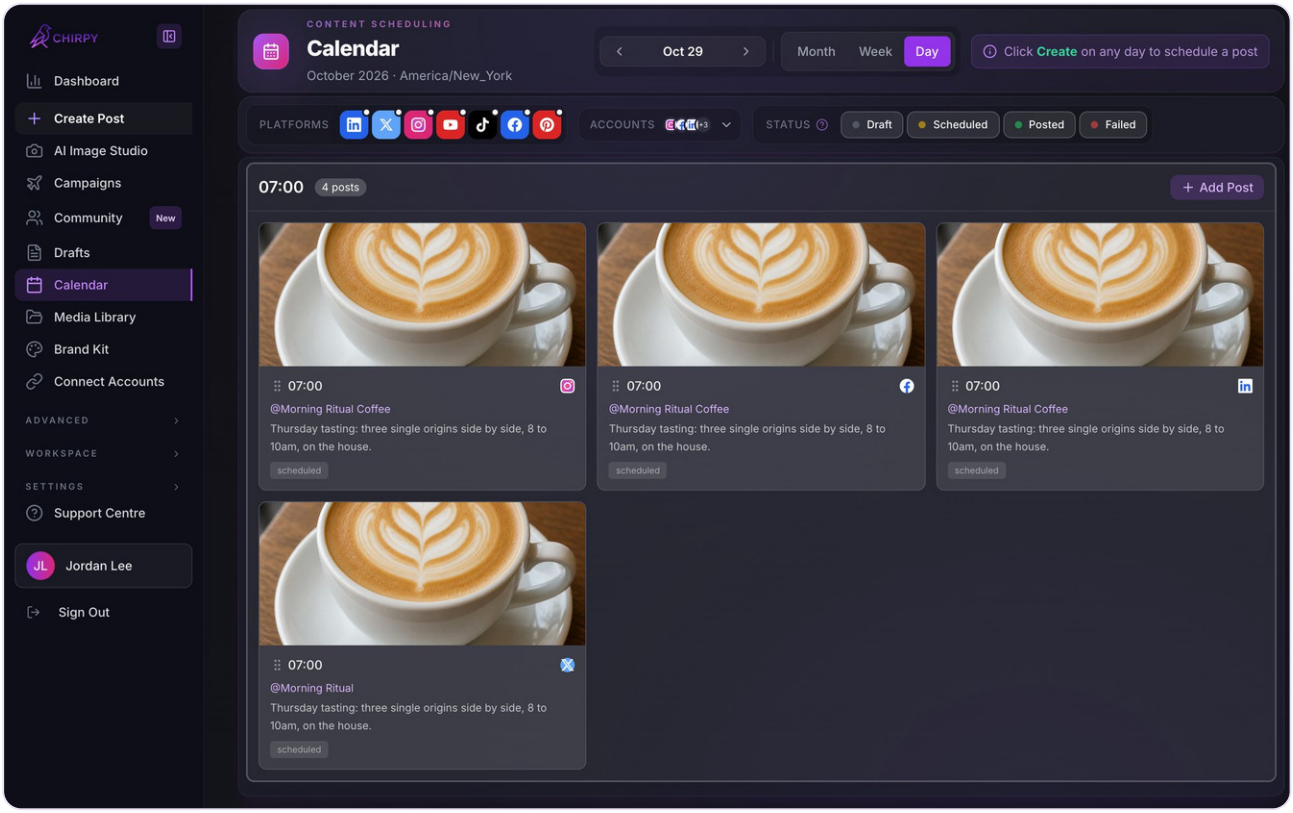


Figure 11: Day view, with four posts at 07:00

CHAPTER 06

Post statuses explained

Every post on the Calendar has a status. The status tells you what will happen to the post next and what you can do with it.

Status	What it means	What you can do
Draft	Saved but not scheduled to publish.	Edit (including its date), reuse, remix or delete.
Planned	Approved with a planned date, but it will not publish until you schedule it.	Schedule this post, remove it from the Calendar, edit, reuse, remix or delete.
Waiting for approval	Created by a team member who needs a manager's approval before it can be scheduled.	View it, reuse it or remix it. A manager approves it outside the Calendar.
Scheduled	Will publish automatically at the time shown.	Edit, drag to a new time, reschedule, unschedule, reuse, remix or delete.
Publishing	Chirpy is publishing it right now.	View it, reuse it or remix it.
Published	Published successfully. Shown as **Posted** in the Status filter.	View it, reuse it or remix it.
Partly published	Published to some accounts but not all. The reason is shown in Post Details.	View it, reuse it or remix it.
Failed	Could not be published. The reason is shown in Post Details.	Retry now, reschedule, edit, reuse, remix or delete.

CHAPTER 07

Post Details: everything about one post

Select any post card to open **Post Details**. This is where you see a post exactly as it will look and take action on it.

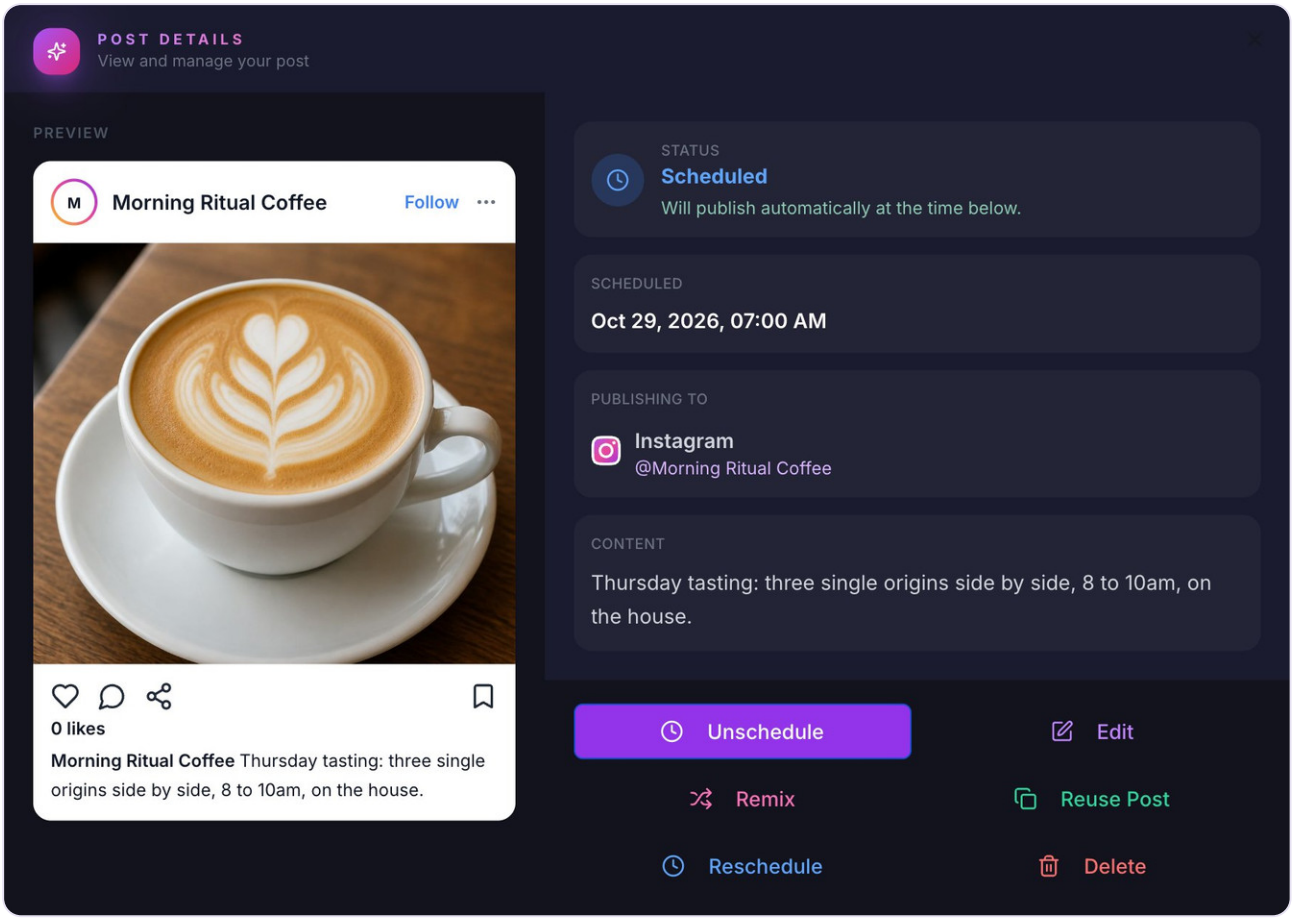


Figure 12: Post Details for a scheduled Instagram post

The preview

The left side shows a **preview** of the post styled like the platform it is going to: Instagram, Facebook, LinkedIn, X, TikTok or Pinterest (YouTube and other platforms use a general preview). Likes, comments and other counts in the preview are placeholders, not real figures.

