



Socyva from first idea to approved post

A practical guide for internal creators, approvers, and admins using Socyva to create, review, schedule, and approve social media content.

01 START HERE

What Socyva does

Socyva helps internal users generate social media posts from a simple prompt, or create one manually with the built-in image editor and their own caption. Users then review the caption and artwork, check brand alignment, schedule the post, and send it through the right publishing route.

User type	What they do
Creator	Creates posts, reviews generated content, edits posters, schedules draft timing, and submits posts for approval.
Approver	A selected senior user who can create posts, publish their own posts without approval, and review creator posts.
Admin	An additional permission for a Creator or Approver that provides user-management access.

User journey: create account, set up the brand, create a post, edit and check it, schedule it, approve or publish it, then manage access and settings.

01 Set up

Account, role, brand profile, approvers, and connections.

02 Create

Prompt Socyva, or create one manually with the image editor and your own caption.

03 Publish

Creator submits. Approver reviews, schedules, publishes, or requests changes.

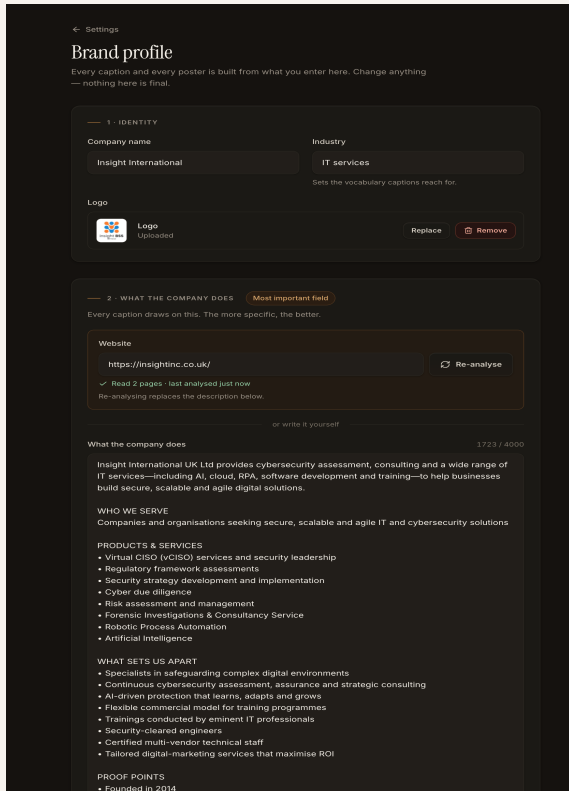
02 SETUP

Set up the essentials first

Before creating posts, make sure the user and company workspace are ready.

- 1 Create your Socyva account.
- 2 Verify your email address.
- 3 Confirm your role: Creator or Approver, and whether you also have Admin access.
- 4 Confirm the brand profile has been completed.
- 5 Confirm at least one approver has been assigned.
- 6 Confirm the relevant social account connection has been set up by the technical team.

Approvers: Socyva can have multiple approvers. Approver access should be given only to selected users, normally senior managers or above.



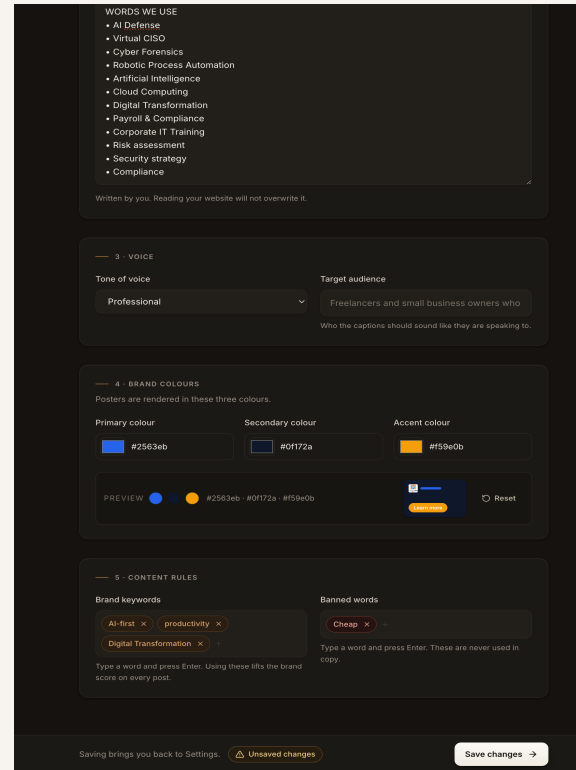
Brand profile setup controls the copy, poster, colours, and scoring.

