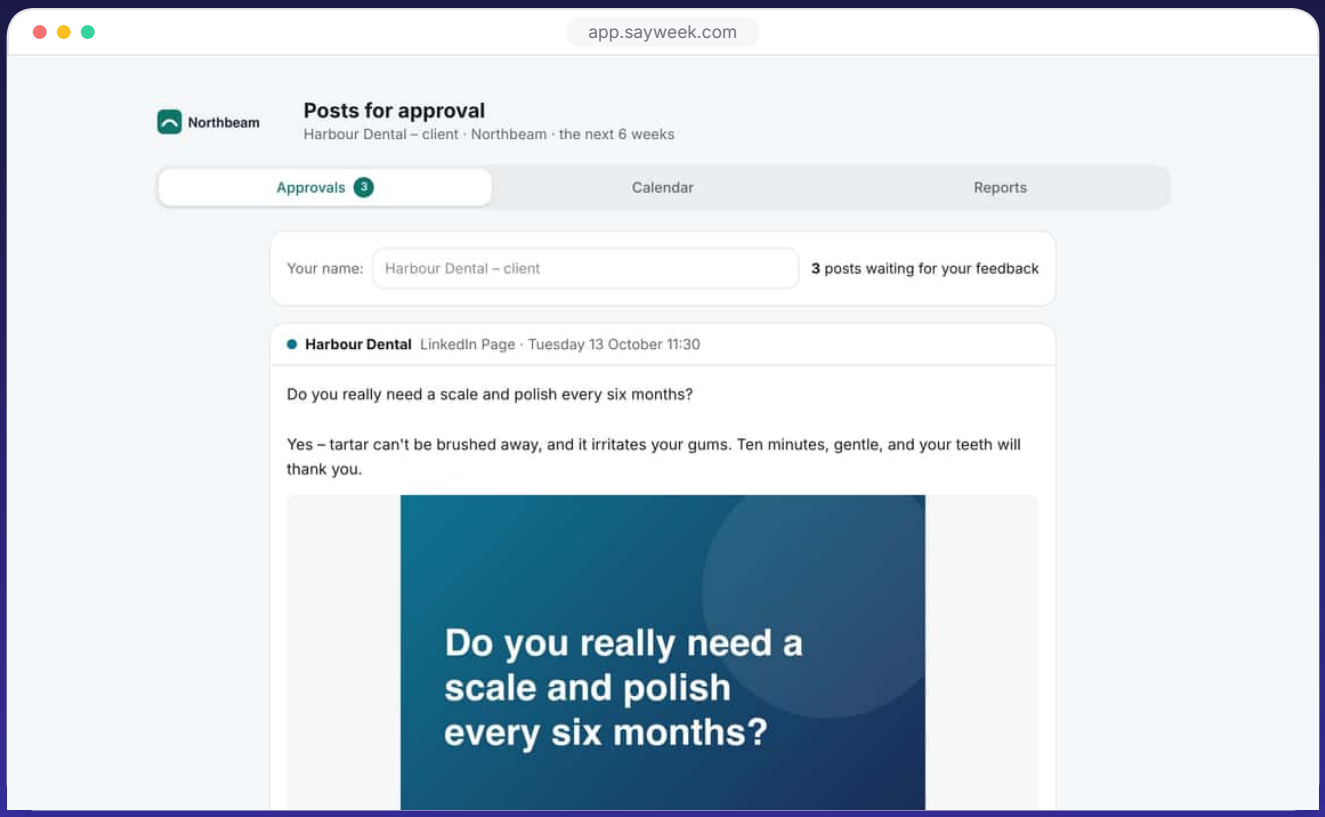
Sayweek

GUIDE FOR CLIENTS

Client approver guide

Received a link to review and approve the posts prepared for you? This short guide shows how it works – no account, no password, nothing to install.



Sayweek · approval link for clients
Version: October 2026
The screenshots were taken with fictional demo data in a local test environment.

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01 What is this link?

No sign-in needed

Your agency (or a colleague) prepares your social media posts in Sayweek. Before they go out, they'd like you to review them – so they sent you a personal link. It opens the approval page, where you see the coming weeks' posts as they will appear, and can approve each one, request changes or leave a comment.

Good to know

- **No account, no password.** The link is your way in: open it and you see the posts. You don't sign up and don't install anything.
- **Works on your phone.** It opens in any browser, on a computer or a phone.
- **Your approval doesn't publish the post.** The agency decides based on your feedback: a post only goes out with their own approval.
- **The link stays the same.** New posts show up at the same link – worth bookmarking.

In four steps

1. Open the link you received (by email, message or chat).
2. Type your name at the top – so the agency knows who responded.
3. Review the posts and for each one choose ✔ **Approve**, **Request changes** or **Comment only**.
4. Done – the agency is notified right away.

> i The link always comes from your agency. If you don't know who sent it or weren't expecting it, check with your contact before approving anything.

02 How the page is laid out

What you see on the link

The approval page is a single scrolling list: the header and your name at the top, then the post cards in date order.

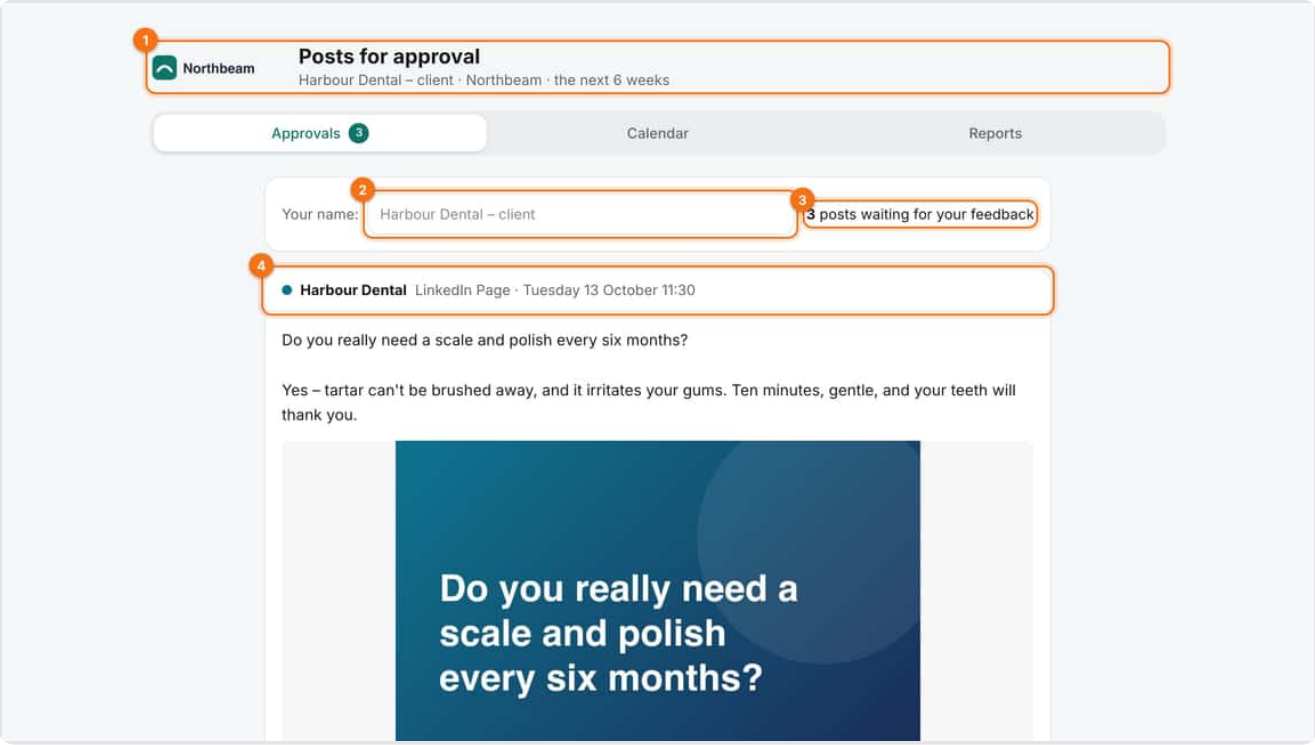


Figure 1 – The approval page: header, your name, the number of posts waiting and the post cards.

