



CHIRPY
Social Media Operating System

QUICK START GUIDE





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INTRODUCTION

Whether you're a creator building an audience, a business growing your brand, an agency managing clients, or a marketing team coordinating campaigns, Chirpy helps simplify the work behind social media so you can focus on showing up consistently and achieving better outcomes.

Success on social media isn't about creating more content, it's about having a system that enables you to easily create and post content that is consistently compelling, on-brand and on-message.

This document will guide you through the process of getting up and running with minimum effort, so you can take full advantage of the features Chirpy has to offer.

SOCIAL MEDIA PLATFORMS

If you use social media for business, you are likely to use multiple social media platforms to grow your online presence. If you are just getting started, you will also likely post across several platforms.

However, each social media platform has its own rules regarding content length, tone, format and so forth, so manually creating individual posts for each platform is extremely time consuming.

Chirpy takes care of that complexity for you, saving you hours every week, while keeping messaging consistent.

Write your content once and Chirpy automatically adapts it for every platform. One click sends your message to **Instagram, YouTube, TikTok, LinkedIn, X, Facebook and Pinterest**.

- **Platform-Smart Formatting** — Adjusted for each platform's character limits and format.
- **One-Click Multi-Post** — Select platforms, hit publish, Chirpy handles the rest.

Before connecting your social media platforms to Chirpy you will have to **set up an appropriate account for each platform you want to connect**.

Please refer to the [Setting up your social media accounts](#) guide for more information on how to set up your social media accounts.

CONNECTING YOUR ACCOUNTS

We will now walk you through connecting each of your accounts, but please take note of the following before we start:

1. Please ensure you have **appropriate accounts on each platform as described above**.
2. The number of accounts you can connect are limited by the Tier you have selected.



Pro

- 5 Accounts

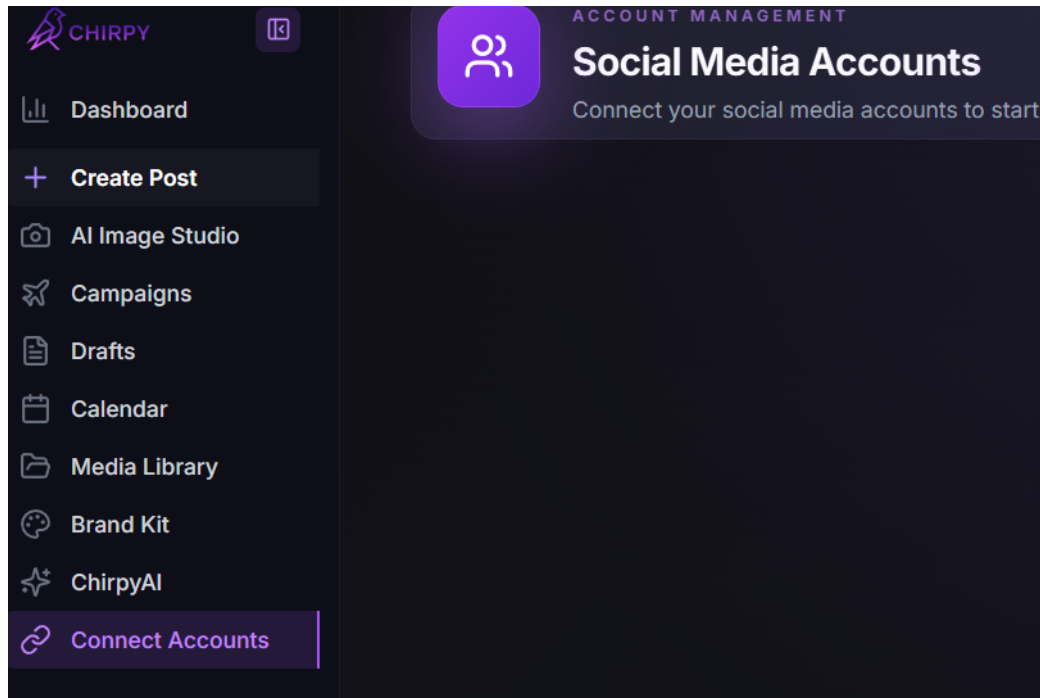
Prestige

- 25 Accounts

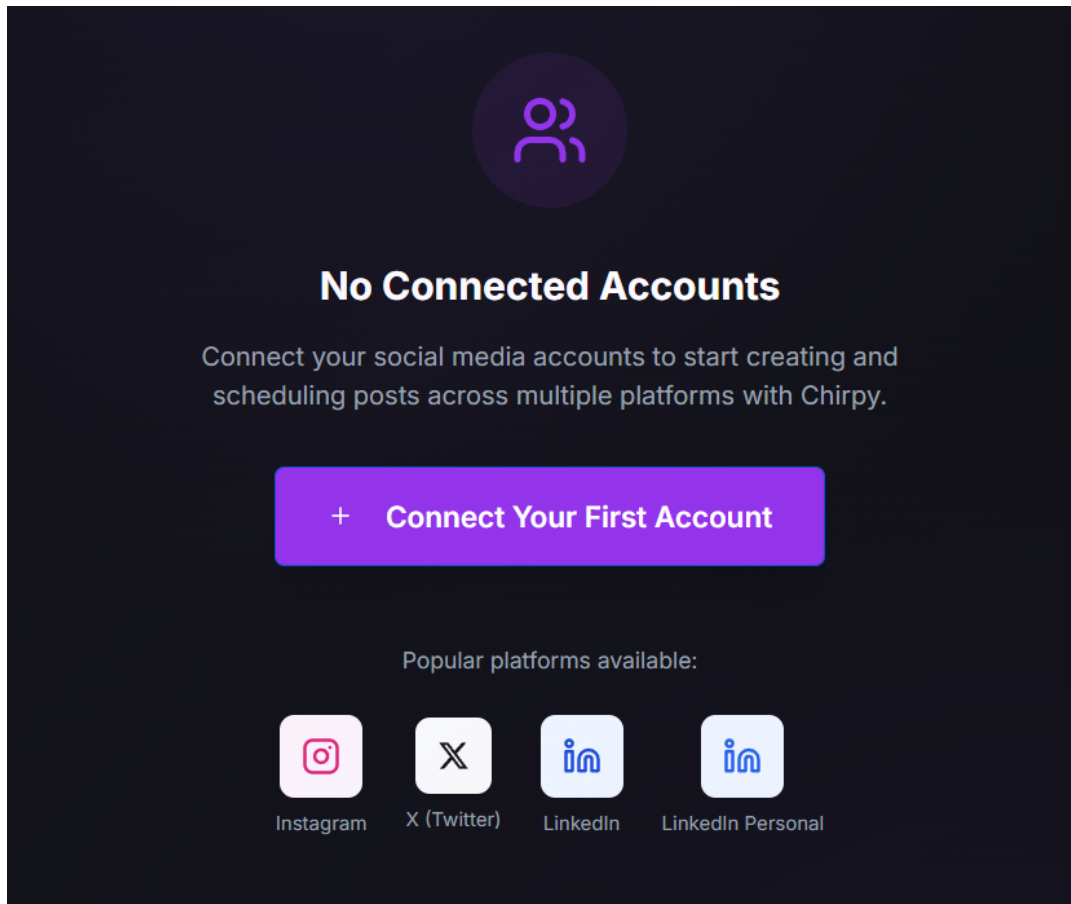
Agency

- Unlimited

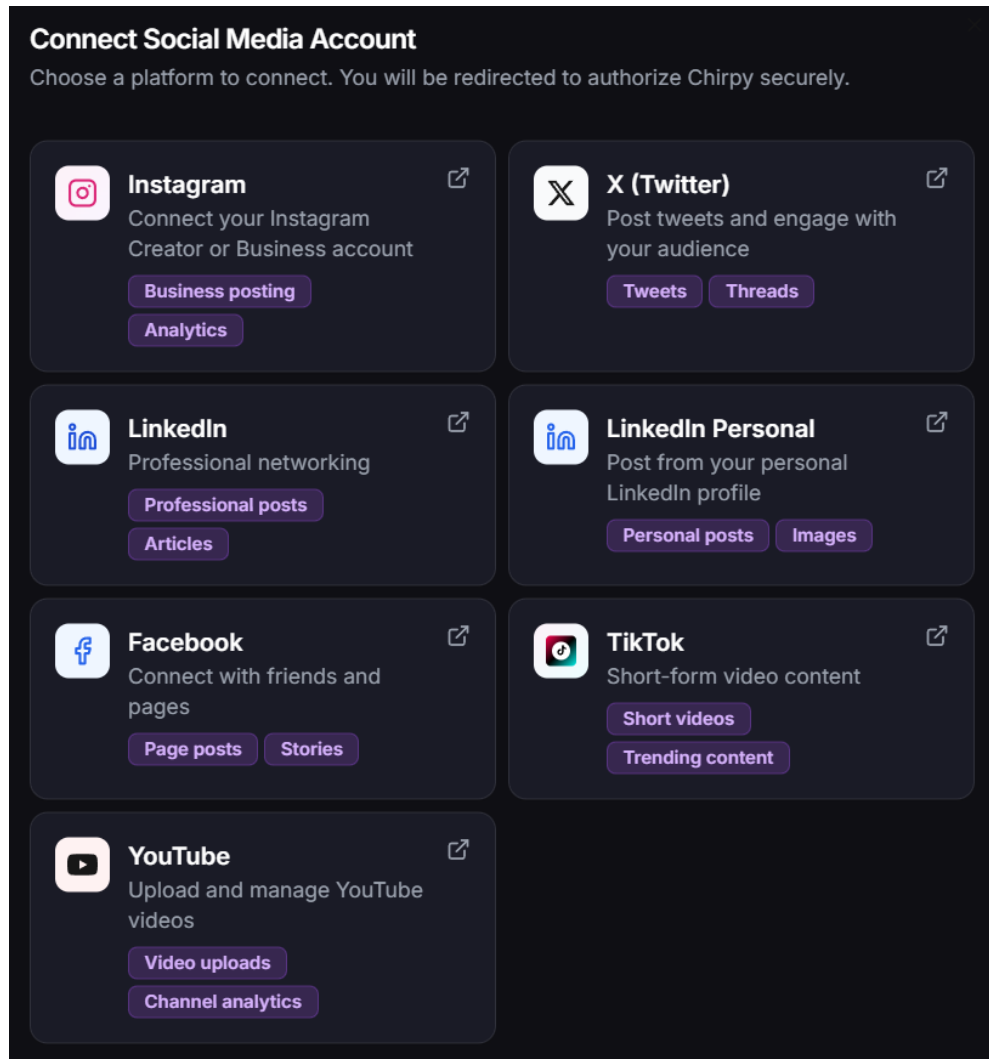
STEP 1: Select **Connect Accounts** in the left Navigation panel.