03 BRAND SETTINGS

Complete the brand profile

- 1 Open Settings, then Brand profile.
- 2 Add company name, industry, and logo.
- 3 Add or re-analyse the website URL.
- 4 Review and edit the company description.
- 5 Set tone of voice and target audience.
- 6 Set primary, secondary, and accent colours.
- 7 Add brand keywords and banned words.
- 8 Select Save changes.

Most important field: The website URL only drafts the company description. The saved company description is what Socyva uses for captions, posters, and brand scoring.



Voice, colours, keywords, and banned words are part of the same brand profile.

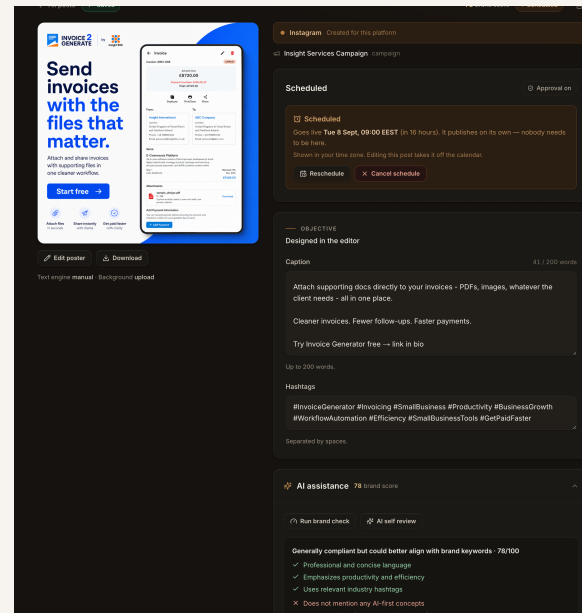
Brand area	Why it matters
Company description	Defines what Socyva understands about the organisation.
Voice and audience	Guides caption tone and relevance.
Brand colours	Controls generated poster styling.
Content rules	Improves brand score and prevents banned terms.

04 CREATE AND REVIEW

Create the post, then check the result

- 1 Select New post from the left navigation.
- 2 Choose Instagram, LinkedIn, or Facebook.
- 3 If using the Campaigns beta, use it for generation support only.
- 4 Choose Generate with AI or Create manually.
- 5 For AI posts, write the goal in plain language and select Generate post.
- 6 Review the poster preview, caption, hashtags, brand score, and schedule.
- 7 Run brand check or AI self review where useful.

Manual posts: Submit for approval is disabled until both a caption and a poster are present.



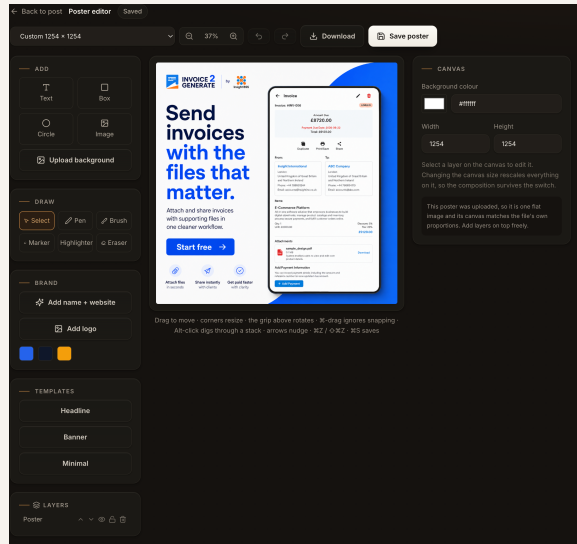
Post detail view with poster, schedule status, caption, hashtags, and AI assistance.