1 **Header**	**Posts for approval**, below it: the link's name (who it's for, e.g. “Marketing team”), the agency's name and **the next 6 weeks**. If the agency uses its own branding, you see its logo and colour here, otherwise the Sayweek mark.
2 **Your name:**	Type your name – it's shown next to your comments. If you leave it empty, the link's name is used instead. Your browser remembers it, so you don't have to type it again next time.
3 **posts waiting for your feedback**	How many posts you haven't responded to yet (neither approved nor asked for changes) – including posts changed since your approval.
4 **Post header**	The brand (with a coloured dot), the platform (e.g. Instagram, LinkedIn) and the planned day and time.
Status	Once you've responded to a post: ✔ **Approved** (green), **You requested changes** (amber) or ↻ **Changed since your approval** (blue).

What's on the list?

- You see the posts of the link's brand(s) that are planned for **today and the next 6 weeks** and haven't gone out yet.
- Only posts with finished text are shown – empty drafts aren't.
- When the agency sends a post for publishing, or it goes live, it disappears from the list. Posts more than 6 weeks ahead appear as they get closer.
- When nothing is waiting for you, you see: “No posts are waiting for approval right now. New ones will show up at this same link.”

> i Times are shown in the time zone of the agency's workspace (for example London time). If you're in a different time zone, keep this in mind.

A post card

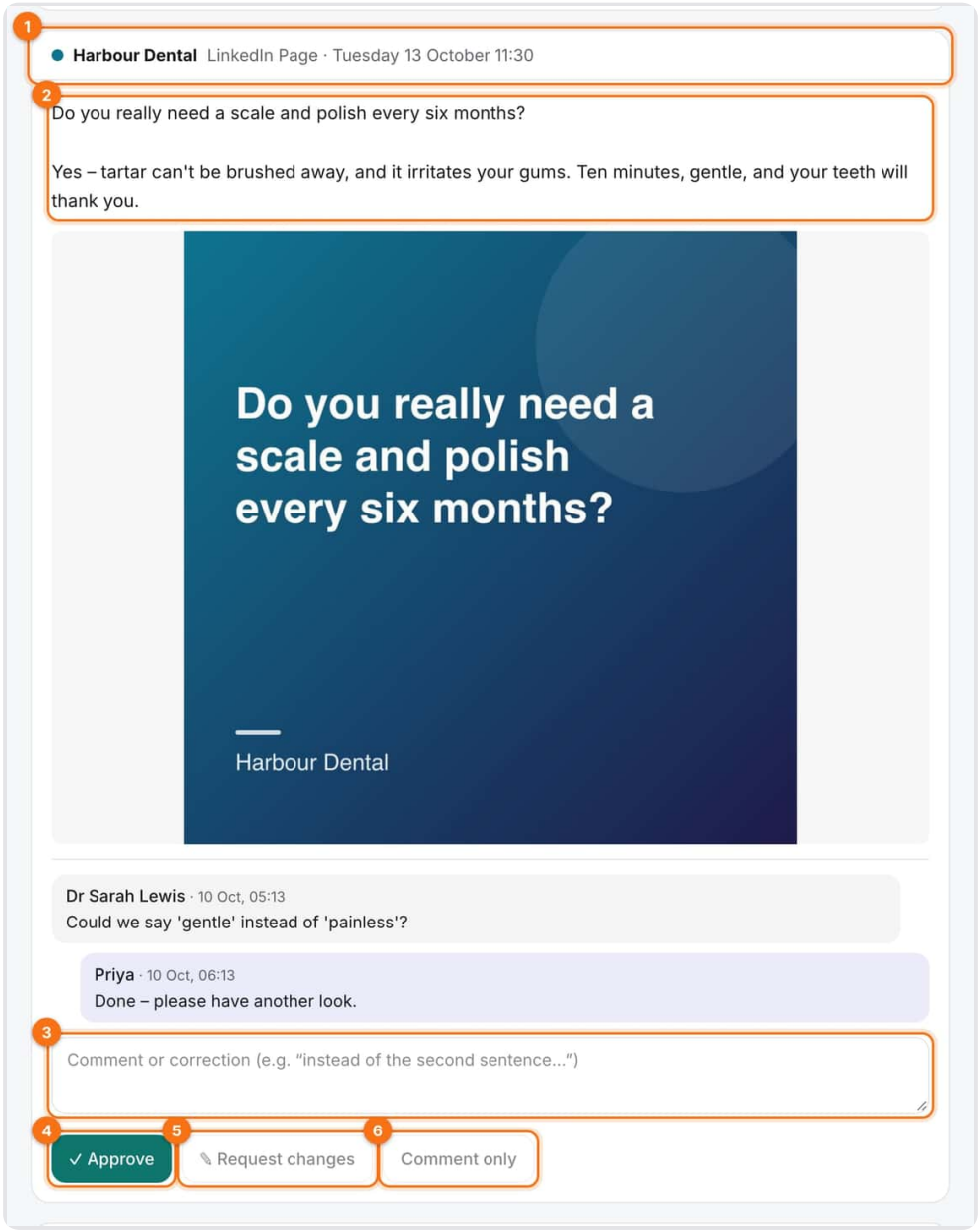


Figure 2 – A post waiting for approval: text, image, comment box and the three buttons.

1	**Header**	Brand, platform, day and time.
2	**Post text**	Exactly as it will appear. For long texts, **...more** expands it and **Less** collapses it. Below it: the hashtags, the image and – if there is one – the **First comment:** (the first comment posted under the post).
3	**Comment box**	Type your request or comment here (up to 4,000 characters).
4	**✔ Approve**	The post can go. If you typed something in the box, it's added to your approval.
5	**Request changes**	Something needs changing – describe what in the box.
6	**Comment only**	A question or remark, without a decision.

03 The client portal: Calendar and Reports

The tabs at the top

Your link opens a small client portal in your agency's branding. Besides the approval list (**Approvals**), the tabs at the top show your content calendar and – if your agency switched it on – your monthly reports. You only ever see your own brand(s).

Approvals	The approval list described in this guide; the number on the tab shows the posts waiting for your feedback.
Calendar	A month view of what's planned and what already went out for your brand(s). Click a post to read it; a published one has a link to the post on the network.
Reports	Your monthly PDF reports of the last 12 months – what went out, how it performed and the best posts – only for your brand(s). **Open** shows it, **Download** saves it. The tab only appears if your agency allowed it.