Posts with several images or videos show each item (on Instagram one at a time, with a counter), and PDF documents show a document preview.

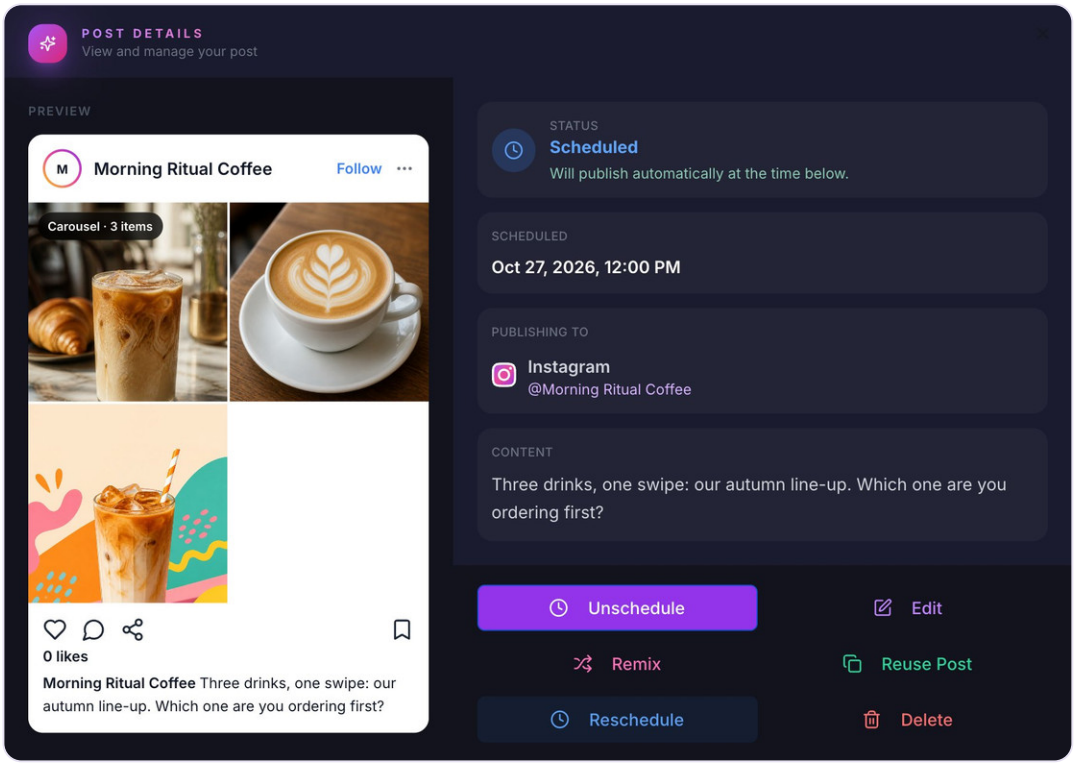


Figure 13: A carousel post: the preview shows each image

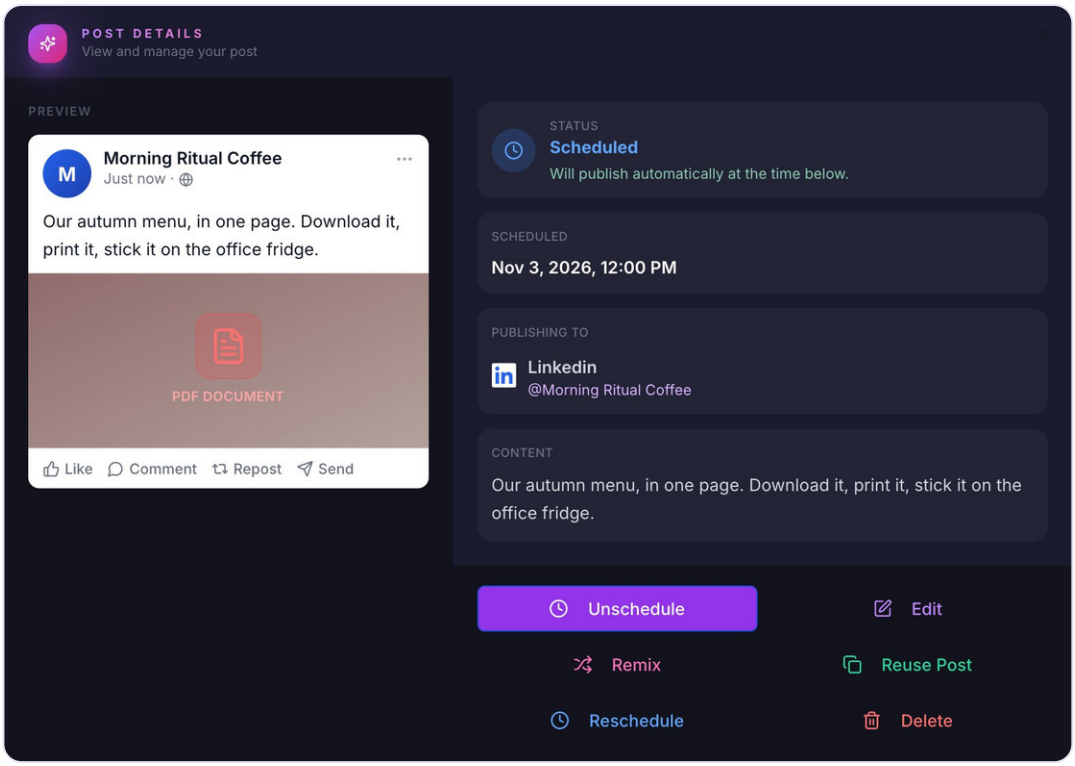


Figure 14: A LinkedIn document post with a PDF

The details

- **Status:** the post's current state, with a short explanation for Scheduled and Planned posts.

- **Publishing issue** or **Publishing note:** shown when something went wrong or needs your attention, with the reason.
- **Scheduled** or **Published:** the date and time, in your time zone.
- **Publishing To:** the platform and account.
- **Content:** the full caption.

The actions

The buttons at the bottom change with the post's status, so you only see what makes sense. Managing your posts explains each one. To close Post Details, select outside it or press Esc.

CHAPTER 08

Managing your posts

Edit a post

You can edit Draft, Planned, Scheduled and Failed posts without leaving the Calendar.

1. Open the post and select **Edit**.
2. Change the **Date** and **Time**, the **Content**, or the **Media**. The preview on the left updates as you type.
3. You can add new media from your **Media Library** or **Upload** an image or video from your device. To remove an existing item, select the red **X** on it.
4. For a scheduled post, if the platform has more than one connected account, you can switch the account the post goes to. This change is saved straight away.
5. Select **Save Changes**, or **Cancel** to discard your edits.

