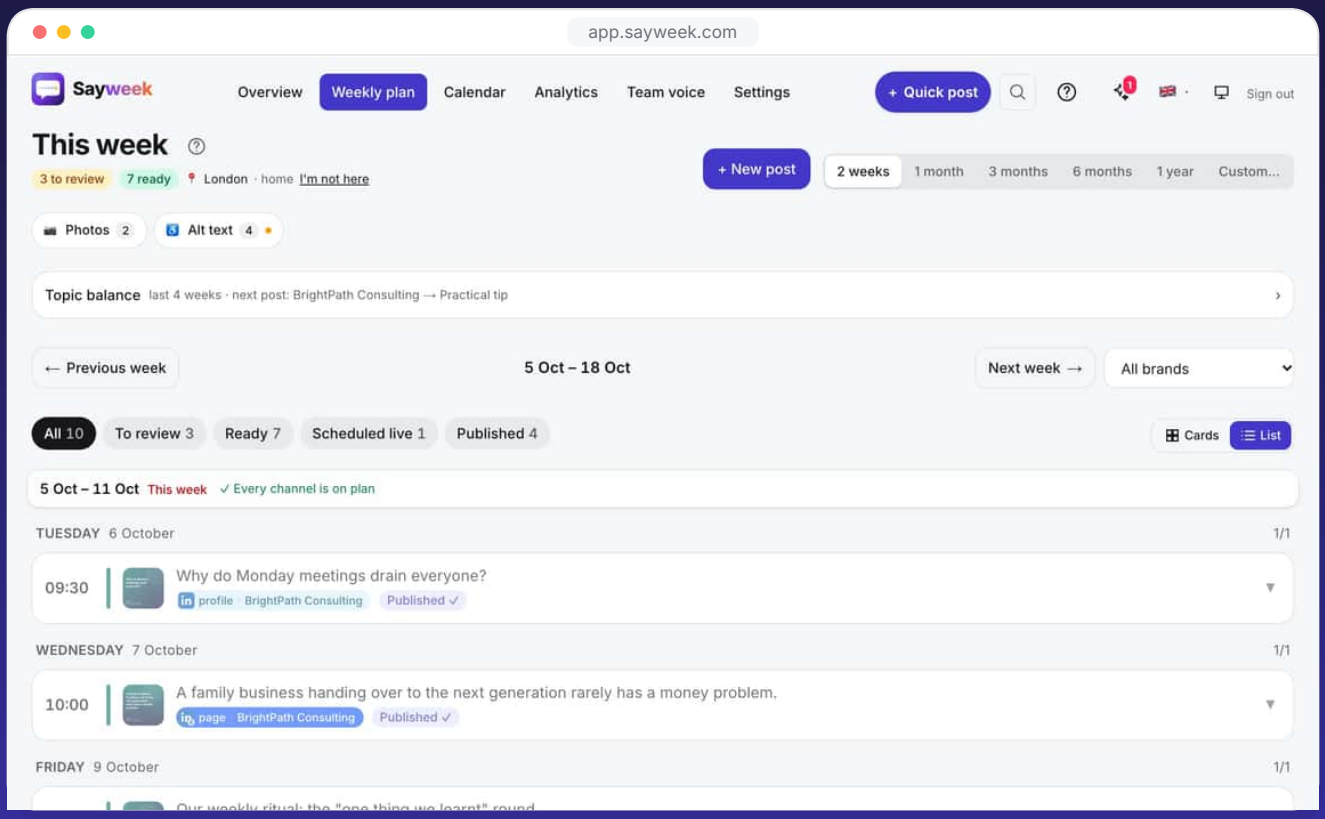
Sayweek

A GUIDE FOR CONSULTANTS, COACHES AND SMALL BUSINESSES

User manual

Using Sayweek step by step – from your first sign-in to an approved, scheduled post in your own voice.



Sayweek · Solo and Pro plans · English interface
Version: October 2026
The screenshots were taken in a local test environment with invented demo data – no real client, company or person appears in them.

Contents

1. Getting started 7

What is Sayweek? 7
Signing up 7
Signing up with an invite code 7
Signing in 8
First sign-in: accepting the terms 9
Free trial 10
The “60-second” setup (/kezdes) 10
“Is this you?” – checking the profile 11
Industry starter pack 13
Manual setup (five steps) 14
The screen layout 15
Search and commands (⌘K) 16
Notice bars below the header 16

2. The Overview and the weekly plan 18

The Overview 18
To-dos and readiness (panel) 21
The Weekly plan 22
Post statuses 23
Quick actions on a time slot 24
Missing post – filling an empty slot 24
Extras – posts alongside the plan 25
The “Write posts” panel 26
A new post on any day 26
Quick post – one post, several channels, four steps 27
Holidays and special days 32
Waiting list, topic balance, “what Sayweek takes into account” 33

3. Ideas 34

The five tabs 34
Dropping an idea into the Ideas box 35
Suggestions and decisions 36
Filtering by source 37
Where can ideas come from? 37
Adding a meeting transcript by hand 38
Posts from long content 38
A month-long series from long content 38
Bulk import 39
From news: the news radar 39
Trending topics in your field 40
From mail & calendar 41
Networking: 10 minutes a day 42
Sales opportunities 43
Post ideas from your comments 44
Client stories 44