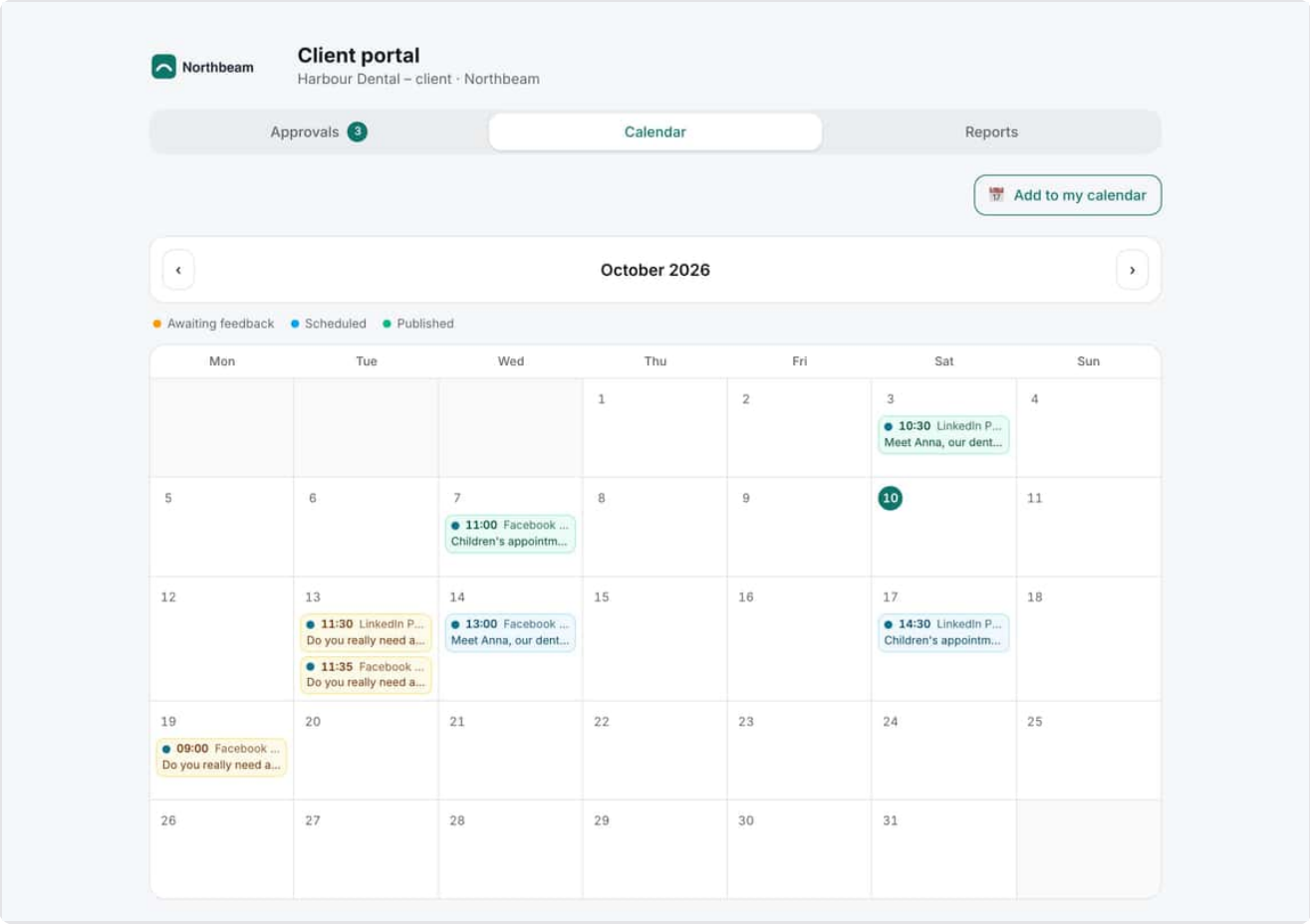


Figure 3 – The Calendar tab: the month's planned and published posts.

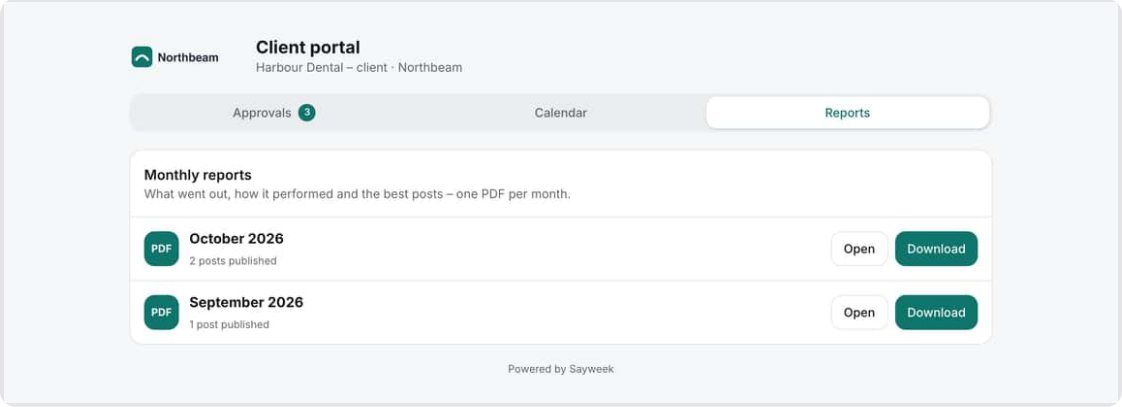


Figure 4 – The Reports tab: one PDF per month, to open or download.

> **i** If your agency uses its own domain, its start page (e.g. review.agency.com) is a welcome page with the agency's name and logo – you still get in with your personal link, without an account or password.

04 Approve, request changes, comment

The three buttons

Each post has three possible responses. You can respond again at any time – your latest approval or change request is what counts.

> **Approval in several steps**
> Your approval may be one step of several: some agencies have a post checked internally (e.g. by an editor and the account lead) before it reaches you, and only schedule it after your step. Nothing changes for you – the buttons are the same; if the text changes after you approved it, the post comes back to you for another look.

Approving

1. Read through the post (text, image, first comment, time).
2. If everything is fine, click ✔ **Approve**. You don't have to write anything – but if you do (e.g. “Good to go, thank you!”), it's shown too.
3. The card shows ✔ **Approved**, with your response, your name and the time below.