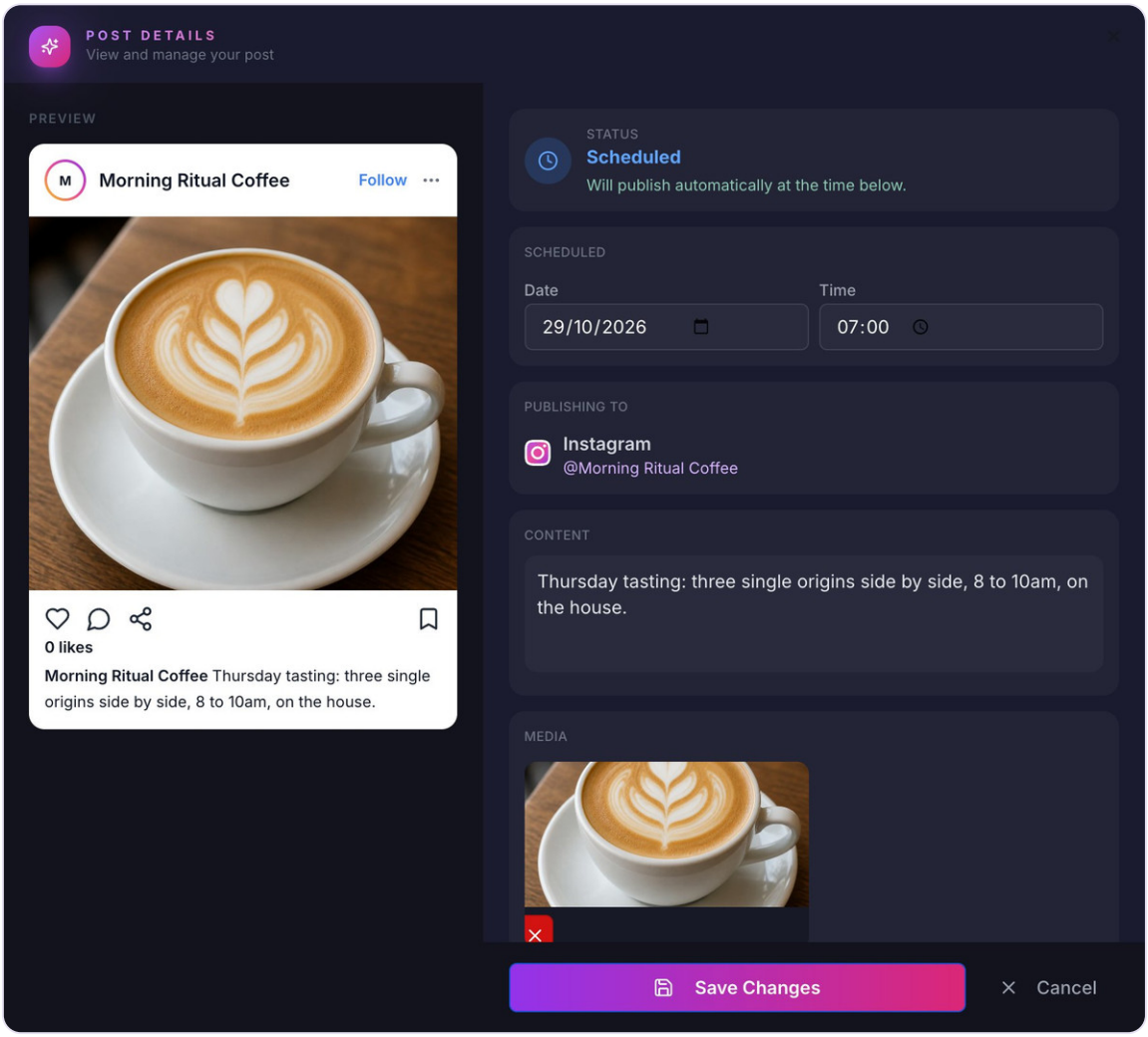


Figure 15: Editing a post in Post Details

> **Tip:** For bigger changes, such as adding platforms or using AI tools, select **Reuse Post** to open a copy in Create Post instead.

Reschedule to an exact date and time

1. Open a scheduled or failed post and select **Reschedule**.
2. Choose the new **Date** and **Time**. The time is in your time zone, shown next to the field.
3. Check the **New** line, then select **Reschedule**.

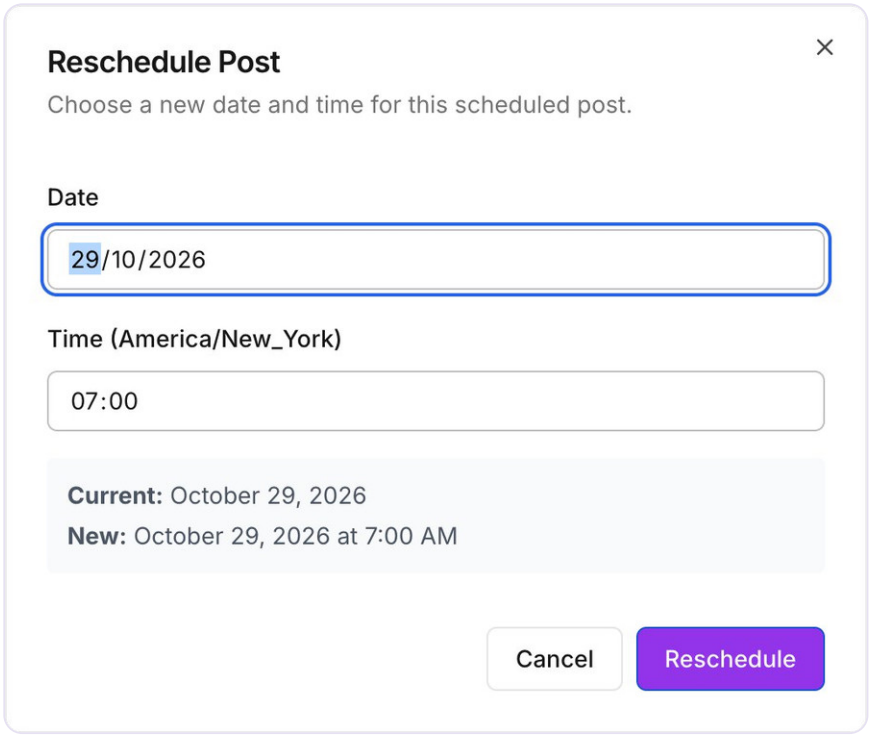


Figure 16: The Reschedule Post dialog

The new time must be in the future. Rescheduling a failed post sets it back to Scheduled, so Chirpy will try to publish it again at the new time.

Move a post by dragging it

The quickest way to move a scheduled post is to drag it. Posts you can drag show a small grip symbol next to the time.

1. Press and hold on the post card, then drag it. On a phone or tablet, press and hold for a moment before you drag.
2. Drop it on another day in Month view (it keeps its time), on another hour and day in Week view, or on another hour in Day view (it keeps its minutes).
3. A purple outline shows where it will land. When you let go, Chirpy saves the new time and confirms with **Post rescheduled**.