STEP 2: Select **Connect Your First Account**.



STEP 3: Select the Account you want to connect.



STEP 4: You will be prompted to Log In to the platform you selected. Follow the prompts to connect the account.

Repeat **STEPS 3 & 4** until you have connected all your accounts and you are done!

BUILDING YOUR BRAND KIT

Now that you have connected your accounts, the next critical step is to build your Brand Kit, but before walking you through the steps, let's cover some fundamentals.



Why Your Brand is Important

Your Brand means everything – in essence it carries your credentials and dictates how you are perceived by your target audience.

What you want to build as you create and post content is Brand Recognition, so people immediately recognize and relate to who you are.

The key to building brand recognition is consistency - every piece of content you create should be on-brand, on-message and compelling to your target audience. Create content they want to read!

What is a Brand Kit

A Brand Kit encompasses everything you want your audience to know about you – who you are, where you are, your Logo and color palette, your core values, the tone on how you communicate, your core value proposition to your target market, to name but a few.

In Chirpy, your Brand Kit is the foundation on which everything else is built. It provides the necessary intelligence to the platform to ensure everything you create, whether it be content or creative, is On-Brand and On-Message, and as you use the system, you will see how this removes all the complexity and effort associated with AI tools.

It is your "brand in a box." It stores the key details that make your content look and sound like you, every time. It helps Chirpy keep your posts consistent across platforms, so you're not reinventing your style for every caption or design.

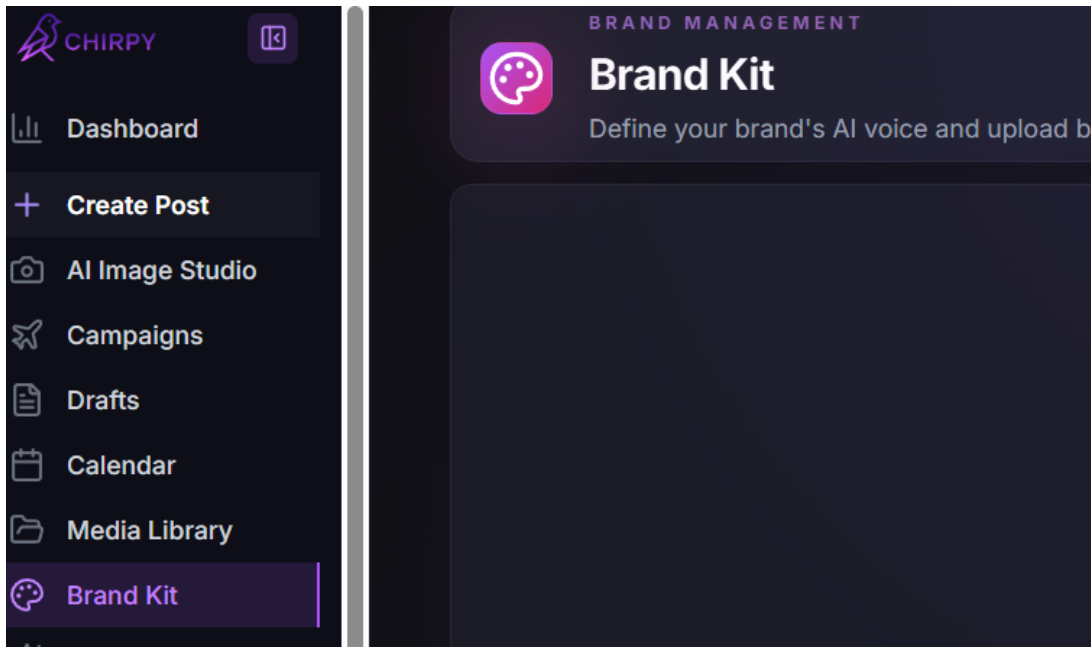
What it typically includes:

- Your brand name + what you do
- Brand voice (tone, vibe, personality)
- Key messages + topics to focus on
- Words to use (and avoid)
- Audience + goals
- Visual style (colors, fonts, logo)
- Go-to hashtags + links

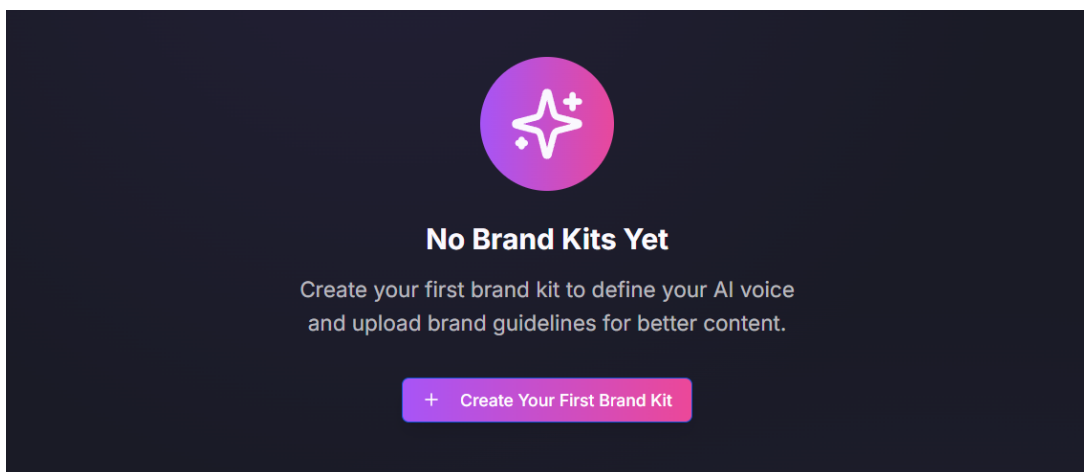
Your Brand Kit will enable you to literally cut your content creation efforts from hours to mere minutes.

If you do not yet have a website, please refer to the [Understanding your Brand Kit](#) guide for more information on how to manually create your Brand Kit. Alternatively, you can click the [Create Website](#) button on the site for assistance to create your website.

Creating Your Brand Kit



- Select **Brand Kit** in the left Navigation panel.



- Select **Create Your First Brand Kit**.

Using the Chirpy AI Brand Kit Wizard

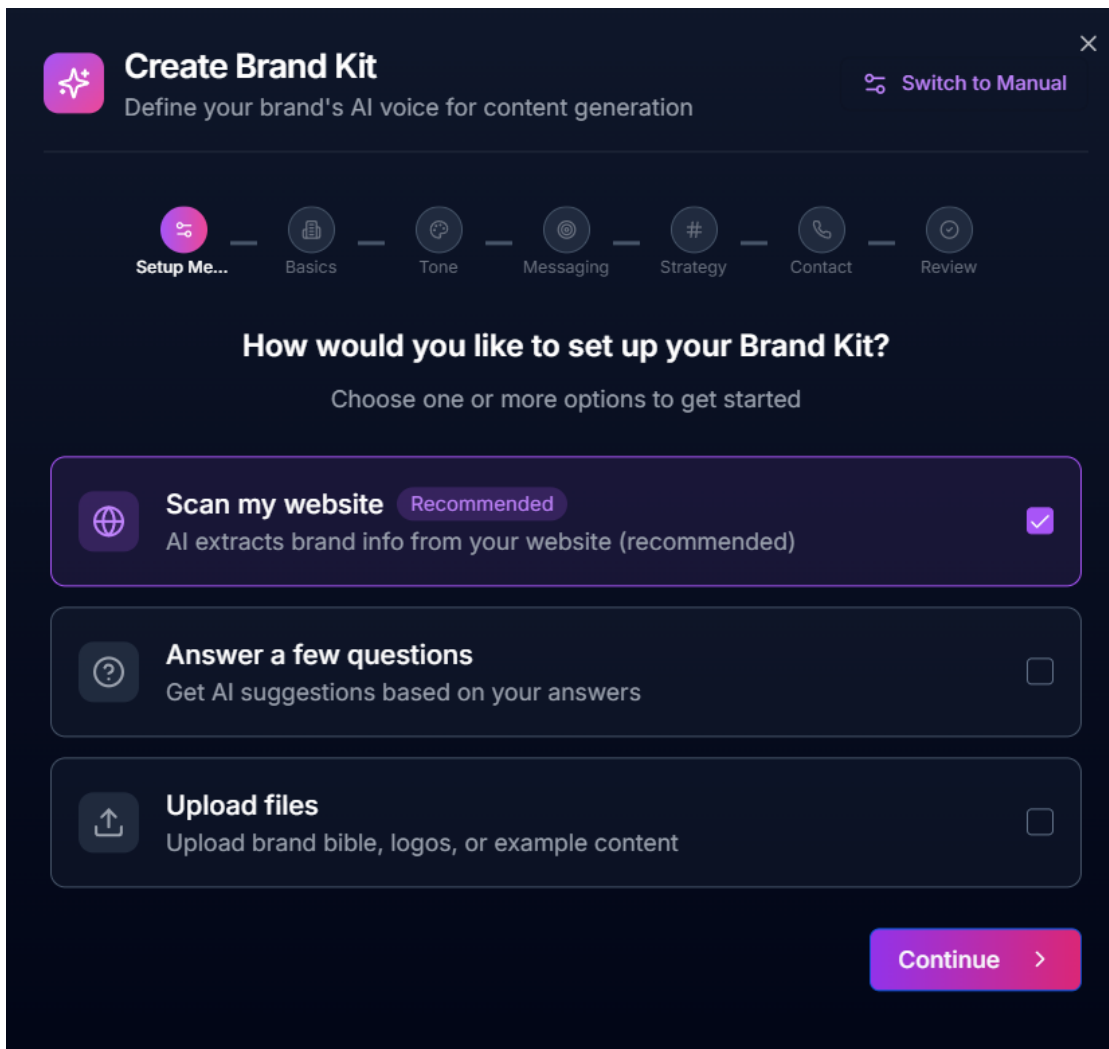
Chirpy includes an AI Wizard that will guide you through the quick start process.

As most of you already have an existing website, the easiest route is to let the Wizard scan the website and automatically extract your brand kit from there.

If you do not have an existing website, you could choose to answer some questions that will allow the Wizard to guide you through manually creating your Brand Kit.

Please refer to the [Understanding your Brand Kit](#) guide for more information on what each of these areas mean and their importance as you move forward.

You can also choose to manually upload a brand bible, sales presentations, Logos and so forth to further populate your Brand Kit.