05 POSTER EDITOR

Edit artwork before publishing

- 1 Open Edit poster or Design a poster.
- 2 Choose or confirm the canvas size.
- 3 Add text, boxes, circles, or images.
- 4 Use drawing tools when needed.
- 5 Add brand name, website, logo, or brand colours.
- 6 Use templates for quick layouts.
- 7 Manage layers when elements overlap.
- 8 Select Save poster to return to the post.

Keep poster text short and readable. The editor is best for practical changes to generated or uploaded artwork.



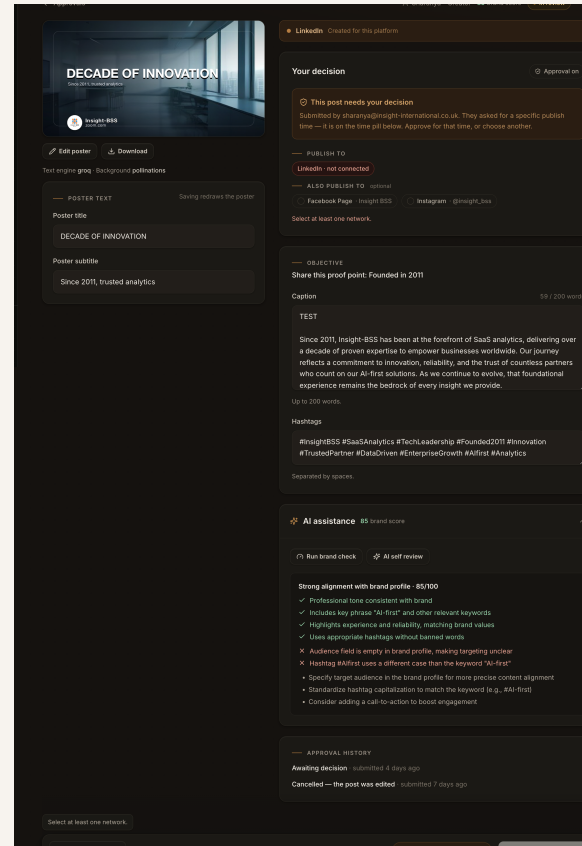
Poster editor tools sit around the canvas so users can adjust artwork without leaving the workflow.

06 APPROVAL AND PUBLISHING

Schedule, approve, or publish

- 1 Choose or confirm the scheduled publish time.
- 2 Creators submit the post for approval.
- 3 Approvers review the post, brand score, caption, hashtags, and artwork.
- 4 Approve and schedule to publish at the selected time.
- 5 Publish now instead to publish immediately.
- 6 Request changes to send the post back with a reason.

Publishing rule: Approvers can publish their own posts without approval. Creator posts still require an approver decision before publishing.



Approver view shows the decision panel, publish targets, post content, and approval history.

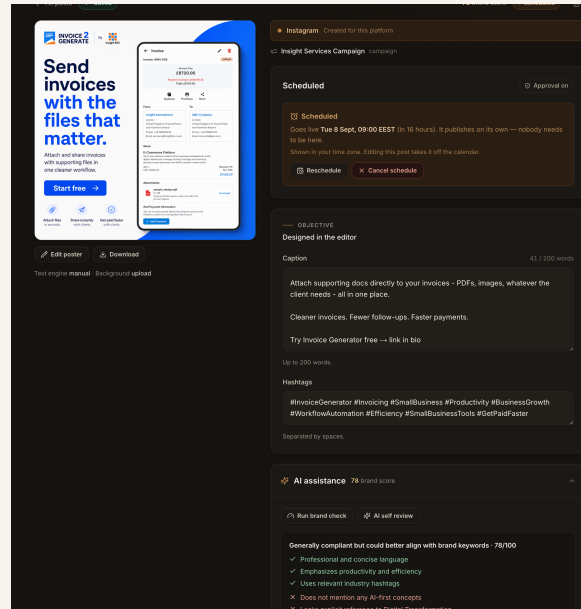
Action	Outcome
Approve and schedule	Publishes at the scheduled time. Post moves to Scheduled.
Publish now instead	Publishes immediately, overriding the schedule.
Request changes	Returns the post to the creator with a required reason.
Save and close	Saves edits without making a decision.