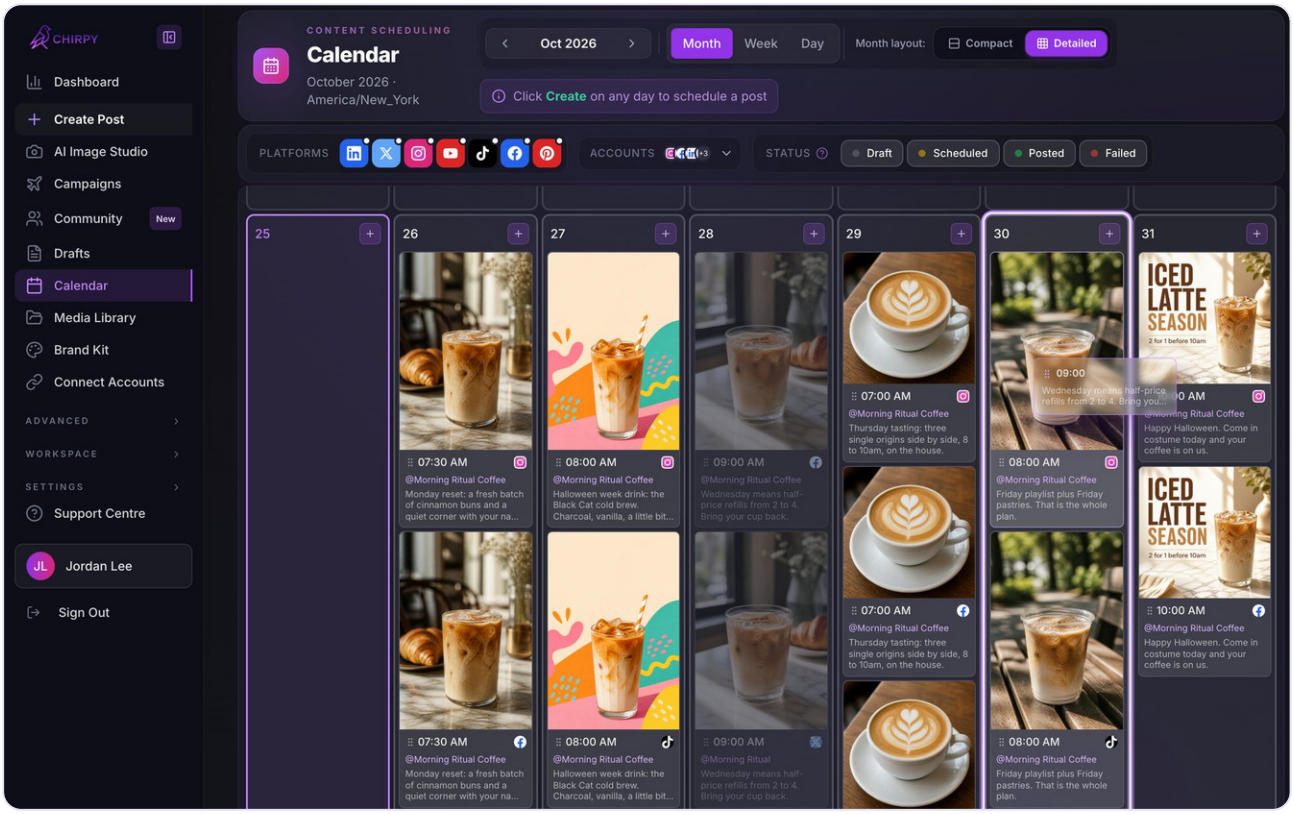
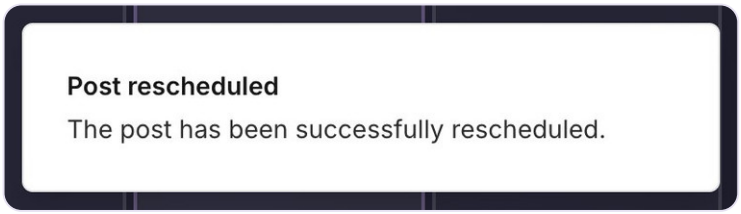


Figure 17: Dragging a post to a new day



> **Good to know:** Only scheduled posts with a future time can be dragged, and you cannot drop a post onto a date or time that has passed. You can only drop onto days you can see, so to move a post into another month, use Reschedule instead.

Unschedule a post

Select **Unschedule** on a scheduled post to stop it from publishing while keeping its planned date. The post becomes **Planned**, and a message confirms it. A campaign post goes back to its campaign instead and leaves the Calendar. Changed your mind? Select **Undo** in that message to schedule it again.

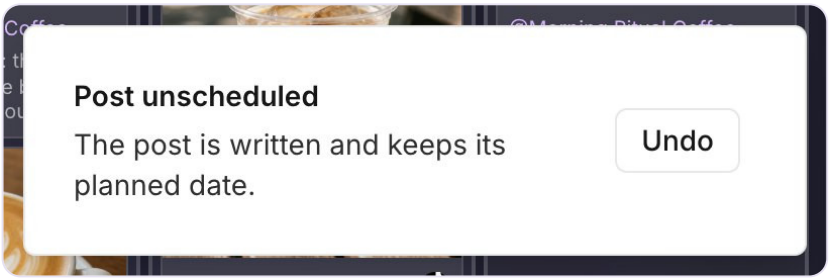


Figure 18: Unschedule, with Undo

Schedule a planned post, or remove it from the Calendar

Planned posts have a planned date but will not publish until you schedule them.

- Select **Schedule this post** to schedule it for its planned date and time. If anything is missing, such as a required image or video for the platform, a disconnected account, or a time that has passed, Chirpy tells you what to fix.
- Select **Remove from calendar** to take it off the Calendar. It goes back to your **Drafts** with no planned date, so you can find it again later. A campaign post goes back to its campaign.

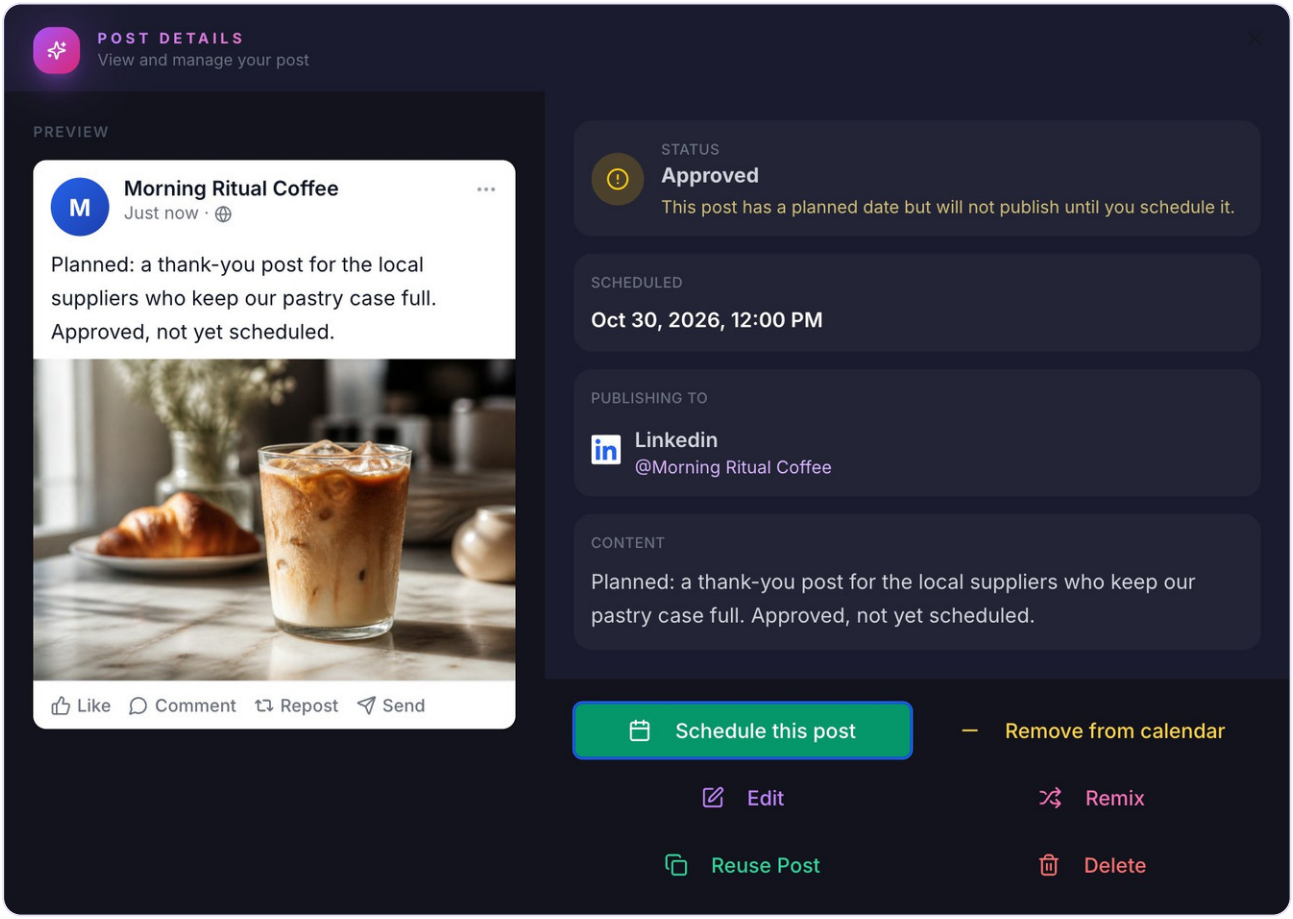


Figure 19: A planned post with Schedule this post and Remove from calendar

Fix a failed post

When a post cannot be published, it shows as **Failed**. Open it to see the **Publishing issue**, which explains what went wrong, for example an account that needs reconnecting or a platform that needs a video.