Create Brand Kit
Define your brand's AI voice for content generation

Switch to Manual

Setup Me... Basics Tone Messaging Strategy Contact Review

How would you like to set up your Brand Kit?
Choose one or more options to get started

☒ **Scan my website** Recommended
AI extracts brand info from your website (recommended)

☐ **Answer a few questions**
Get AI suggestions based on your answers

☐ **Upload files**
Upload brand bible, logos, or example content

Continue >

- Let's use the Wizard to scan your website.
- Select **Continue**

 **Create Brand Kit** ×

Define your brand's AI voice for content generation [Switch to Manual](#)

✓ Setup Me...

Basics

🔄 Tone

📧 Messaging

Strategy

📞 Contact

🕒 Review

Tell us about your brand

We'll use this to generate your Brand Kit

Brand/Business Name *

Website (required for scanning)

Business Type *

Real Estate ▼

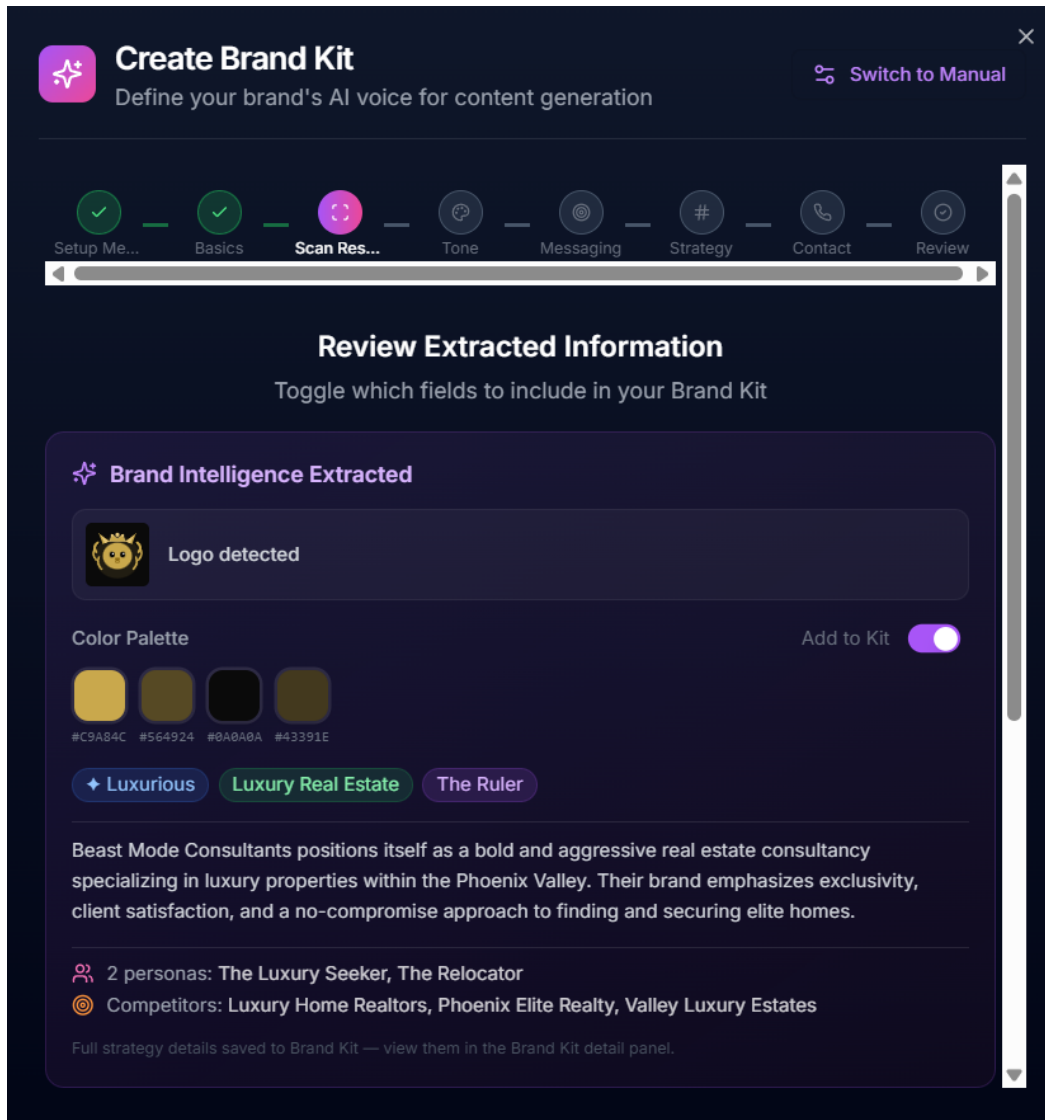
Kit Name

Leave empty to auto-generate

[< Back](#) [Scan & Draft](#)

- Populate the required fields as per the example above.
- Select **Scan & Draft**

The Wizard will scan your website and extract your Brand Kit in under a minute!



The results of the scan are shown above. As you can see, the scan pulled a wealth of information from your website, including your Logo, Color Palette, Personas, which are your ideal target customer and your likely competitors.

- You can review and edit these later once your Brand Kit has been created.
- Scroll to the bottom and Select **Continue**

Create Brand Kit

Define your brand's AI voice for content generation

Switch to Manual

Setup Me...

Basics

Scan Res...

Tone

Messaging

Strategy

Contact

Review

Define Your Brand Voice

Select a tone and fine-tune with sliders

Friendly

Warm and approachable

Professional

Business-focused and formal

Bold

Confident and impactful

Playful

Fun and lighthearted

Direct

Straightforward and clear

Premium

Sophisticated and elegant

Casual

50%

Formal

Playful

50%

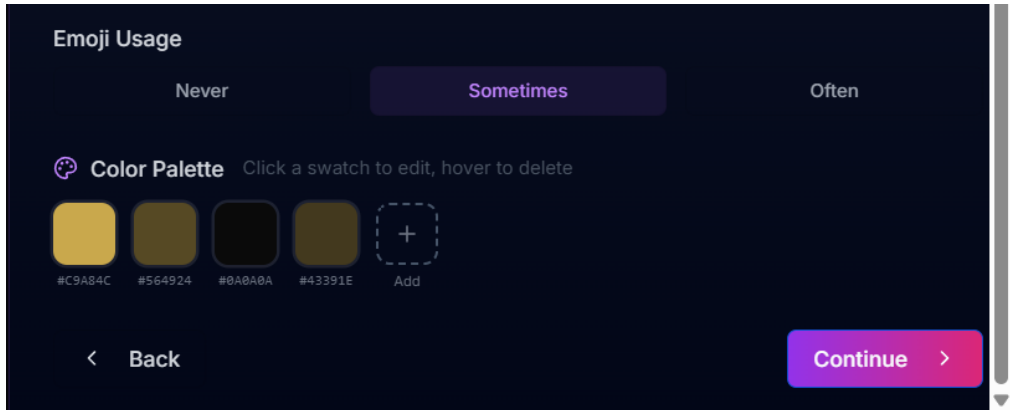
Serious

Safe

50%

Bold

Here you can select and adjust your tone which refers to the way your brand communicates with your audience. It can vary depending on the context but should generally reflect your brand personality.



Emoji Usage

Never Sometimes Often

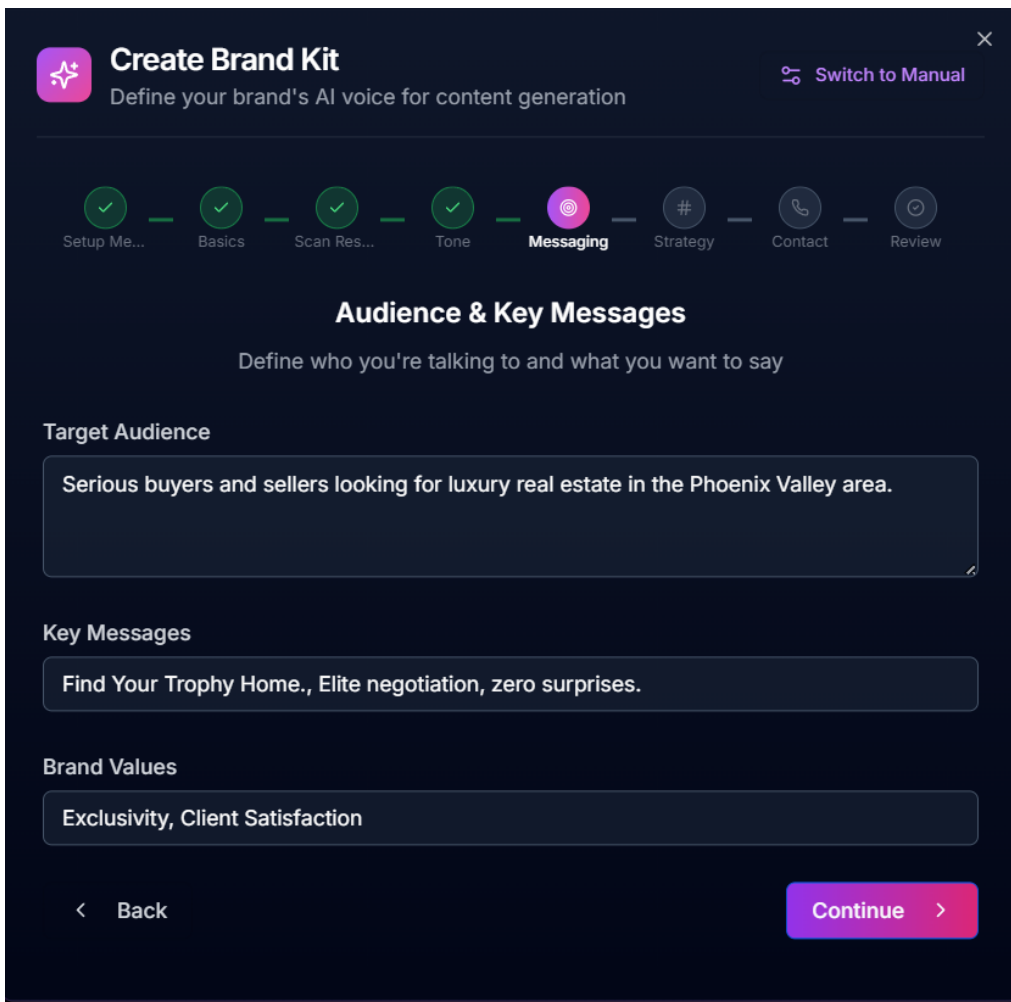
Color Palette Click a swatch to edit, hover to delete

#C9A84C #564924 #0A0A0A #43391E Add

< Back Continue >

You can also select how you want to use Emojis and adjust your Color Palette

- Select **Continue**



Create Brand Kit Define your brand's AI voice for content generation Switch to Manual

Setup Me... Basics Scan Res... Tone Messaging Strategy Contact Review

Audience & Key Messages
Define who you're talking to and what you want to say

Target Audience

Serious buyers and sellers looking for luxury real estate in the Phoenix Valley area.