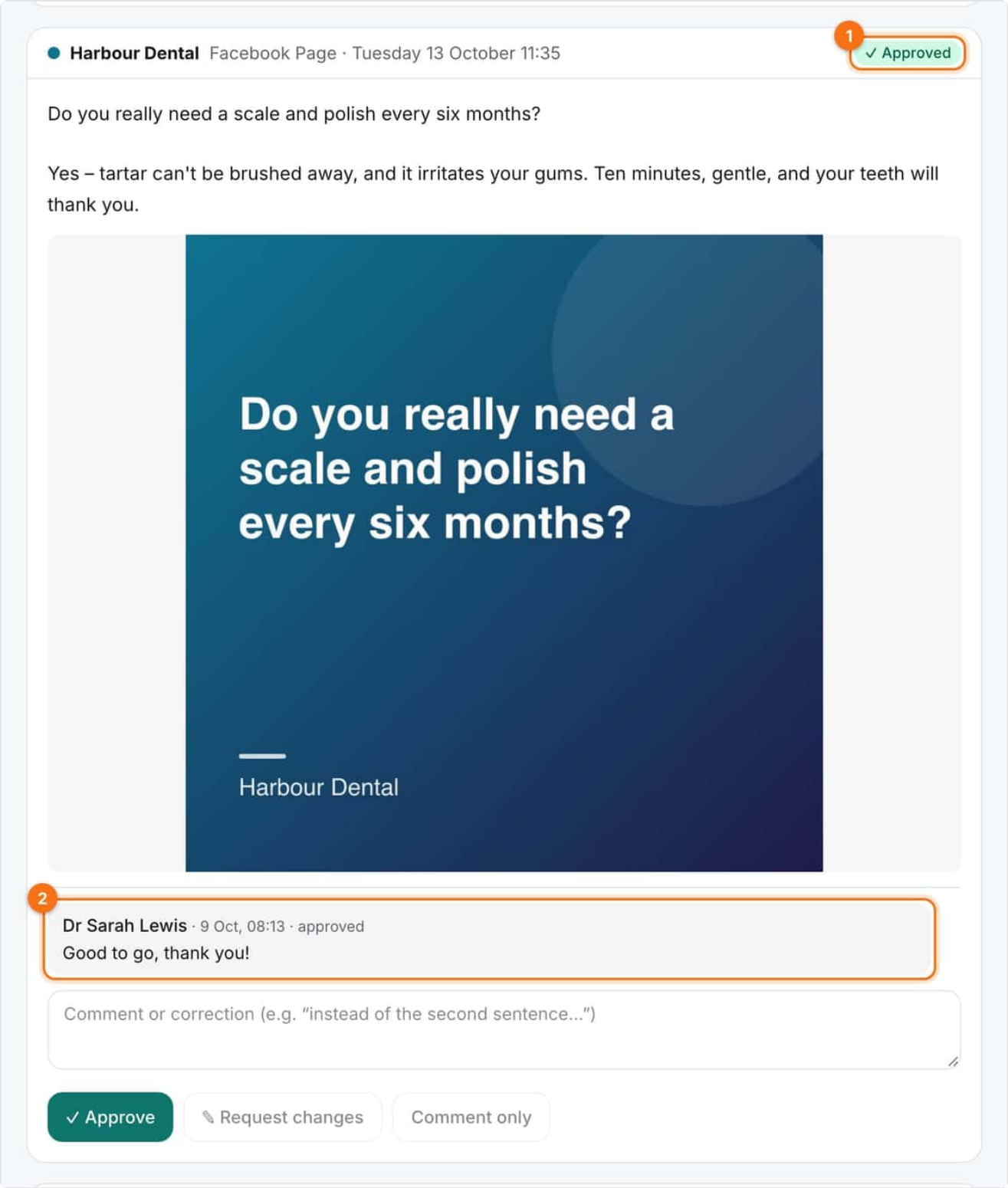


Figure 5 – An approved post: green status and your response in the conversation.

1	**✓ Approved**	Your approval. The agency sees the same in their app ("approved by the client").
2	**Your response**	Name, time, "approved" and – if you wrote one – your text.

Requesting changes or commenting

1. Type in the comment box what you'd like changed – as concretely as you can (e.g. “change ‘on Saturday’ to ‘on Saturday afternoon’ in the second sentence”).
2. Click **Request changes** – or **Comment only** if you just have a question or remark.
3. Your text appears under the post; for a change request the card also shows **You requested changes**.

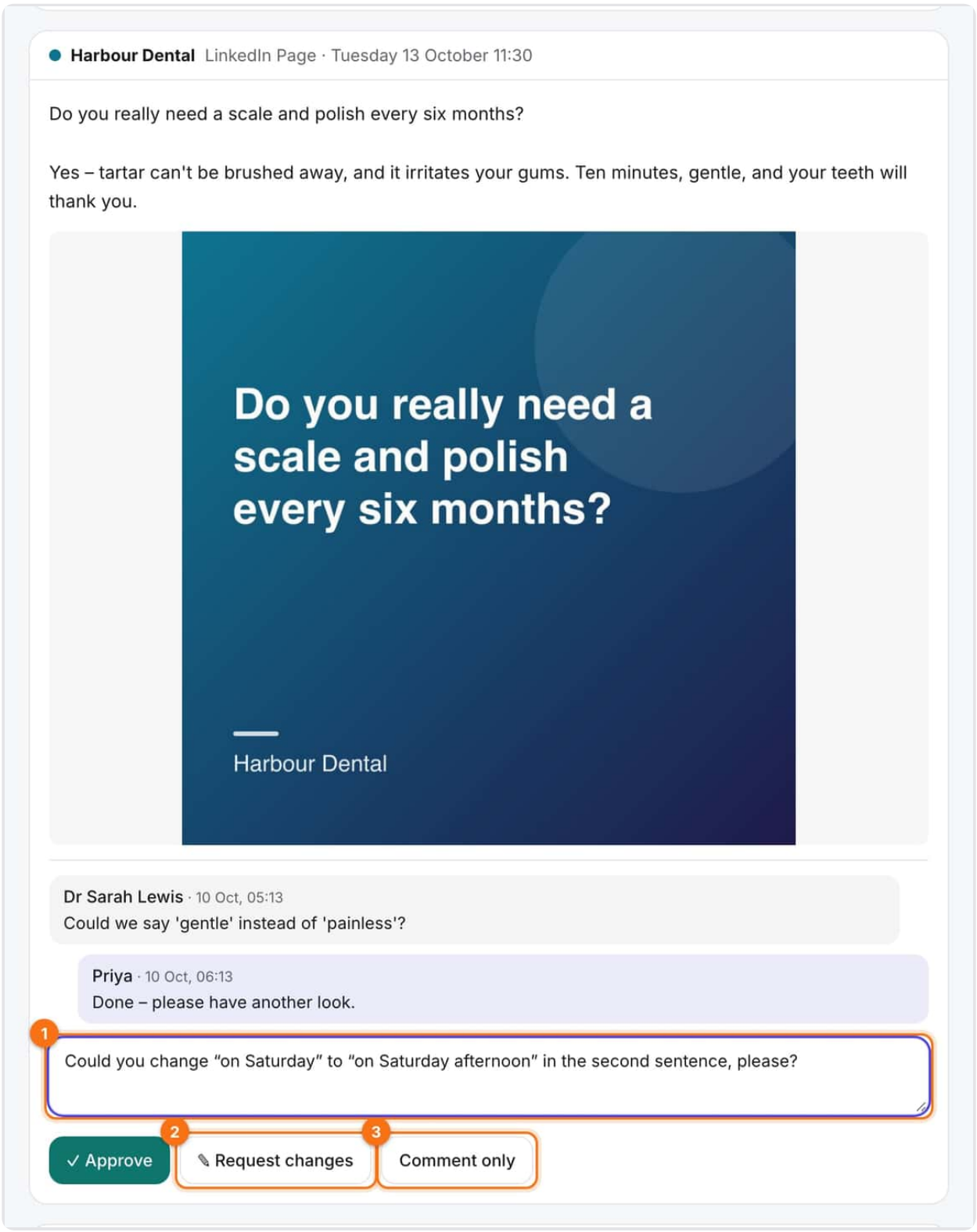


Figure 6 – A typed request: Request changes and Comment only only work with some text.

1	**Comment box**	It needs at least a few words – with an empty box the two buttons can't be clicked (“Write a few words.”).
2	**Request changes**	The post's status becomes “requested changes”, and the agency is notified.
3	**Comment only**	The status doesn't change; the comment appears in the conversation.

> ✔ **Tip**
> Changed your mind? Just respond again: you can approve a post after requesting changes (e.g. once the agency has fixed it), and request changes after approving. The card always shows your latest decision.

If the post changed after your approval

Your approval holds for the content you saw. If the agency then changes the post's text, hashtags, first comment, image or carousel, the card shows ↻ **Changed since your approval** instead of the green status, and the post counts again among those waiting for your feedback. Look at it again: if it's still fine, approve it once more; if not, request changes.