1. Fix the cause first. For example, reconnect the account in **Connect Accounts**, or select **Edit** to change the media.
2. Select **Retry Now** to publish it again straight away, or **Reschedule** to choose a new time.

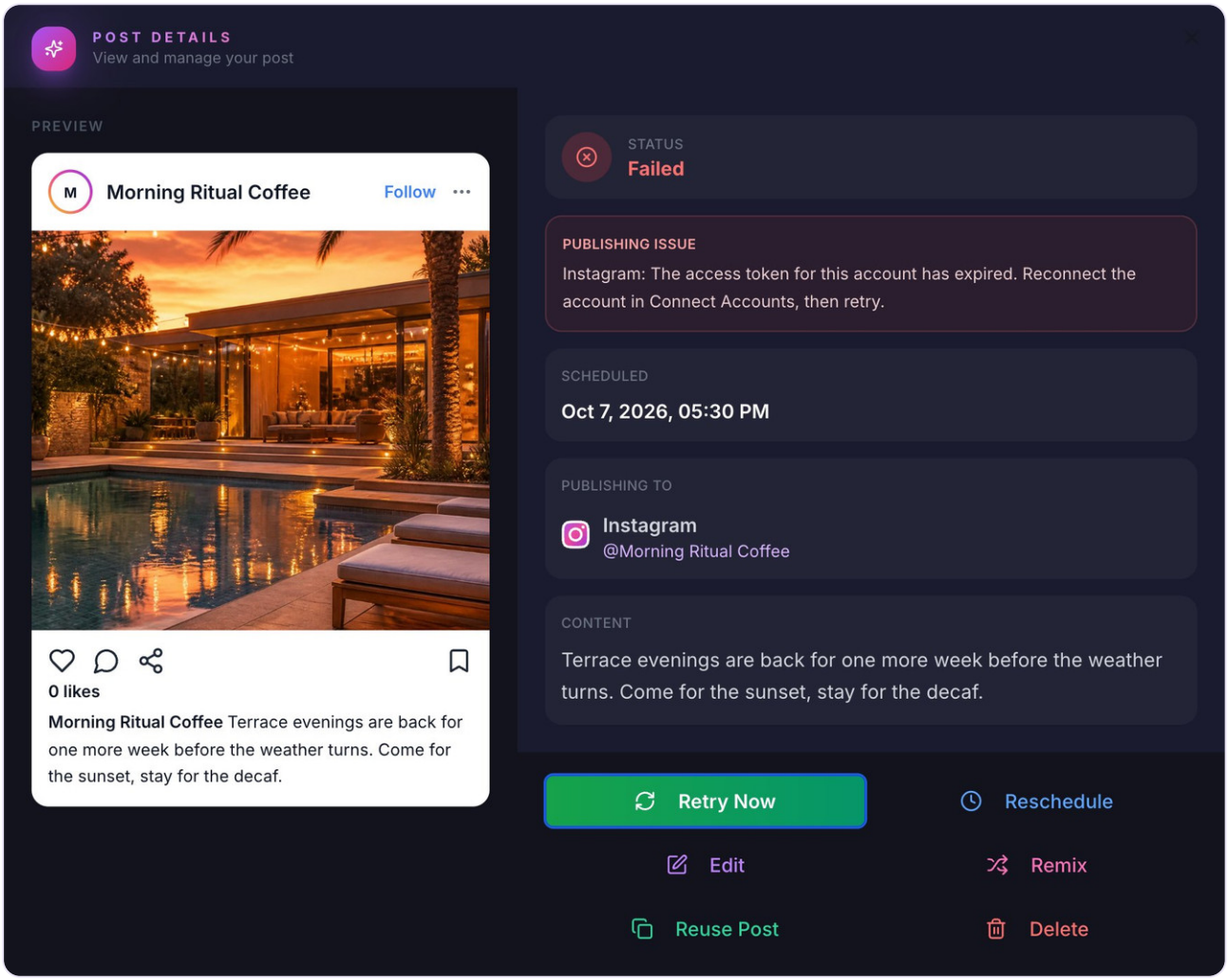


Figure 20: A failed post with its publishing issue and Retry Now

Partly published posts

If a post went out to some accounts but not others, it shows as **Partly published**, with a **Publishing issue** naming the platform that failed. Published and partly published posts cannot be edited, because they are already live. Use **Reuse Post** to create a fresh copy for the accounts that missed out.

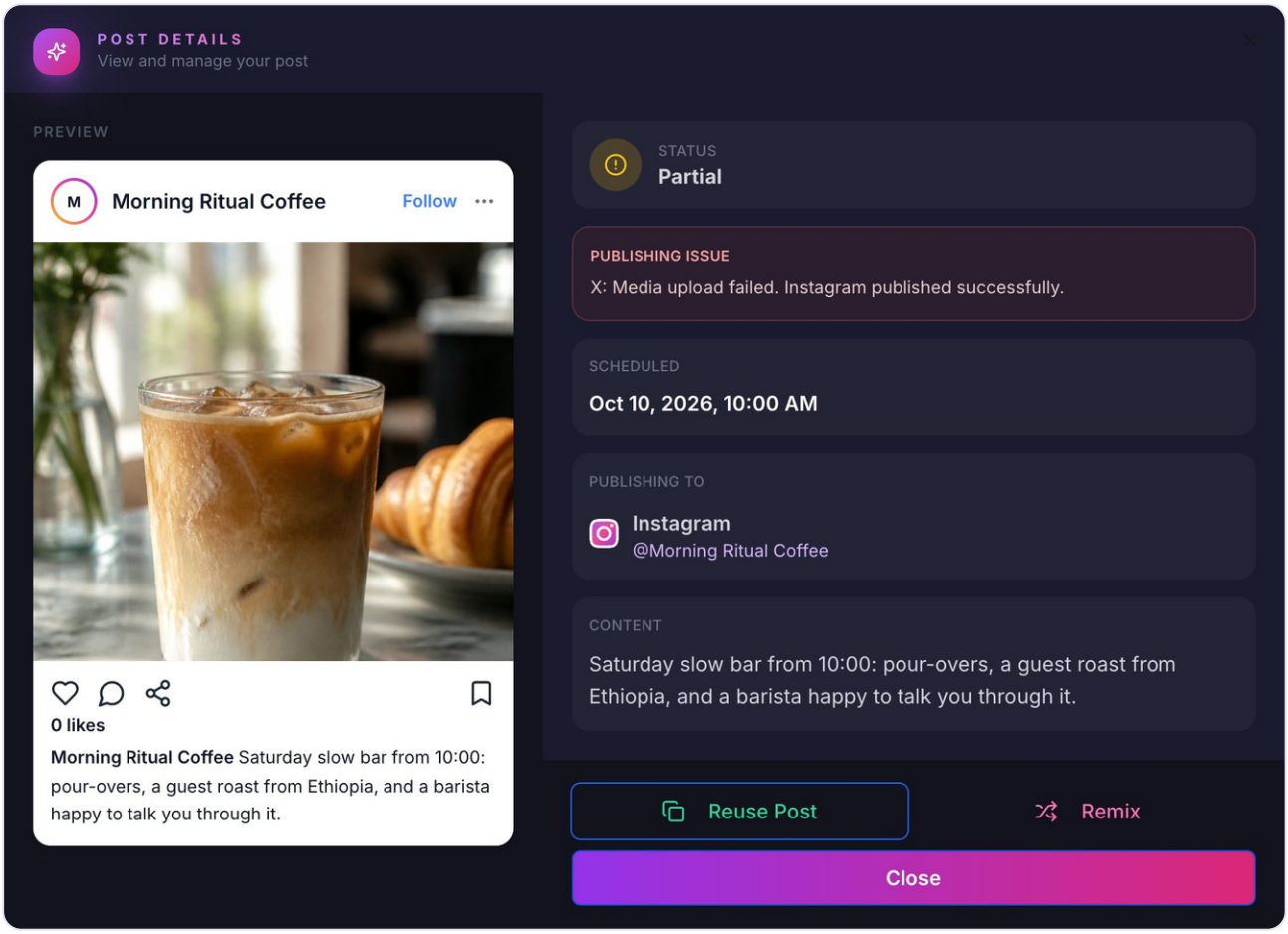


Figure 21: A partially published post

Published posts

Posts that have gone out are read-only. Post Details shows when they were **Published**, and offers **Reuse Post** and **Remix** so you can build on what worked.