Key Messages

Find Your Trophy Home., Elite negotiation, zero surprises.

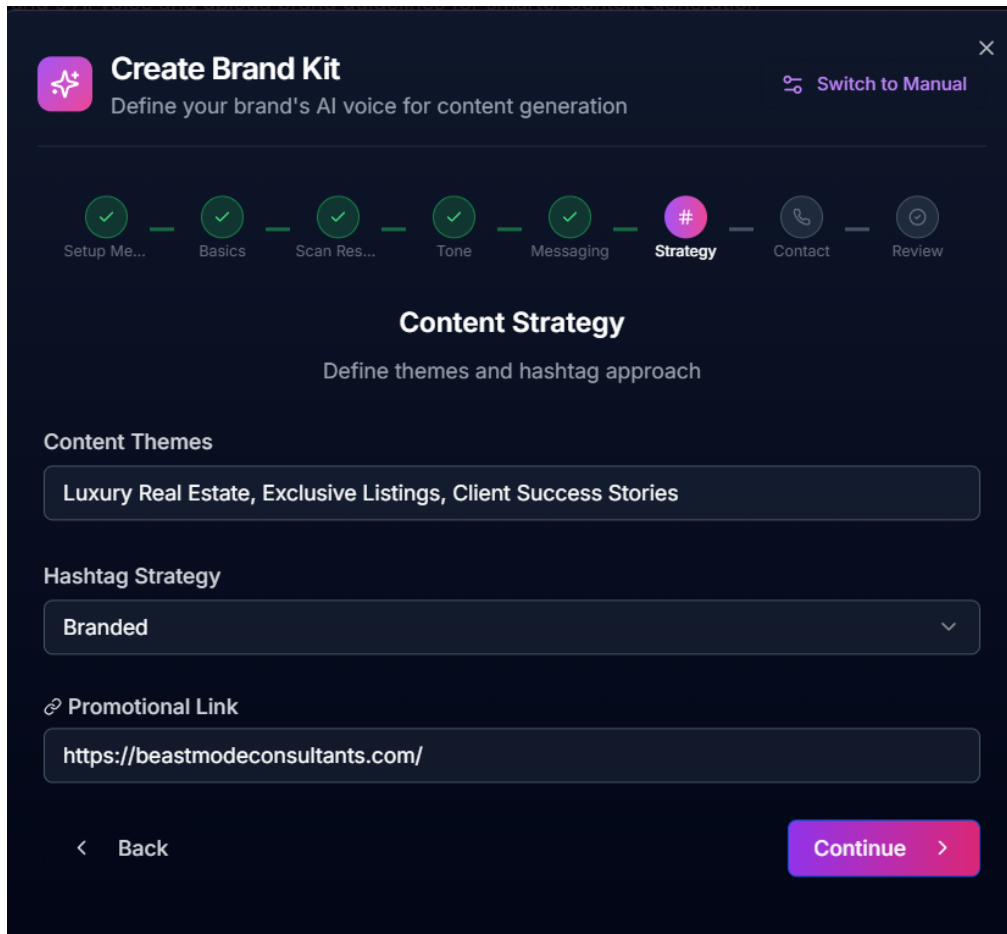
Brand Values

Exclusivity, Client Satisfaction

< Back Continue >

Here you can view and further refine your Target Audience, Key Messages and Brand Values

- Select **Continue**



The screenshot shows the 'Create Brand Kit' interface with a dark blue background. At the top, there's a header with a star icon, the title 'Create Brand Kit', a subtitle 'Define your brand's AI voice for content generation', and a 'Switch to Manual' link. Below the header is a progress bar with eight steps: 'Setup Me...', 'Basics', 'Scan Res...', 'Tone', 'Messaging', 'Strategy' (highlighted with a pink circle and '#'), 'Contact', and 'Review'. The main section is titled 'Content Strategy' with the subtitle 'Define themes and hashtag approach'. It contains three input fields: 'Content Themes' with the text 'Luxury Real Estate, Exclusive Listings, Client Success Stories', 'Hashtag Strategy' with a dropdown menu showing 'Branded', and 'Promotional Link' with the URL 'https://beastmodeconsultants.com/'. At the bottom, there are 'Back' and 'Continue' buttons.

Here you can view and further refine your Content Themes, Hashtag Strategy and also add a Promotional Link that will be included in all your posts.

- Select **Continue**

 **Create Brand Kit**
Define your brand's AI voice for content generation

Switch to Manual

Contact & Post Settings

Add contact info and configure AI post generation

Email

contact@example.com

Phone

+1 615-903-8540

Address

123 Main Street, City, State 12345

Include in AI-generated posts:

Email Address

☐

Phone Number

☒

Address

☒

Website

☒

Promotional Link

☒

< Back

Continue >

You can now add all your contact information and decide which information you want visible in AI generated posts.

- Select **Continue**



Create Brand Kit

Define your brand's AI voice for content generation

 Switch to Manual

✓

✓

✓

✓

✓

✓

✓

⌚

Setup Me...

Basics

Scan Res...

Tone

Messaging

Strategy

Contact

Review

Review Your Brand Kit

Make sure everything looks good before saving

 **Basic Information**

Kit Name: **Beast Mode Consultants Brand Kit**

Business Name: **Beast Mode Consultants**

Business Type: **real estate**

Website: **<https://beastmodeconsultants.com/>**

 **Voice & Messaging**

Tone: **professional**

Target Audience: **Serious buyers and sellers looking for luxury real estate in the Phoenix Valley area.**

Key Messages: **Find Your Trophy Home., Elite negotiation, zero surprises.**

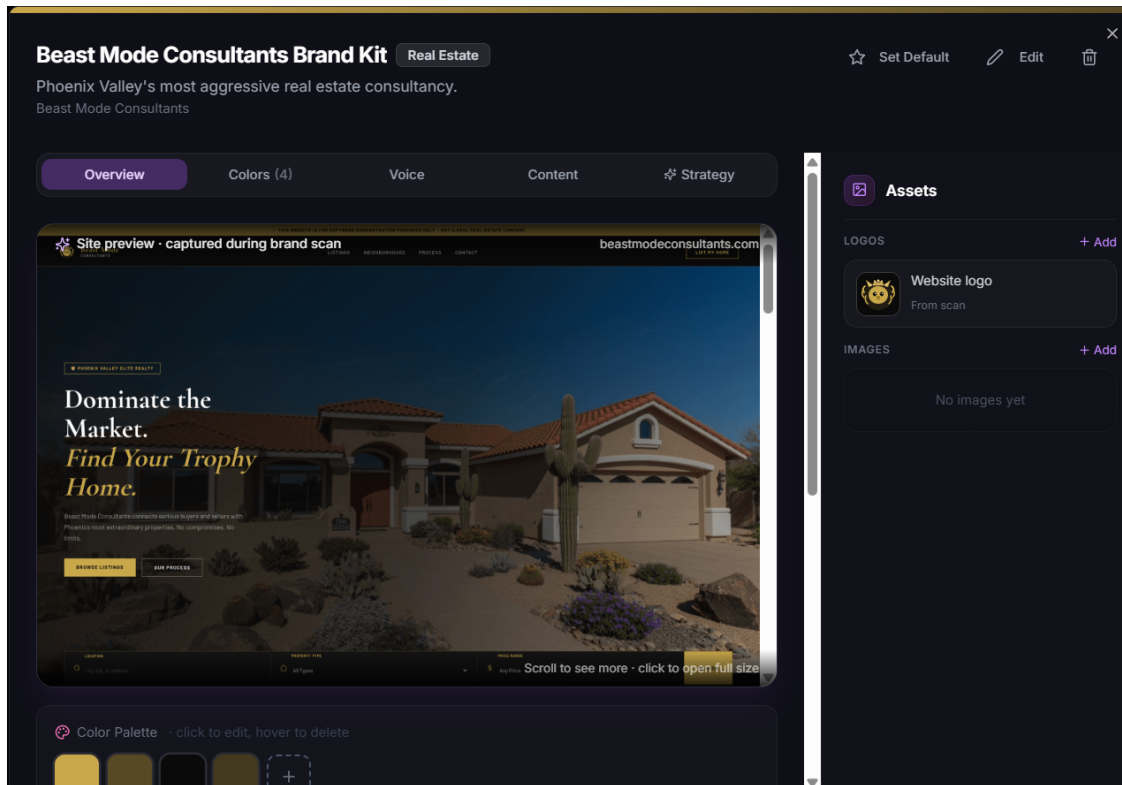
Brand Values: **Exclusivity, Client Satisfaction**

< Back

✓ Create Brand Kit

Review all the information you want in your Brand Kit is correct, and

- Select **Create Brand Kit**



You have now created your Brand Kit in a matter of minutes, and you are all set to create your 1st post.

By clicking **Edit** you can modify your Brand Kit at any time.

As mentioned before, please refer to the [Understanding your Brand Kit](#) guide for more information on what each of these areas mean and their importance as you move forward.

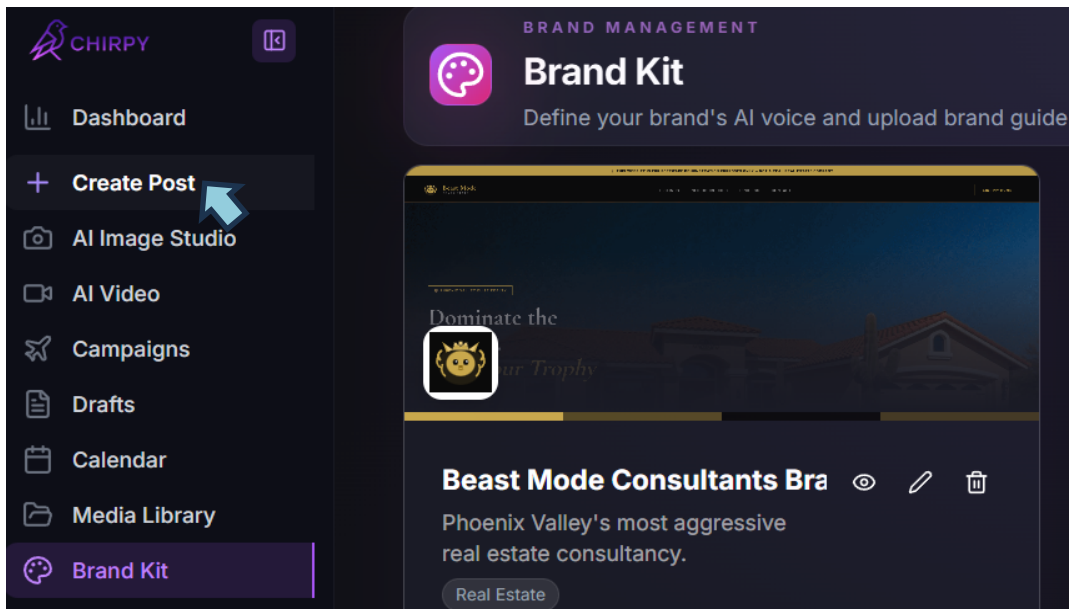
CREATING YOUR FIRST POSTS

Now the fun part starts. As those of you that have been active on social media will know, creating content for posts is no menial task. It is extremely time consuming, especially when you are posting to multiple social media platforms.