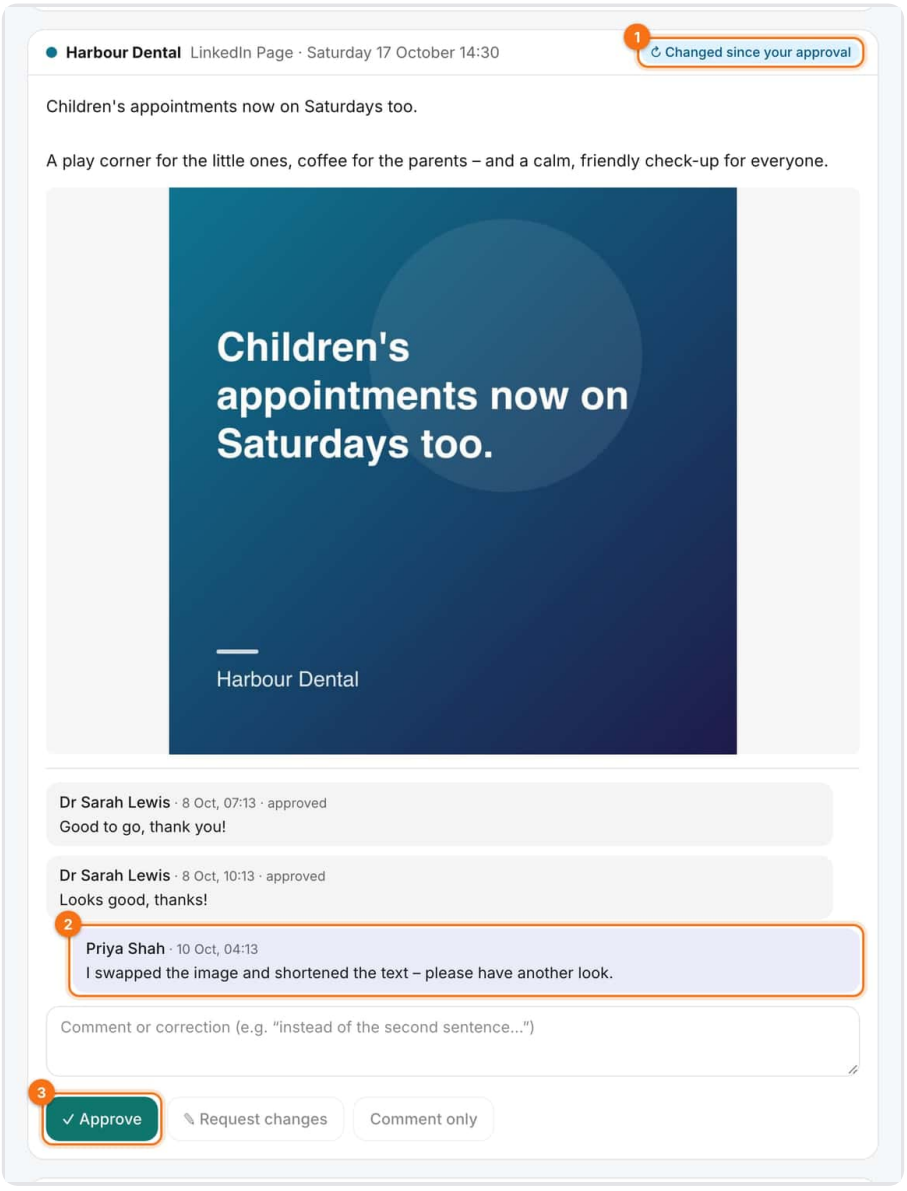


Figure 7 – A post edited after your approval: blue status, and it can be approved again.

1	**↻ Changed since your approval**	The agency changed the post after you approved it. The agency sees the same in its own view.
2	**The agency's comment**	If the agency added a note, you see here what it changed.
3	**✔ Approve**	Approves the current version again – the status turns back to **✔ Approved**.

Comment-only links

The agency can also create a link that can't approve – for example for a legal or expert review. Then the **✔ Approve** button isn't shown, only **Request changes** and **Comment only**.

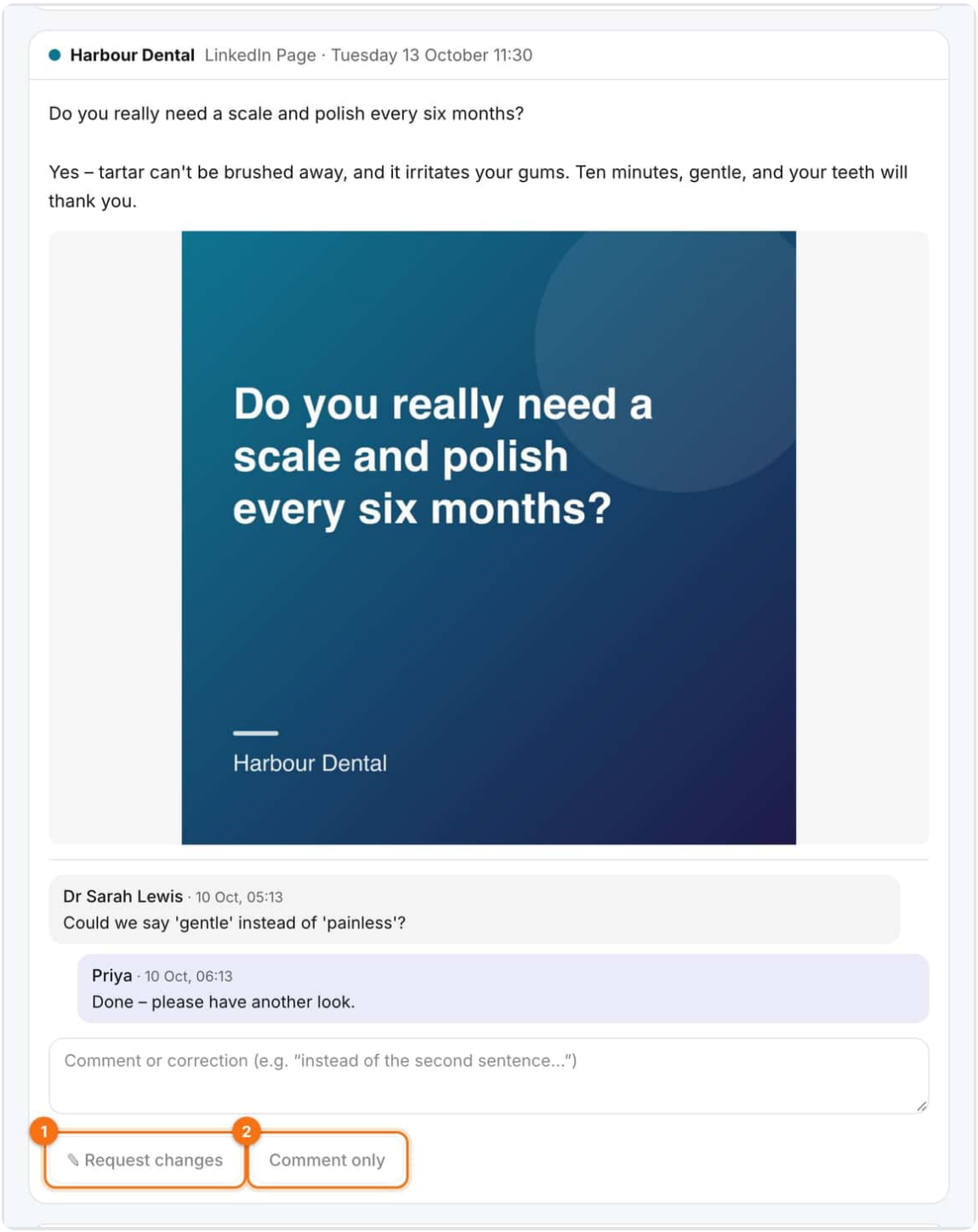


Figure 8 – A comment-only link: the approve button is missing.

1 **Request changes**	Works just as on an approval link.
2 **Comment only**	A question or remark. There is no ✔ **Approve** button on this link – the link's name (in the header) usually says what it is for.

05 Talking with the agency

What happens after you respond?

Your responses don't get lost in an inbox: they collect in one conversation per post, which both you and the agency can see.