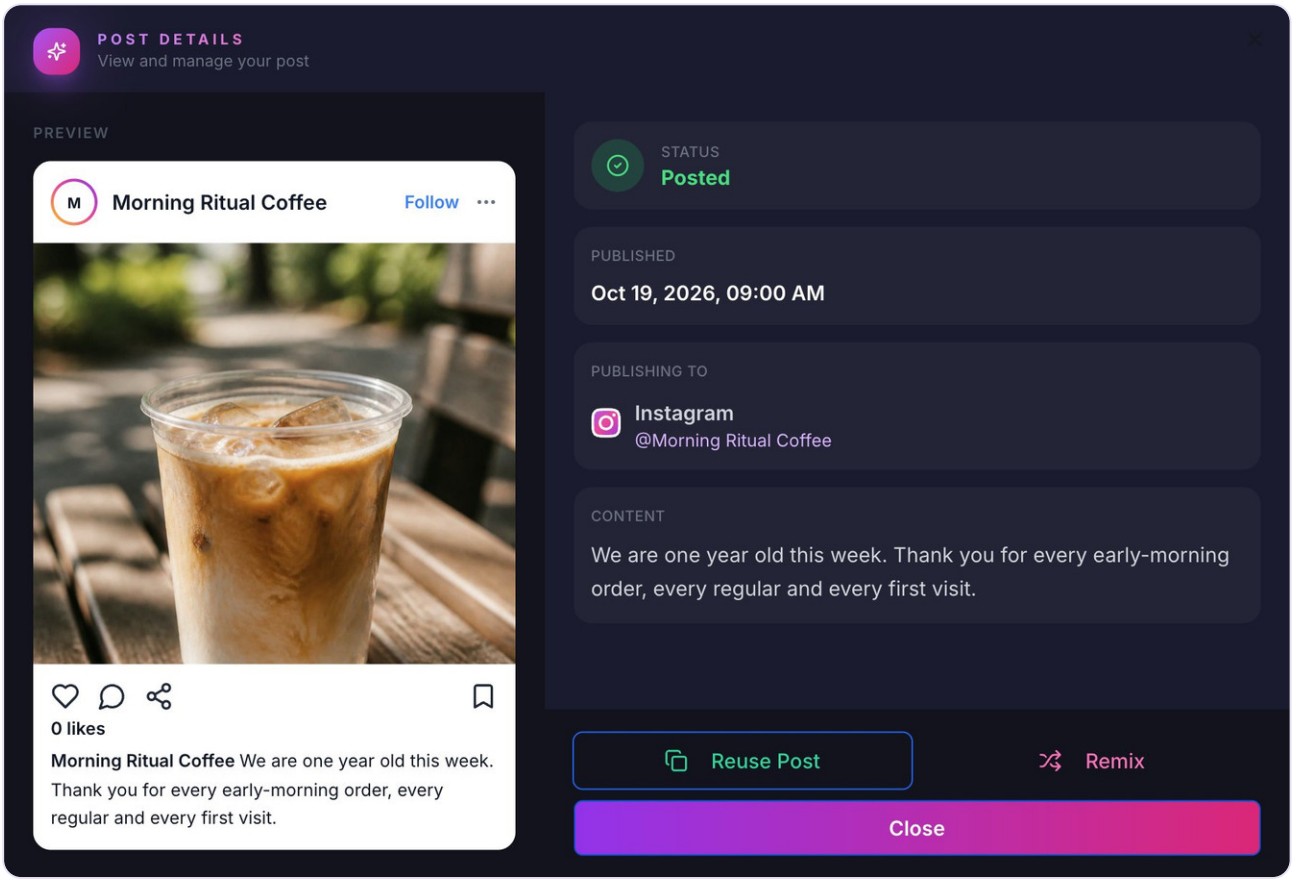


Figure 22: A published post

Delete a post

1. Open the post and select **Delete**.
2. Check the confirmation, which names the post and its time, then select **Delete**. If the post goes to more than one account and has not started publishing, you can choose **Remove from [account] only**, which keeps it for the others, or **Delete from all accounts**.

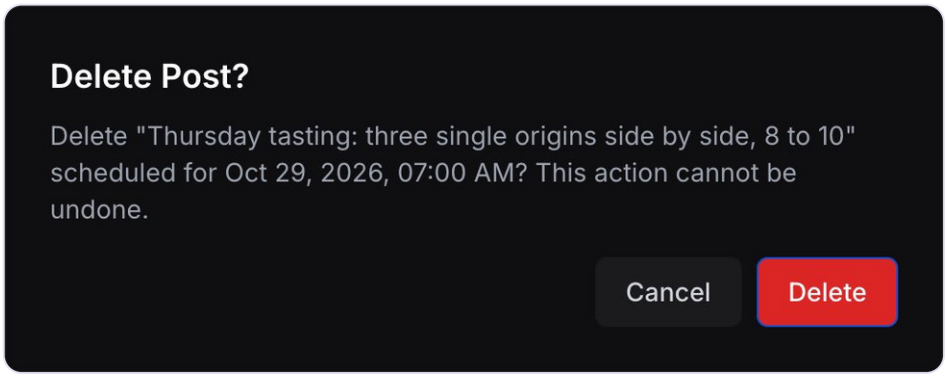


Figure 23: Deleting needs confirmation

> **Important:** Deleting cannot be undone. Delete from all accounts removes the whole post, not just the card you opened. To stop it going to one account only, choose **Remove from [account] only**.

Reuse a post

Select **Reuse Post** to open a copy of the post in Create Post. You can change anything, choose different platforms and schedule it as a new post. The original is not affected.

Remix a post with AI

Remix creates fresh variations of a post with AI, which is ideal for repeating a message without repeating yourself.

1. Open a post and select **Remix**.
2. Optionally choose a **Brand Kit** (your default kit is preselected).
3. Choose the **Number of Variations** (1 to 5), the **Goal** (Variations, Clicks, Comments, Shares or Conversions) and the **Similarity**, from **Fresh Take** to **Close to Original**.
4. If the post has media, choose **Media Handling**: **No Media**, **Reuse Media**, or **AI Media** to generate new visuals similar to the original.
5. Select **Generate Variations**. When they are ready, they are saved to your **Drafts**. Select **Edit & Schedule** on any of them to finish and schedule it, or **View All Drafts**.