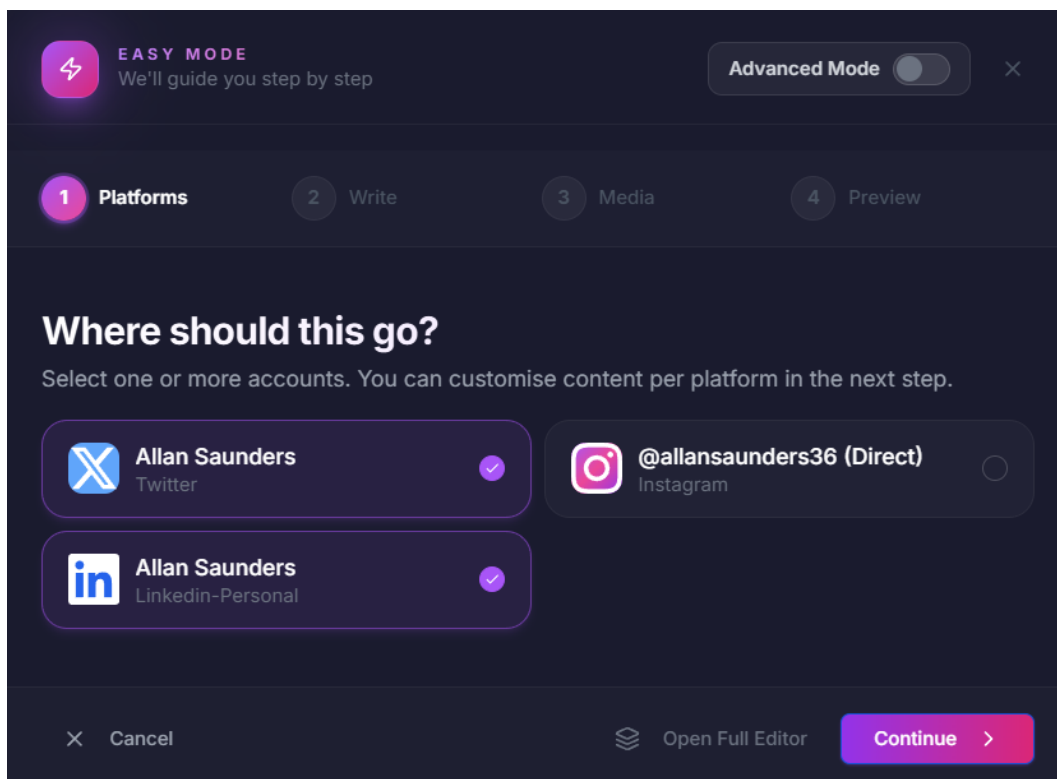
You will now see how your Brand Kit comes into play and makes your life so much easier, allowing you to create compelling on-brand and on-message content in mere minutes.

Generating Post Content

In this example we are going to continue using our demo site Beast Mode Consultants.



- Select **Create Post** in the left Navigation panel.





As before, you will see there are two modes you can select to create your post – **Easy Mode** which will use a wizard to guide you through creating your post, or **Advanced Mode** whereby you can manually create it.

Using the Chirpy AI Content Generation Wizard

For the purposes of this exercise, we are going to choose Easy Mode.

- Select the platforms to which you would like to post.
- Select **Continue**

EASY MODE
We'll guide you step by step

Advanced Mode ☐

1 Platforms — 2 **Brief** 3 Brand & AI 4 Media 5 Preview

What's this post about?

Each platform gets its own content. Switch tabs to customise per account.

Write my own Help me with AI

WHAT DO YOU WANT TO POST ABOUT?

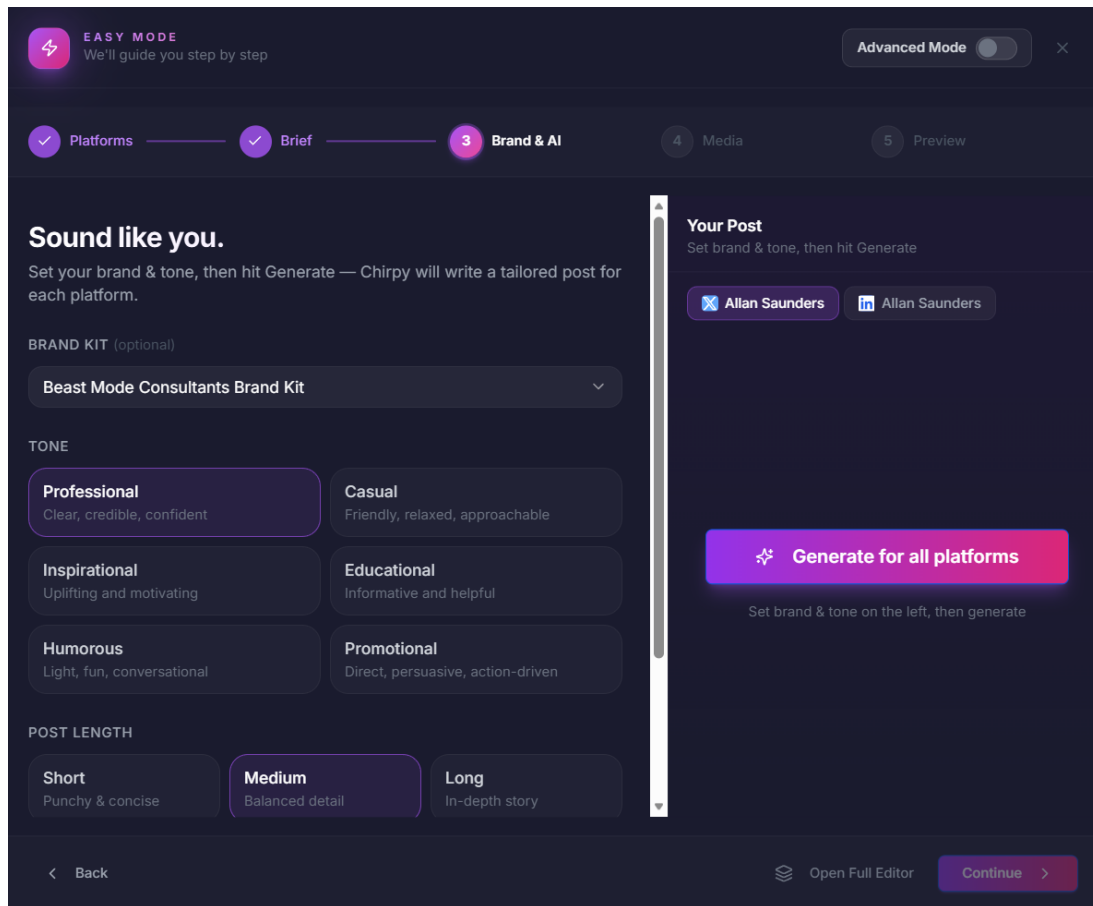
Community highlight what buyers should know in Gilbert

On the next step pick your brand and tone — then generate a unique post for each platform.

< Back Open Full Editor **Continue** >

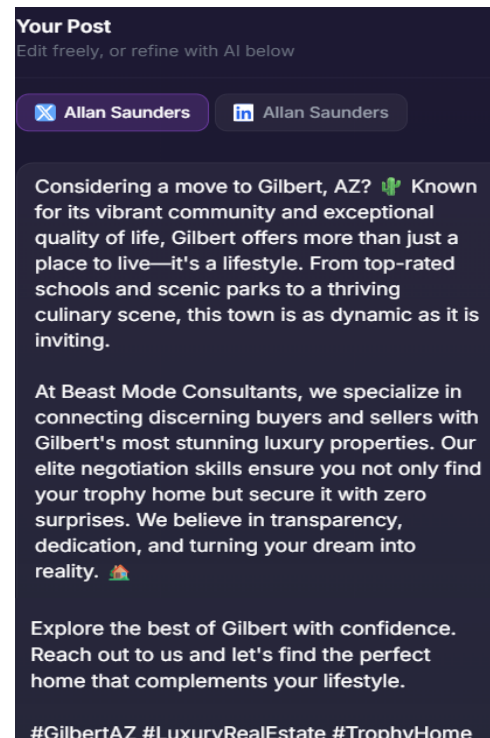
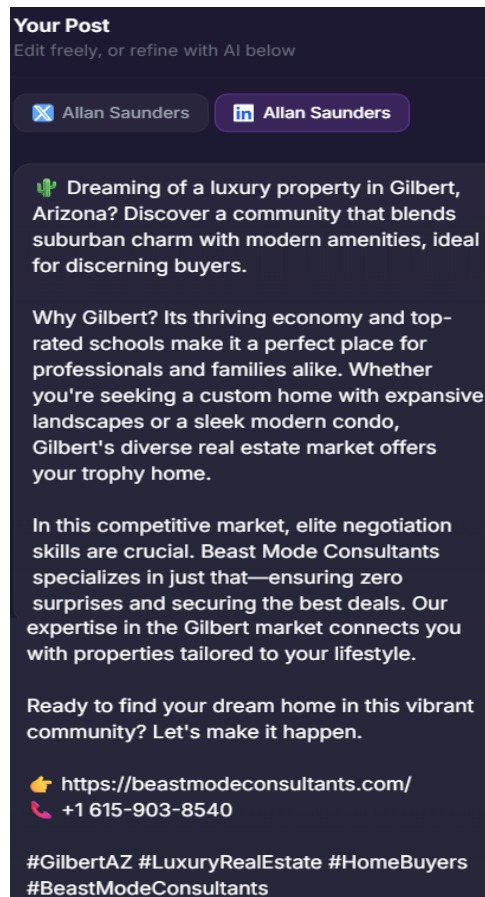
As we will be using the Wizard:

- Select **Help me with AI**
- Enter a simple prompt as per the example.
- Select **Continue**



As you can see, you now have several options you can adjust, such as your tone, the post length and whether you want to use Emojis or Hashtags.

- Select your **Brand Kit**, and for the purposes of this exercise accept the defaults.
- Select **Generate for all platforms**.