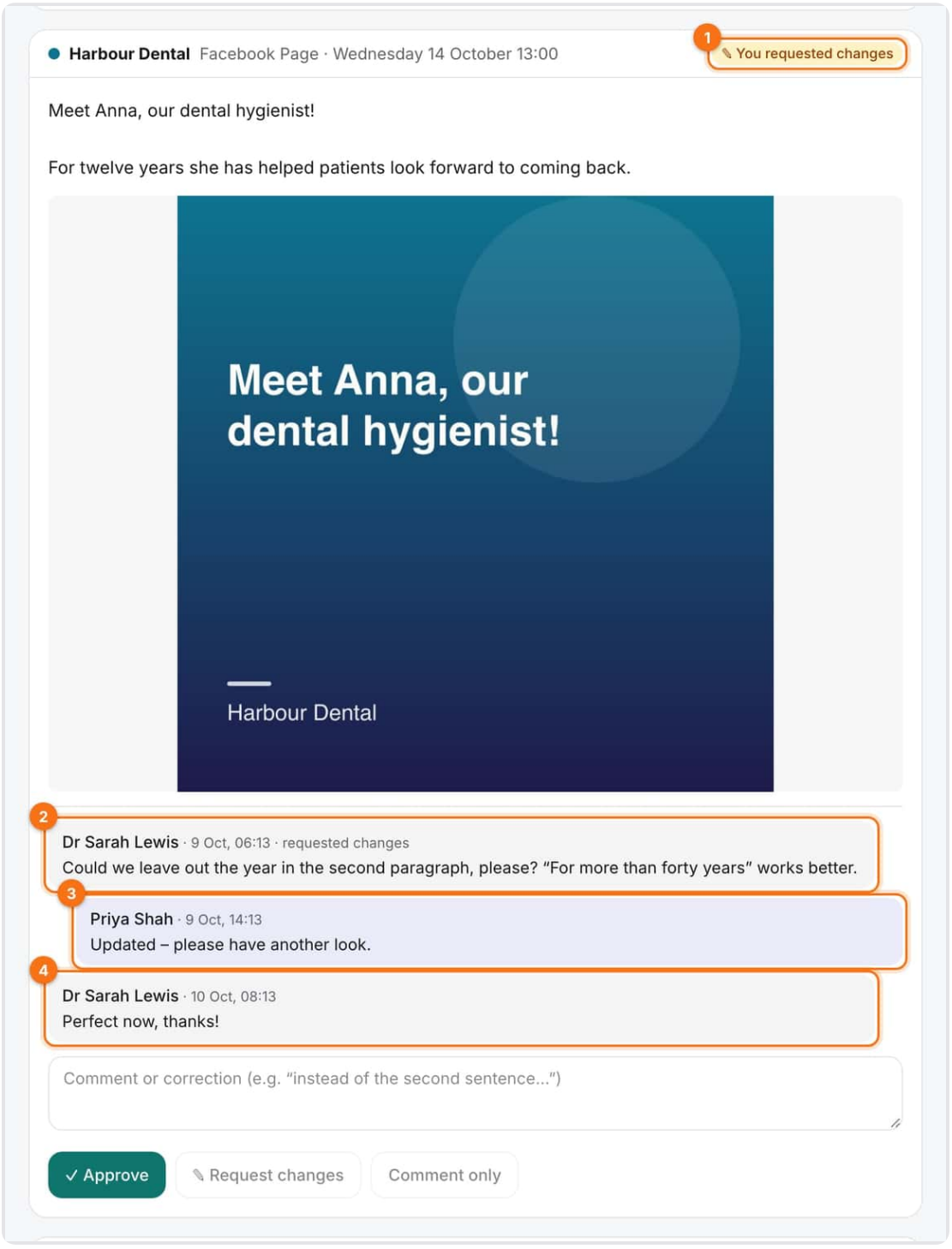


Figure 9 – A change request, the agency's answer and your follow-up comment under one post.

1	**You requested changes**	The post's status, following your latest decision.
2	**Your message**	Aligned left on a grey background: name, time, type of response and text.
3	**The agency's answer**	Indented on the right with a coloured background. The agency answers in their own app, on the post – you see it on the link.
4	**Follow-up comment**	To reply, simply write a new comment in the box at the bottom of the card.

What happens after you respond?

- The agency gets a notification right away (for example “{your name} approved” or “… requested changes”), and the **Client feedback** section appears on the post.
- If the agency connected Sayweek to its own tools (e.g. Slack, Teams), your response may appear there too.
- The agency fixes the post, answers and schedules it with its own approval. When the post goes out for publishing, it disappears from your list.
- The link always shows the current state: reload the page if the agency has answered in the meantime.

> i An answer from the agency closes your earlier, unanswered comments on their list – so if you still have a question, write a new comment rather than only referring to the old one.

06 Other pages your agency may send you

Case study and testimonial

Besides the approval link, your agency may send you two other short pages – also without sign-in, in the agency's (or its client's) branding. On both, you decide what may be used.

A few words about our work together (case study)

After a successful project, the agency may ask you three short questions for a case study. Answer them in a few sentences, give your name (and role, if you like), and under **What may we use?** tick what may appear: the company name, the logo, word-for-word quotes with your name. Whatever you don't tick isn't used – if nothing, the story is told without names. **Send** submits it; **Not right now** declines.

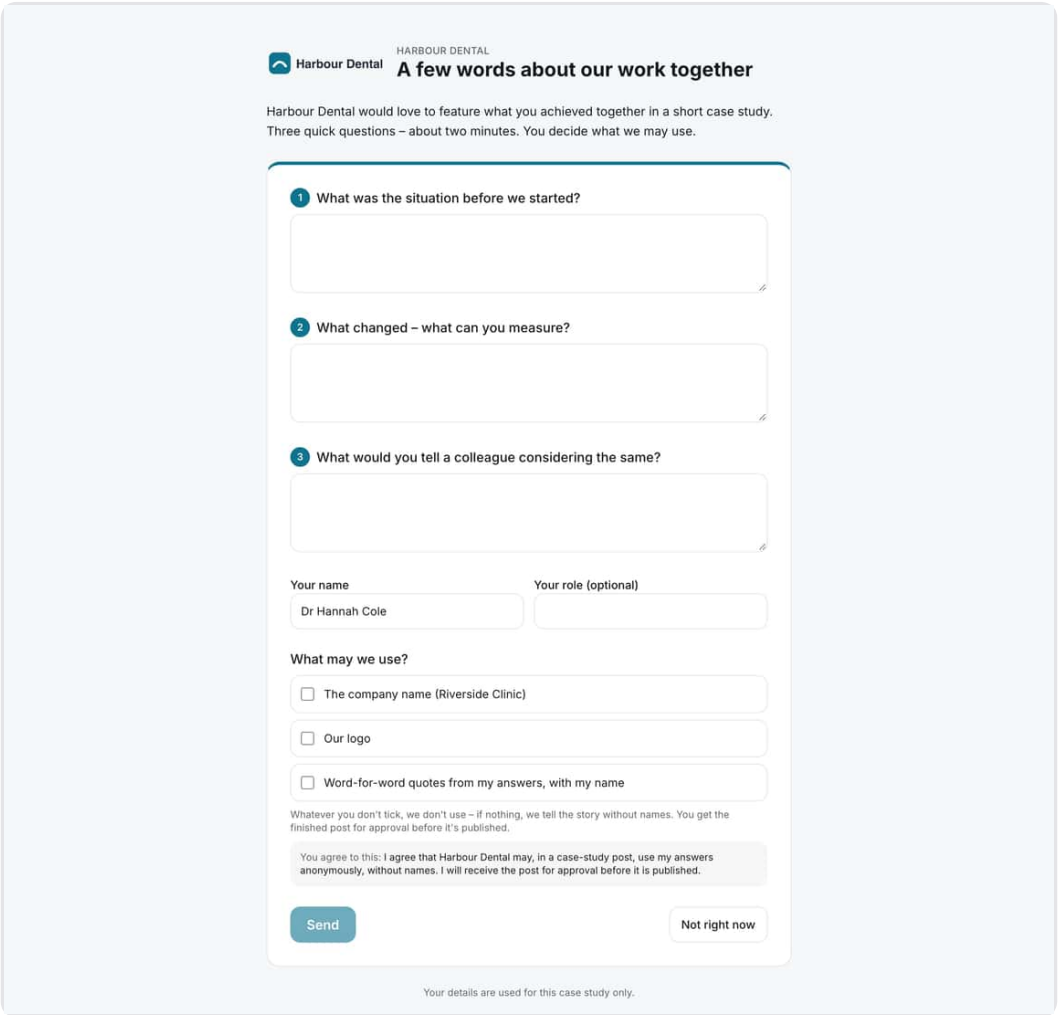


Figure 10 – The case-study page: three questions, your name and what may be used.