07 POSTS AND CAMPAIGNS

Find work after it is created

- 1 Use Posts to view scheduled and published posts.
- 2 Use status and ownership filters to find the right post.
- 3 Use Approvals to review posts awaiting a decision.
- 4 Use Campaigns beta to generate campaign briefs from plain-language objectives.
- 5 Treat Campaigns as a generation feature for now, not a full campaign management workflow.

When a post is returned, the creator should read the feedback, update the content, and resubmit it for approval.



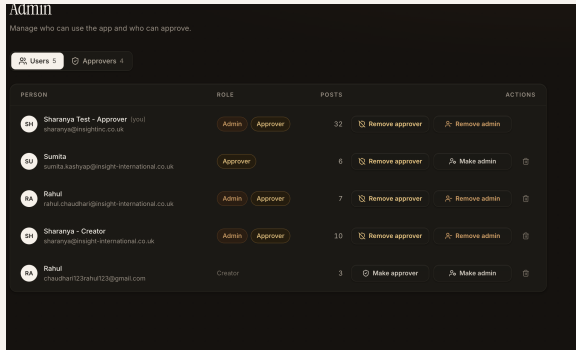
Scheduled posts show timing, approval status, and publishing controls in the post detail view.

Area	Use it for
Posts tab	View posts across the team and filter by status or ownership.
Approvals tab	Manage posts waiting for review.
Campaigns beta	Generate campaign briefs and ideas. This feature is for generation only right now.
Settings	Update brand profile and user preferences.

Manage user access

- 1 Open Admin.
- 2 Use Users to review everyone with access.
- 3 Use Approvers to review users with approval and direct publishing rights.
- 4 Make a user an approver only when they are senior enough to publish without approval and review creator posts.
- 5 Make a user Admin when they need user-management access in addition to their Creator or Approver role.
- 6 Remove approver or admin rights when responsibilities change.
- 7 Remove a user when they should no longer have access.

Access rule: Approvers can create posts and publish them themselves without approval. This should be provided only to selected users, normally senior managers or above.



Admin shows Users and Approvers, with actions to make or remove approver and admin access.

Role	Access
Creator	Can create, edit, and submit posts for approval. Cannot directly publish.
Approver	Can create and publish their own posts without approval, and reviews creator posts.
Admin	Additional access for a Creator or Approver. Provides user-management access.

Quick troubleshooting

Problem	Likely cause	Solution
Submit for approval is disabled	Caption or poster is missing.	Add both before submitting.
Website URL does not update the description	An existing description is already present.	Clear the description, enter the URL, and select Re-analyse.
Scheduled time looks wrong	Timezone preference is incorrect.	Check Settings.
Creator cannot publish directly	Approval rules are working as designed.	Submit the post for approval.
Approver cannot see a post	Access or submission status needs checking.	Confirm approver access and that the post is in review.
Network is not connected	Company-level social connection is missing.	Ask the technical team to configure the connection.

Action	Path
Create a post	New post, choose platform, write goal, generate or create manually.
Review a post	Check poster, caption, hashtags, schedule, and brand score.
Submit	Creator submits the post for approval.
Publish	Approver schedules, publishes now, or requests changes.
Edit brand profile	Settings, Brand settings, update fields, Save changes.
Manage users	Admin, Users or Approvers, update access.

For access, role, approval, connection, or publishing issues, contact the internal Socyva administrator or the technical team responsible for company-level social media connections.