Your post for both platforms has been generated in under a minute. Each formatted to conform to platform specifications.

From a very simple prompt, your results are compelling, on-message and on-brand – all thanks to your Brand Kit.

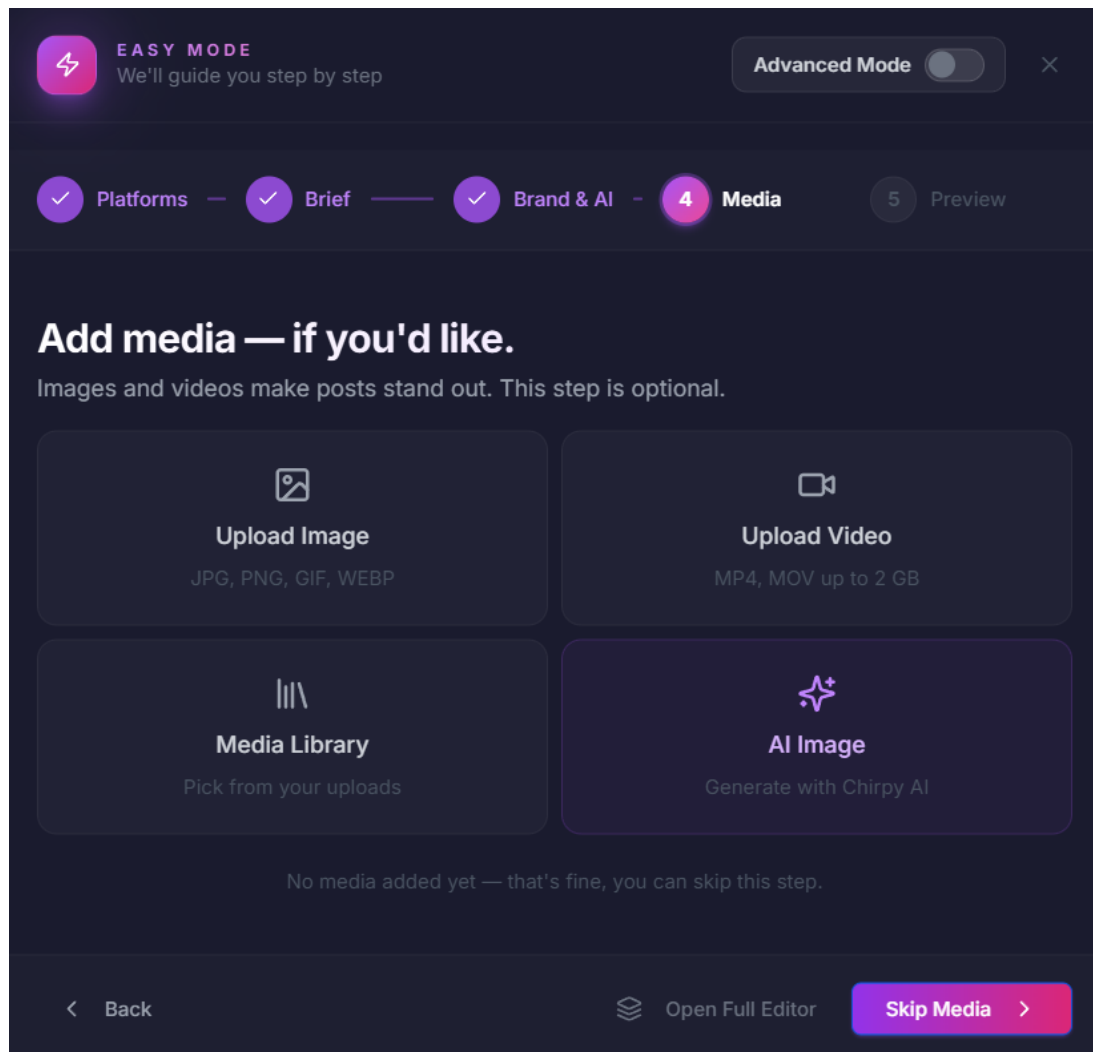
You can now customize the post content as you wish – either manually or using the simple point-and-click options available, such as Shorten/Expand/Rewrite and so forth.

- Select **Continue**

You are now ready to add Media to your post.

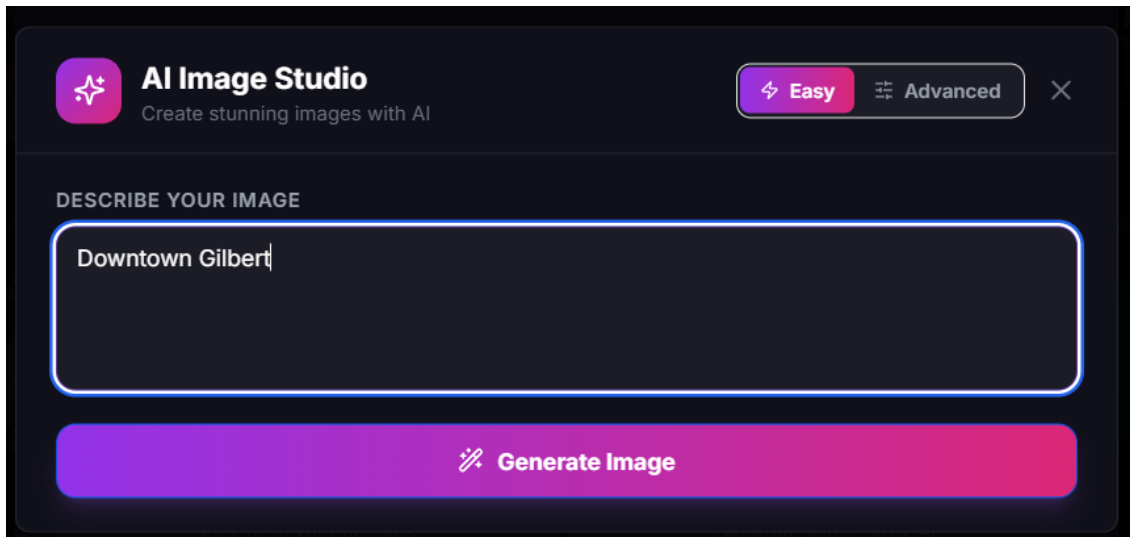
Adding Media to Your Post

You can either upload an image or video directly from your device, pick an image or video from your Media Library (which we will cover later), or use the Chirpy AI Image Generator.



Using the Chirpy AI Image Generator

- Select **AI Image**

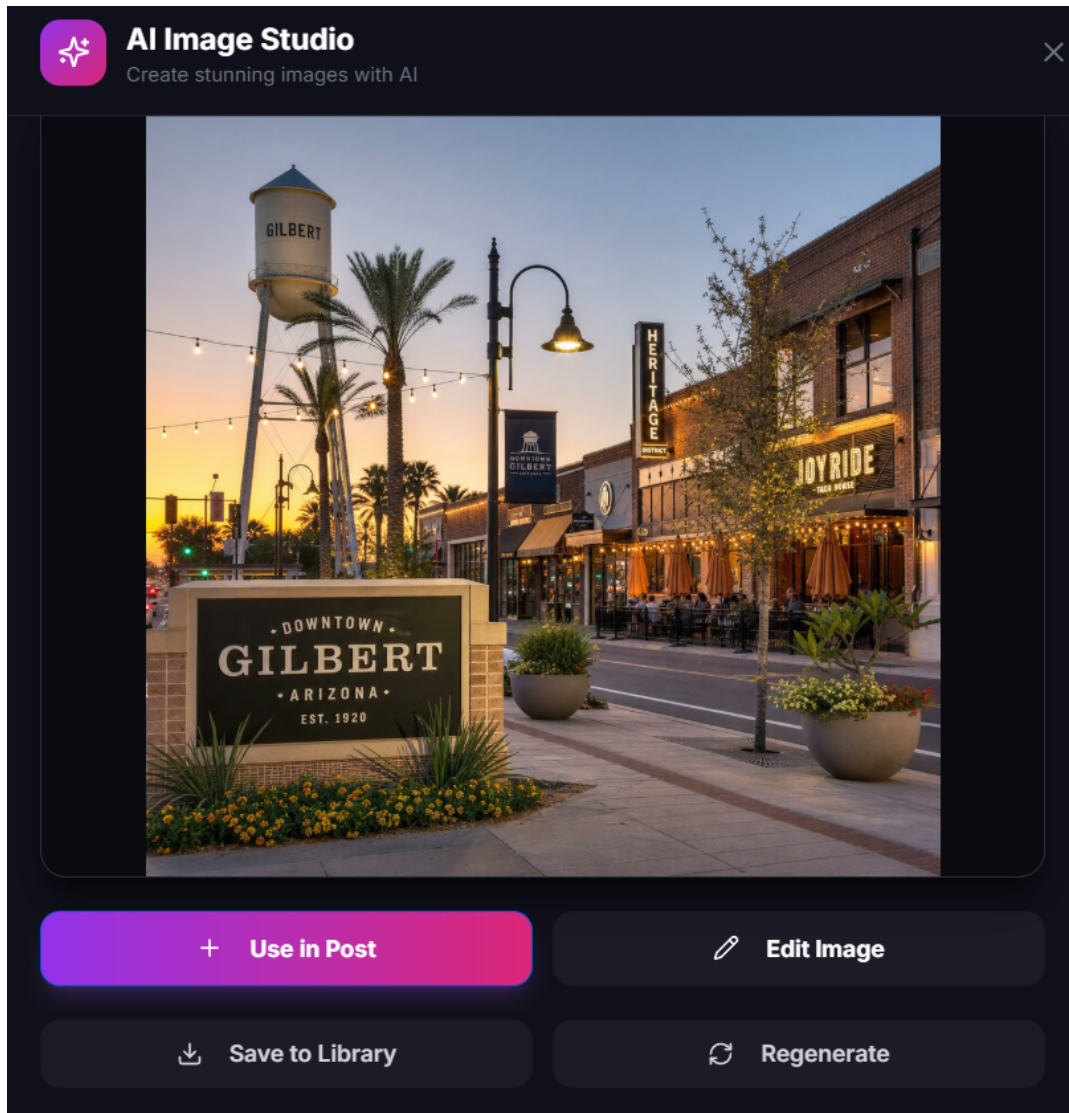


You again have the option of using **Easy** or **Advanced** mode.

Chirpy has an extensive set of advanced image and video generation and editing features, which are outside of the scope of this Quick Start Guide. Please consult the relevant guides posted on our site for guidance on using these features.