Later you get the finished post on the same page for approval: approve it or ask for changes. It can't be published until you've approved exactly that text – if the agency changes it afterwards, they have to send it to you again.

May we share what you wrote? (testimonial)

If you sent the agency a kind message or review, they may ask whether they can show it – in a post and as a quote graphic. The page shows your words exactly; choose how you appear (**Full name**, **Initials** or **No name**), then **I agree** or **Rather not**. The consent covers exactly this text: if it changes, they have to ask again.

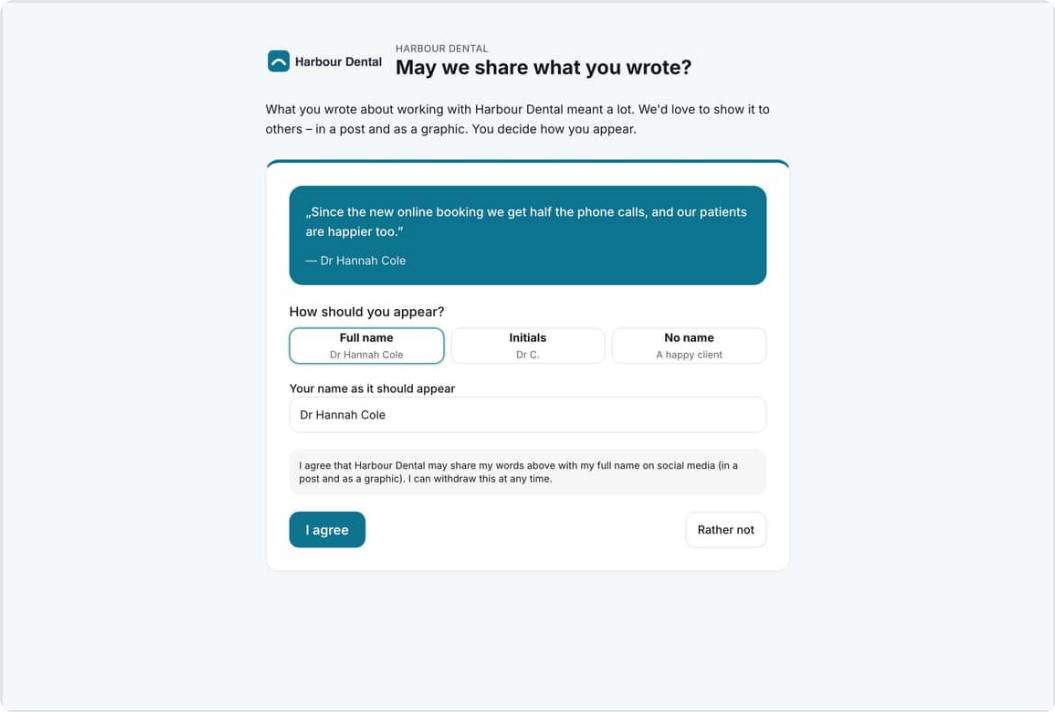


Figure 11 – The testimonial consent page: your words, how you appear, and your decision.

> i The exact consent text, its time and your name are saved with the agency – that's what proves you agreed.

A read-only content calendar

Your agency may also send you a calendar link (it starts with /c/...). It opens a simple page with what's scheduled, approved and published for your brand – the first line, the channel and the time of each post, never the full text – and you can subscribe to it in Google Calendar, Outlook or Apple Calendar, where it updates by itself.

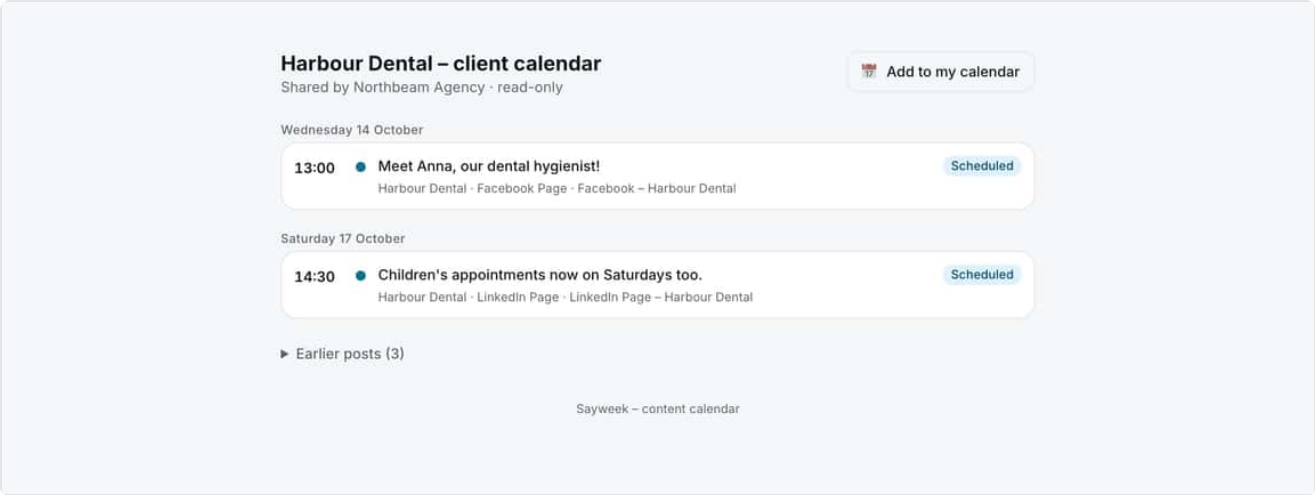


Figure 12 – The shared calendar page: the coming posts by day, with the subscription buttons.

> i It's read-only – there is nothing to approve here. Times show in your own time zone. Anyone with the link can see it, so don't post it publicly; your agency can revoke it at any time, and then the page and the subscription stop.

07 Phone, language and security

Practical notes

A few practical things: how the link looks on a phone, which language it uses, and what to keep in mind about the link's security.