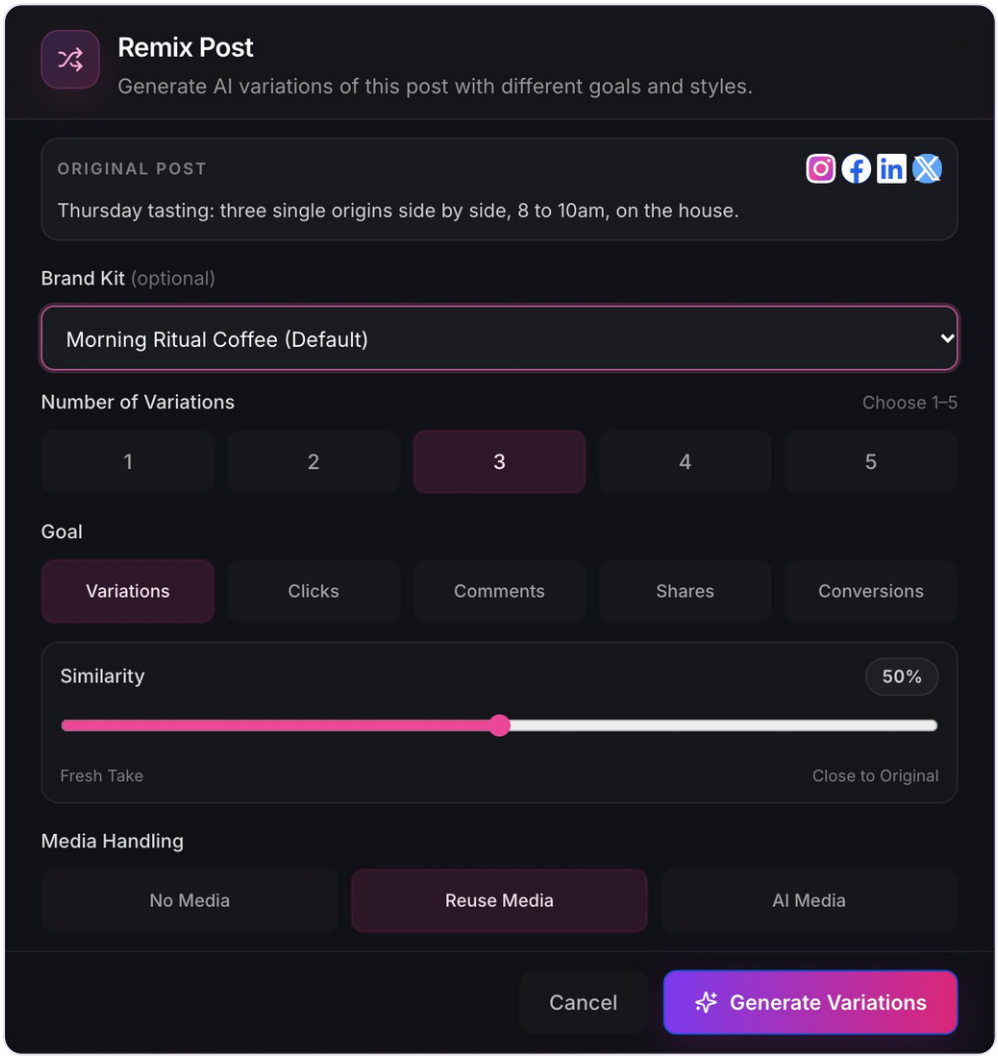


Figure 24: Remix settings

CHAPTER 09

Creating posts from the Calendar

You can always create a post from **Create Post** in the left navigation bar and give it a date. The Calendar also gives you shortcuts that fill in the date and time for you.

From Month view (Compact layout)

1. Switch the **Month layout** to **Compact**.
2. Select the green **Create** button on the day you want. It appears on today and future days.
3. In **Schedule a Post**, choose the **Time** and select **Schedule**.
4. Easy Mode opens with the date and time already filled in. Choose your accounts, write or generate your post, add media and select **Schedule Post**.

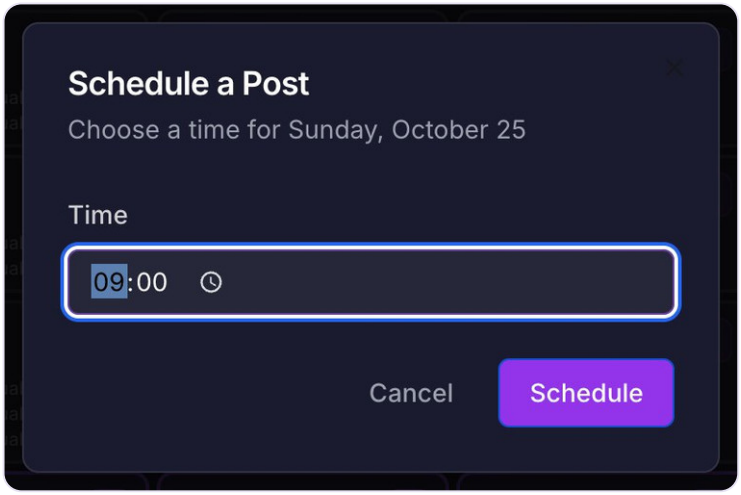


Figure 25: Choose a time for the new post

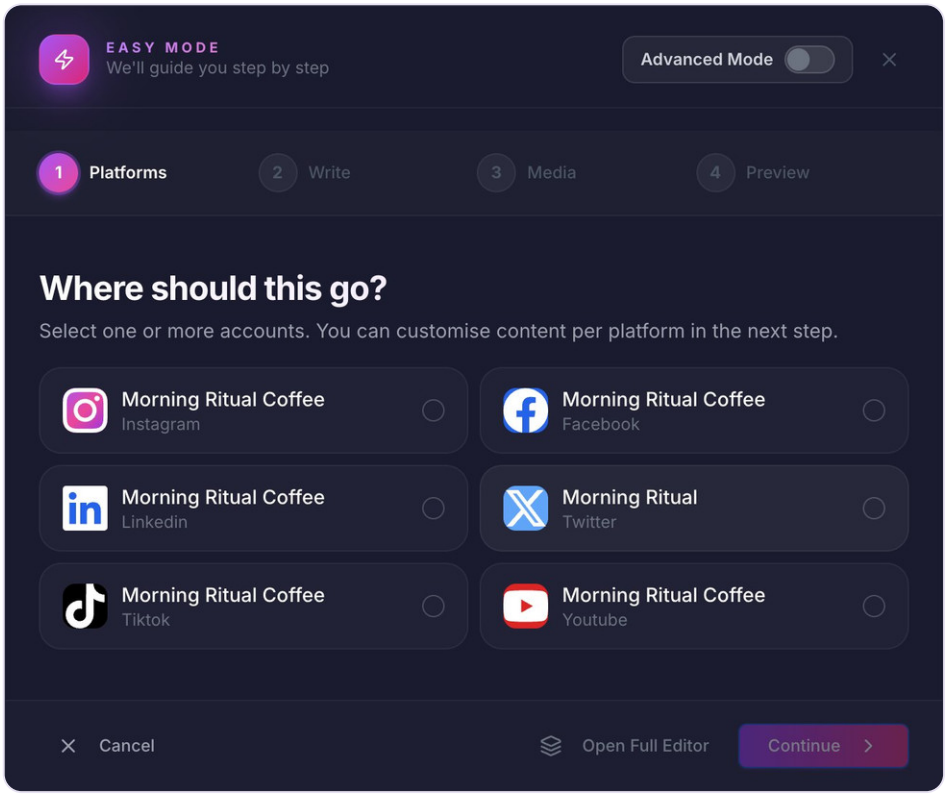


Figure 26: Easy Mode guides you through the post step by step

> **Tip:** Easy Mode walks you through four steps, or five when you use AI: Platforms, Write (or Brief and Brand & AI when you use AI), Media and Preview. To switch to the full editor, use the **Advanced Mode** switch at the top of Easy Mode.

From Day view

1. Open the day in **Day** view. In Month view, select the **+** on that day.
2. Select **Add Post** next to the hour you want.
3. Create Post opens with the date and hour already set and **Schedule** selected. Finish your post and schedule it.