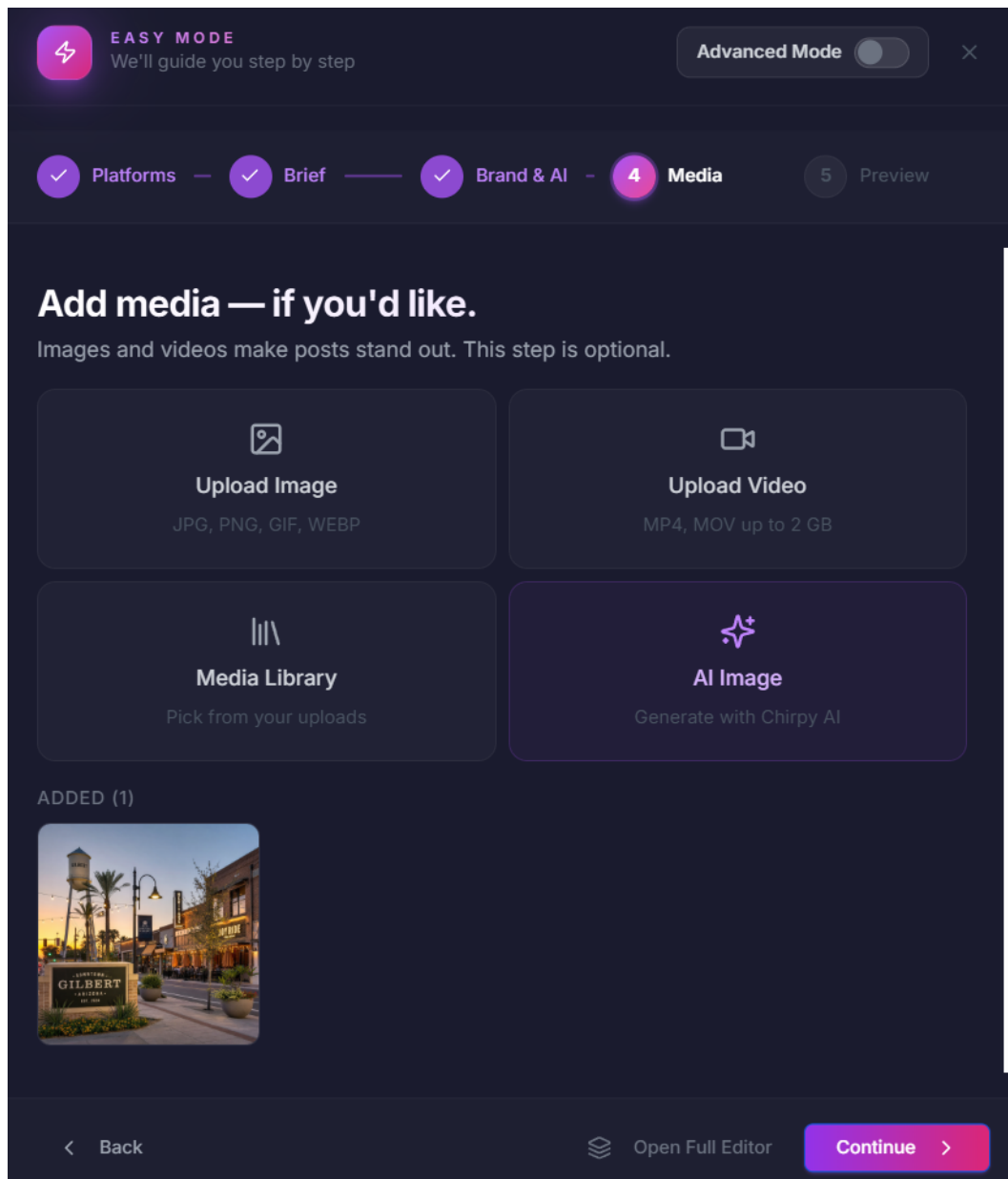
Here we are going to use the Chirpy Wizard.

- Enter a simple prompt such as the above
- Select **Generate Image**



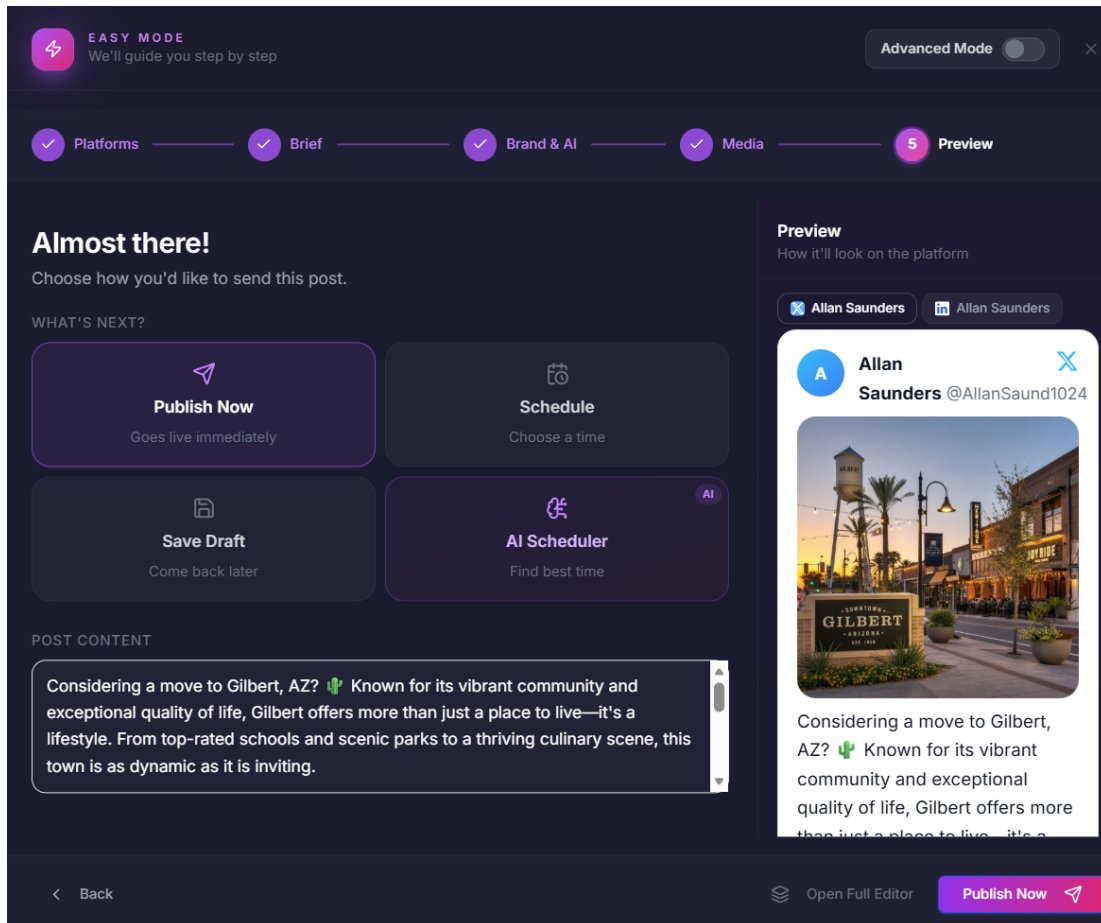
Here is the image generated in minutes ready to be included in your post. You have the options to edit, save or regenerate the image, or if you are happy, use this in your post.

- Select **Use in Post**



The image is now ready to use in your post and has also automatically been saved to your **Media Library**.

- Select **Continue**



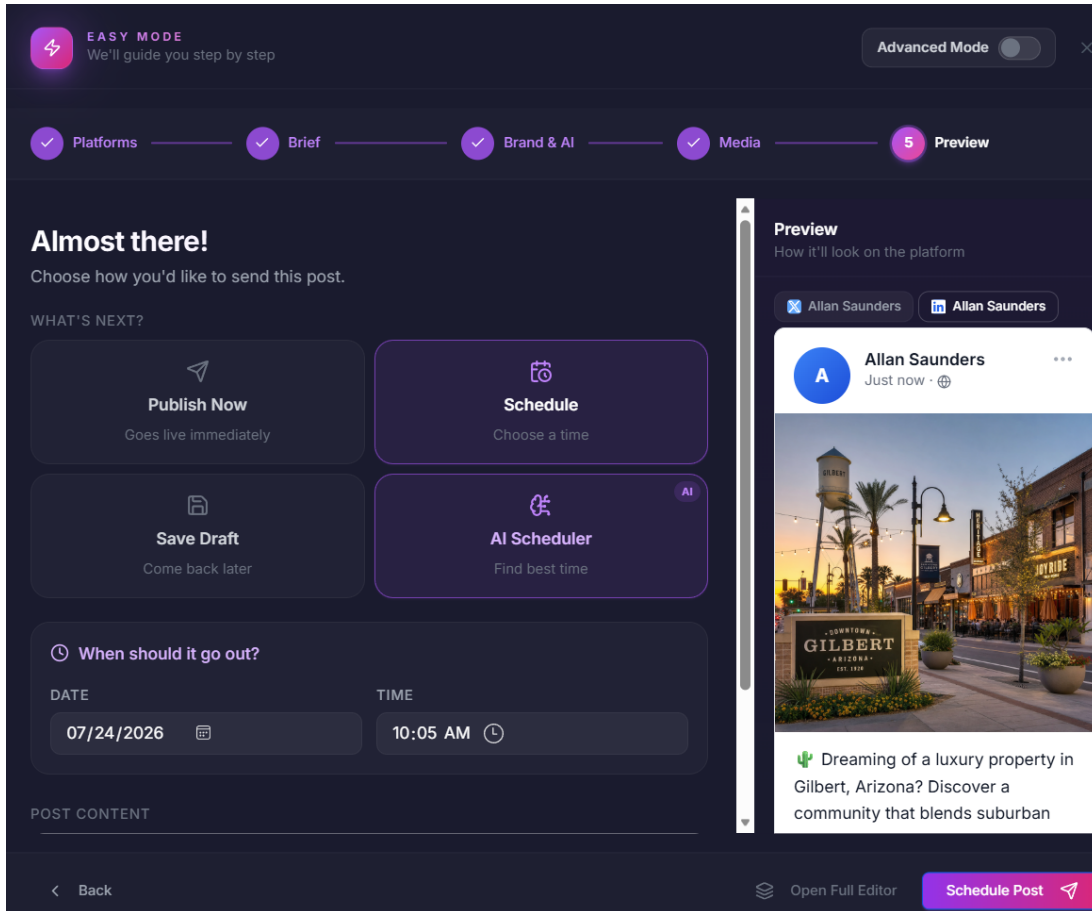
Your posts are now ready to be published. By clicking the platform in the preview pane, you will see exactly what your post will look like for each.