On a phone

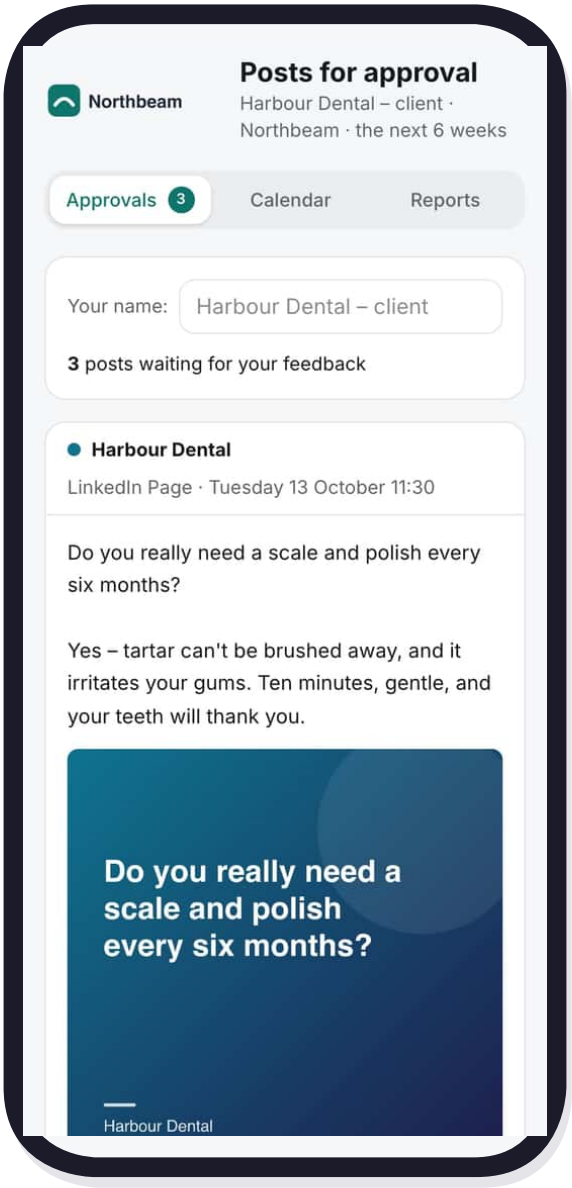


Figure 13 – The approval page on a phone: the same cards and buttons, stacked.

On an iPhone, the approval link can also open as a lightweight App Clip of the Sayweek app (from the App Store) – the same page, without installing anything. If the App Clip card doesn't appear, the link simply opens in Safari.

Language

The page opens in your browser's language (Hungarian, English or German) – or in the language you chose earlier in Sayweek in this browser. There's no separate language switch on the page. The posts themselves are, of course, in the language the agency wrote them in.

Link security

- **Anyone who has the link can open it.** Don't forward it to people who shouldn't see the posts, and don't post it anywhere public. If someone else from your team should review too, you can share the link with them – but ask them to type their own name.
- **The name you type isn't verified.** The agency sees whatever name you entered in **Your name:**.
- **The link can expire.** The agency creates it for 30 days, 90 days, 1 year or until revoked, and can revoke it at any time.
- **Only your brands' posts are visible** – you don't see the agency's other clients.
- If the agency uses its own domain, the link opens on their address (not on sayweek.com) – that's expected.

If the link no longer works

For an expired or withdrawn link, a short explanation page opens instead of the posts, in your language, with the agency's logo (the Sayweek mark without its own branding). Its title says what happened: **This approval link has expired**, **This approval link was withdrawn** or – if the agency's plan currently has no approval links – **This approval link isn't available right now**. For a wrong or unknown address: **This link isn't valid**.

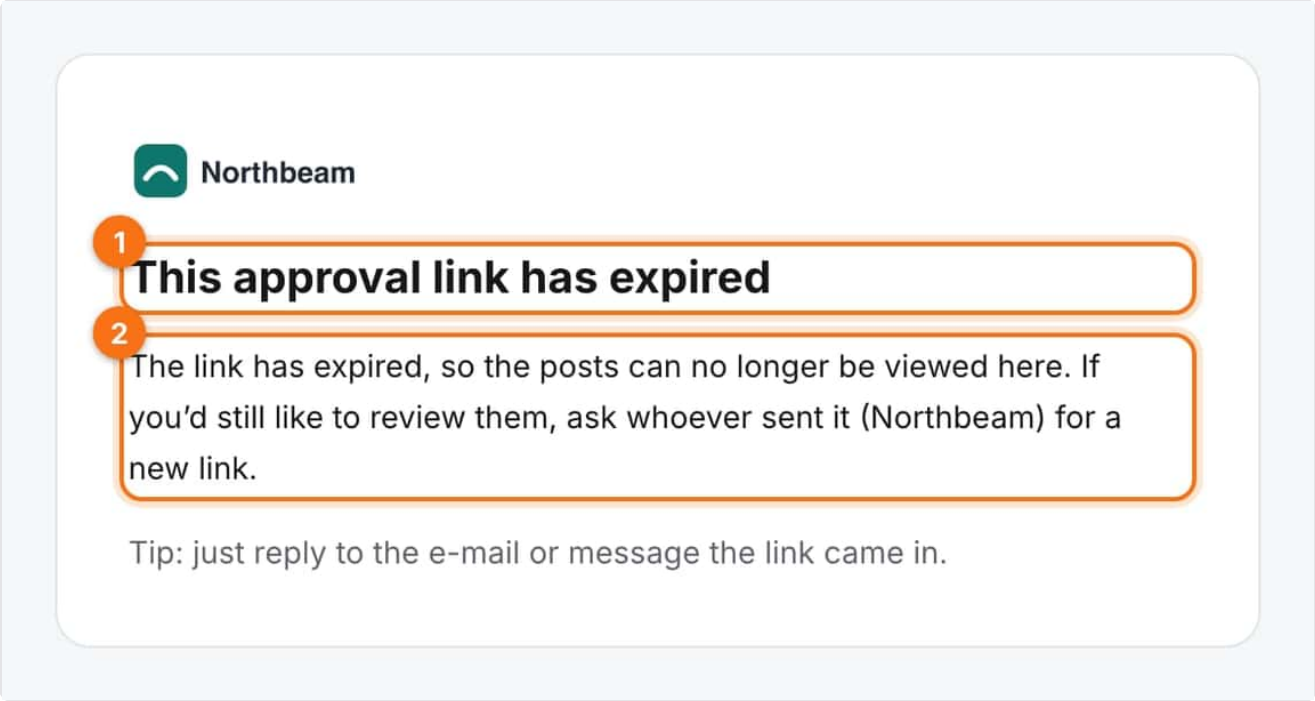


Figure 14 – An expired link: an explanation instead of the posts, and whom to ask for a new one.

1	**This approval link has expired**	What happened to the link.
2	**Explanation**	That the posts can no longer be viewed here and whom to ask for a new link (with the agency's name). Below it the tip: just reply to the e-mail or message the link came in.

If the link expires while a page is already open, the buttons stop with: “This link has expired or was revoked.” Your earlier comments stay with the agency.

> **i** With very many responses in quick succession (more than 30 a minute) the page says: “Too many attempts – wait a minute.” After a minute everything works again.

08 Frequently asked questions

FAQ

The most common questions about the approval link.

Q Do I need to sign up or enter a password?
No. The link itself is the access – no account, no password, nothing to install.

Q If I approve a post, does it go out right away?
No. Your approval is a signal to the agency; they schedule the post and give the final approval. The post appears at the planned time.

Q I can't see a post I know about. Where is it?
The link only shows posts for today and the next 6 weeks that haven't gone out yet, and only for the brands assigned to the link. Later posts appear as they get closer; posts already sent for publishing disappear.

Q I don't see the Approve button.
The agency created this link for comments only. Share your view with **Comment only** or **Request changes**, or ask for an approval link.

Q I clicked the wrong button. Can I undo it?
You can't delete a response, but you can override it: click the other button (e.g. **Request changes** after a mistaken approval) and add a note that it was a mistake. The card always shows your latest decision.

Q Can I forward the link to a colleague?
Yes, if they need to review too – everyone sees the same posts. Ask them to type their own name in **Your name:** so the agency knows who responded.

Q The link says it has expired or was withdrawn.
The agency made a time-limited link, or withdrew it. Ask them for a new one – just reply to the message the link came in. Your earlier comments stay with them.

Q I already approved the post, but now it says "Changed since your approval".
The agency changed it after your approval (text, image, hashtags or first comment). Look at it again and, if it's fine, approve it once more.