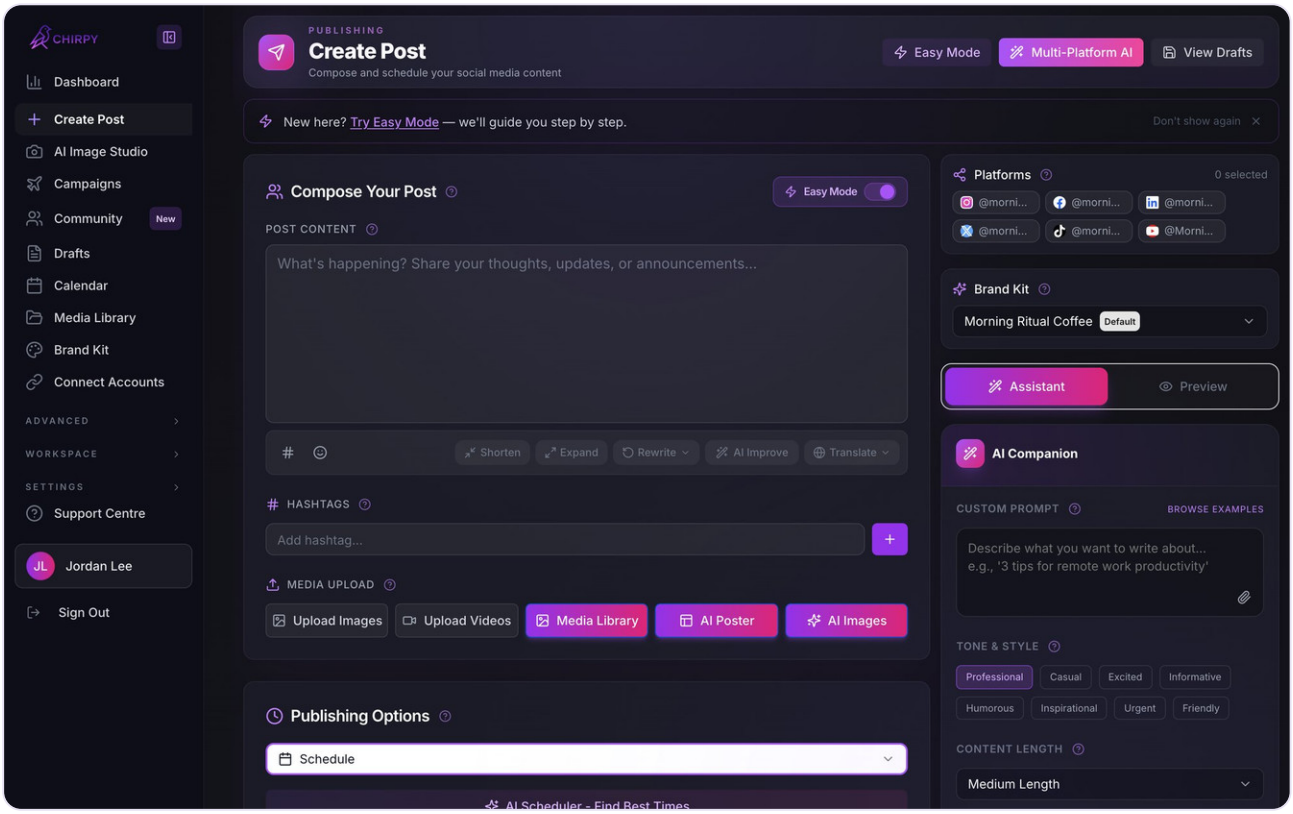


Figure 27: Create Post opens with the date and time filled in

Once a post is scheduled, it appears on the Calendar straight away. From the Create button you see the message **Post saved**; from Add Post, Create Post confirms with **Post Scheduled**.

CHAPTER 10

Teams, approvals and time zones

Working as a team

- If you belong to a team, the Calendar shows posts and accounts from every member of the team, so everyone sees one shared plan.
- Team members with the **Creator** role can create posts, but these go to a manager for approval. They are marked **Waiting for approval** and the creator sees **Submitted for approval**.
- Some actions, such as deleting or retrying a post, need permission to manage content. If you do not have it, Chirpy tells you to contact your team admin.

Your time zone

All dates and times on the Calendar are shown in your time zone, which appears at the top of the page. Chirpy detects it from your browser when you first sign in, and you can change it at any time in **Settings**, on the **Preferences** tab, under **Timezone**. Posts publish at the time you choose, in that time zone.

> **Tip:** If you travel or manage accounts for another region, check the time zone at the top of the Calendar before scheduling. You can change it in **Settings**, **Preferences**, under **Timezone**.

CHAPTER 11

Using the Calendar on your phone

The Calendar works on phones and tablets. Tap **Calendar** in the bottom navigation bar. The weekday header uses single letters, and the filter bar scrolls sideways.

- Tap a post to open Post Details.
- To drag a post to a new day, press and hold it for a moment, then move it.
- Week view is easiest to read with your phone turned sideways.

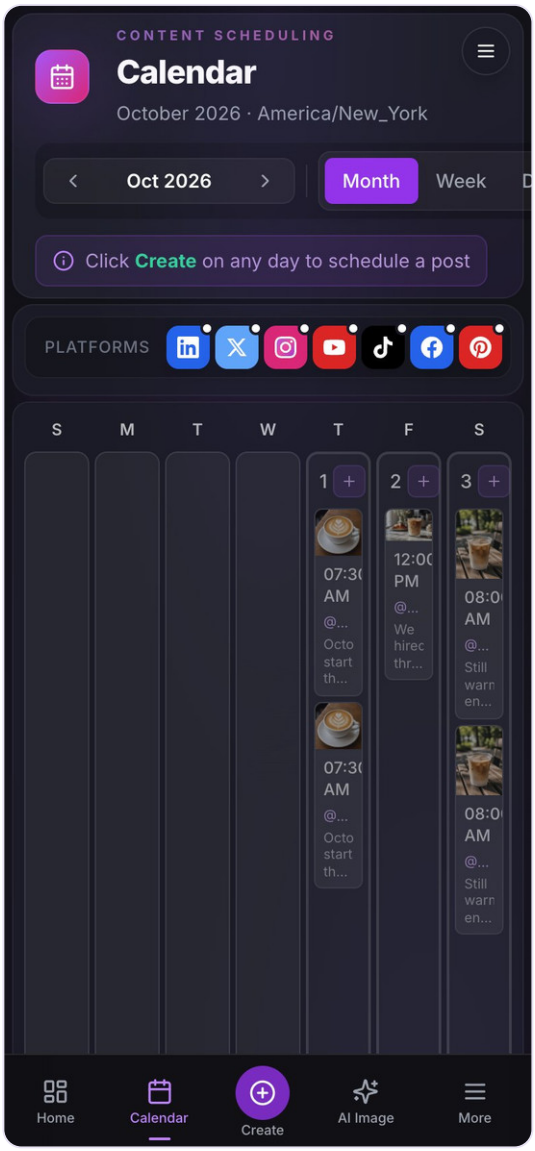


Figure 28: The Calendar on a phone

CHAPTER 12

Best practices

- **Plan a week at a time.** Use Week view on a Monday to check that every day has something going out and that posts are spread across the day.
- **Look for gaps in Compact layout.** Empty days stand out when you can see the whole month.
- **Check failed posts every day.** Filter by **Failed**, fix the cause, and retry. Most failures come from an account that needs reconnecting.
- **Do not stack posts on one platform at the same time.** Space them out by a few hours so they do not compete with each other.
- **Use Reschedule for exact times and dragging for quick moves.** Dragging keeps the minutes, which is perfect for moving a post to another day.
- **Remix your best performers.** A post that did well is the best starting point for the next one.
- **Keep the Calendar honest.** Unschedule or remove posts you are no longer sure about, rather than leaving them to publish.

CHAPTER 13

Frequently asked questions

Why does one post appear several times on the same day?

A post going to several accounts shows one card per account, so you can see each destination.

Why can’t I drag a post?

Only scheduled posts with a future time can be dragged. Published, failed, draft and planned posts cannot. Use Reschedule for failed posts.

How do I move a post to next month?

Open it and select Reschedule, then choose the new date. Dragging only works between days you can see.

Will a draft publish on its own?

No. Drafts and planned posts never publish until they are scheduled.

What happens if I unschedule by mistake?

Select Undo in the message that appears, and the post is scheduled again.

My post failed. What should I do?

Open it and read the Publishing issue. Fix the cause, for example by reconnecting the account in Connect Accounts, then select Retry Now.

Can I edit a post that has already been published?

No. It is already live on the platform. Use Reuse Post to create a new version.

Does deleting a post remove it from every account?

Only if you choose **Delete from all accounts**. If the post goes to several accounts, you can choose **Remove from [account] only** instead.

Why can’t I find a post?

Select Clear all to remove any filters. Posts in states such as Planned or Partly published only show when no status filter is selected.

Which time zone are the times in?

Your own, shown at the top of the Calendar.

Where do Remix variations go?

They are saved to Drafts, ready for you to edit and schedule.

CHAPTER 14

Quick reference

I want to…	Do this
See the whole month	Month view, Compact layout
See every post in detail	Month view, Detailed layout
Plan the week hour by hour	Week view
Create a post on a specific day	Compact layout, then Create on that day
Create a post at a specific hour	Day view, then Add Post
Show one platform only	Select its icon in Platforms
Show one account only	Accounts, then tick that account
Find posts that failed	Status, then Failed
Move a post to another day	Drag it, or open it and select Reschedule
Stop a post from publishing	Open it and select Unschedule
Publish a failed post again	Open it and select Retry Now
Turn a post into new ideas	Open it and select Remix
Copy a post to change it freely	Open it and select Reuse Post
Go back to today	Select the date button between the arrows

Need more help? Visit the Support Centre.