Publishing Your First Posts

You have various options to publish your posts:

- Publish Now, which will immediately publish your posts.
- Schedule your post to be published at the date of your choice.
- Save as a draft, which will save the posts in your **Drafts Folder**, which you can access at any time and then either Edit or Schedule.
- Use the AI Scheduler, which will use the Chirpy Analytics engine to interrogate your post-performance over a period and suggest optimum times for you to publish your posts.

As you don't have any post history at this point, select the **Schedule** option.



EASY MODE
We'll guide you step by step

Advanced Mode

Platforms Brief Brand & AI Media **5 Preview**

Almost there!

Choose how you'd like to send this post.

WHAT'S NEXT?



Publish Now
Goes live immediately



Schedule
Choose a time



Save Draft
Come back later



AI Scheduler
Find best time

When should it go out?

DATE: 07/24/2026

TIME: 10:05 AM

POST CONTENT

Preview

How it'll look on the platform

Allan Saunders

Allan Saunders

Allan Saunders
Just now

Dreaming of a luxury property in Gilbert, Arizona? Discover a community that blends suburban

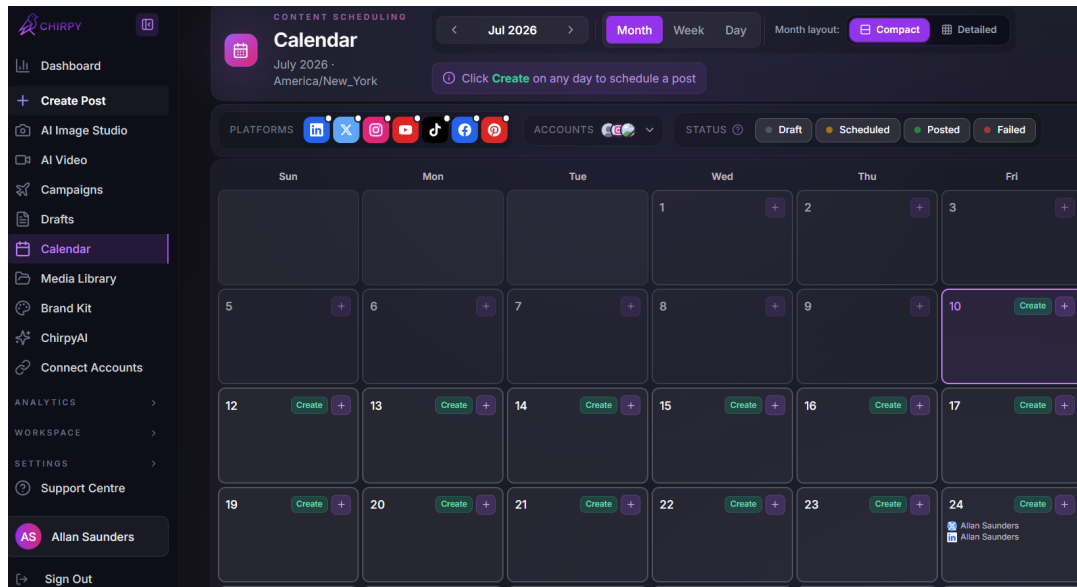
Back Open Full Editor Schedule Post

- Enter the **Date** and **Time** you want your posts to go out.
- Select **Schedule Post**

Congratulations you have now successfully scheduled your first posts!

Viewing Your Posts

To view your scheduled posts, select **Calendar** in the left navigation pane.



You will see your scheduled posts on the date you selected, and you also have the option of creating your next posts from scratch by selecting **Create**.

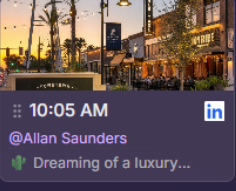
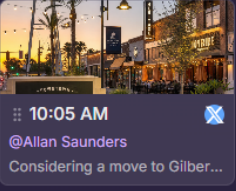
- Click on your **Posts**, which will open an expanded view of your scheduled posts.

< Jul 2026 > **Month** Week Day Month layout: **Compact** Detailed

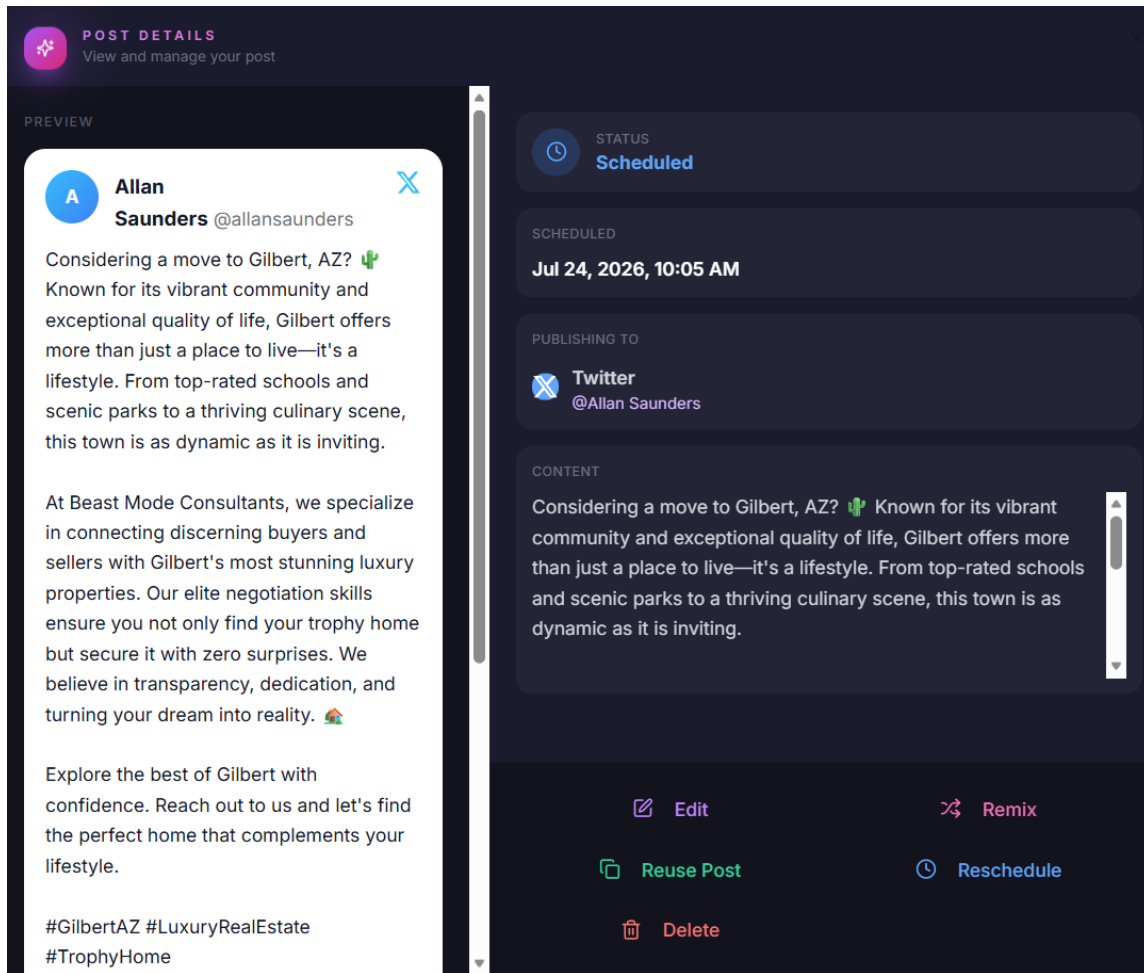
Click **Create** on any day to schedule a post

ACCOUNTS   STATUS  Draft  Scheduled  Posted  Failed

Tue		Wed		Thu		Fri	
		1	+	2	+	3	+
+	7	+	8	+	9	+	10 Create +
Create +	14 Create +	15 Create +	16 Create +	17 Create +			
Create -	21 Create -	22 Create -	23 Create -	24 Create -			



- Click on an individual post.



You now see several options available to you, such as Edit, Remix, Reuse and Reschedule.

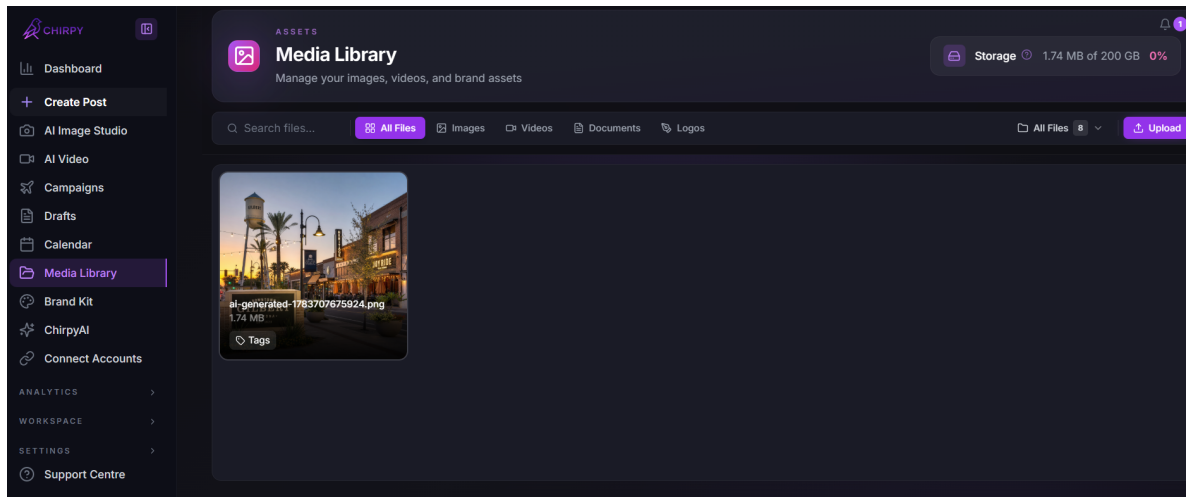
Remix is an advanced Chirpy option that allows you to create variations of your post that you can use to enhance your online presence but is outside the scope of this guide.

Please consult the relevant guide that will walk you through the process.

YOUR MEDIA LIBRARY

Before concluding this guide, it is important to walk through your Media Library.

- Select **Media Library**



Your Media Library will become the central repository for all your Media Assets as you move forward.

As you can see, the Image you created for your post above has automatically been saved to your Media Library.

You can populate this library by uploading assets from your device, such as catalogues, listings and so forth, but we have found the best practice to be loading these assets as you create posts, which will then automatically be added to the library.

SUMMARY

The objective of this guide is to get you up and running in a matter of minutes, so does not go into the host of advanced features available in Chirpy.

We hope you enjoyed the journey.

Please consult the guides available to you that will further enhance your experience – saving you time and money, while building your online presence and credibility.