4. Writing and editing a post with the AI 47

The editor layout 47
Editing the text 48
Regenerating 49
Clearing up questions 49
Image, video, graphics 49
Video cover (Reel, TikTok, YouTube) 50
More settings and preview 50
Quality checks: blockers and warnings 50
Automatic fitting when sent 51
At the bottom of the editor: carousel, reuse, versions, provenance 53
Compliance check (regulated industries) 54
Language variants 55
Opening-line test (A/B) 55
Alt text 56
Video from this post – the teleprompter 57
Blog article from this post 57
Photo assistant (Photos) 58
Photos to post – a carousel, collage or video from an event's photos 59
Templates 62
Co-posts with other companies 63
Coming soon in the editor 64
The post language 65
A published post 65
Replies on Threads 65

5. Your voice and team voice 66

Brand rules and samples 66
The brand's tone note, content pillars and banned words 67
Sample posts and the story bank (Ideas → From news) 69
Quick start from your past posts 70
Client names 71
Team voice – what does it mean for an individual user? 71

6. Approval and scheduling 73

A post's life cycle 73
Approving 73
Revoking 74
Test and live mode 74
Pause publishing 75
Publish now 76
What happens at the set time? 76
If something didn't go out 76
Posting days and times 77
Time zone and travel 78
The line – how Sayweek knows where you are 79
Public holidays and blocked days 81
Two-step approval and client approval 81
Multi-step approval chains 82
Approving without internet (offline mode) 84

7. Calendar 86

Views and navigation 86
Quick view of a post 87
Moving by dragging 88
Moving to an exact date 88
With the keyboard 88
Your post calendar in your own calendar (iCal) 88
A shareable calendar for your client 89
Campaign planner 90

8. Brands, channels and connecting your networks 92

The page layout 92
Directly or via Postiz? 93
Connecting an account 94
Switch to direct: posts scheduled in Postiz 95
Connecting Postiz 95
A new brand 96
Setting up a channel 97
Quick actions on the channel card 98
Moving a channel to another brand 98
Disconnecting and deleting 98
Regulated industry safety net 99
Hiring mode 101
Industry, country and the evergreen setting 102
Your plan's limits 102
Cross-posting (channel groups) – in brief 102

9. Integrations 103

The All integrations page 103
What the statuses mean 104
The detail panel 104
The set-up wizard 105
The About (“i”) window 105
Requesting an integration 106
Microsoft 365 and Google Workspace: one account, four features 107
E-mail and calendar 108
Meetings: Zoom, Google Meet, Teams, Fireflies, Fathom, tl;dv 109
CRM: HubSpot and Pipedrive 111
Notes and databases: Notion, Airtable 111
Design and media: Canva, Figma, Google Drive, Dropbox, OneDrive, Unsplash 112
Analytics: Google Analytics 4 112
Notifications to other apps: Slack, Teams, Discord 112
Ideas from your Slack or Teams “wins” channel 113
AI assistants, API and automation 113
Task apps: ideas in, to-dos out 116
Calendly and Cal.com: meetings booked from your posts 117
The other integrations in brief 118

10. Analytics and what Sayweek learned 119

Before you start 119
The Overview tab 119

Evergreen candidates 120
Compared to similar businesses 121
Business results: which post brought customers? 121
The Posts tab and a post's details 123
The other tabs 124
LinkedIn profile audit 125
Topic gap watcher 126
Profile health 127
A downloadable guide from your best posts 128
Mentions: what people say about you 129
Ads: boosting a post (coming soon) 130
The Watch page: crisis brake, critical comments, second chance 130
What Sayweek learned 133
Managing the learned rules 134
Monthly newsletter 135

11. Weekly interview 137

How it starts 137
Answering the questions 138
Summary and post suggestions 139
When and what it asks about 139
Weekly call – the interview by phone 140

12. Telegram bot, browser extension and phone app 142

Telegram and WhatsApp 142
Browser extension: Save to Sayweek 143
The phone apps 145
Linking your phone 145
Apple Reminders and Siri (iPhone) 146
One tap on your phone 147

13. Notifications and reminders 148

The daily reminder 149
Turning on push notifications 149
Connection expiry reminders 150
The morning networking summary 150
Watchers: crisis, critical comments, second chance 150
Monday summary and weekly photo prompts 151
Who gets what? 151

14. Subscription and billing 152

The plans 152
Your current plan and usage 153
Buying an AI pack 153
Comparing and choosing plans 154
Changing plans 155
Payment method and billing details 155
Invoices 155
Cancelling 155
When the trial ends 156
Refer a friend 156
Inviting colleagues and following your referrals 157

15. Account, data and privacy 159
Account & security 159
Password and passkeys 160
Two-factor authentication 160
Devices & sessions 160
Language & time zone 160
Data and privacy 161
What exactly does deleting the account do? 162
Compliance & AI transparency 162
The provenance log of a post 164
16. FAQ and troubleshooting 166
Publishing 166
Connections and integrations 166
AI and quotas 167
Signing in and your account 167
Notifications, subscription, data 168
Is Sayweek working right now? 169
Help and support 169
Rate our help 170

01 Getting started

Sign-up, sign-in, the first setup, the screen layout

This chapter walks you through day one: how to sign up and sign in, what the first sign-in asks for, how Sayweek sets up your workspace from your website in about a minute, and where to find the important things on the screen.

What is Sayweek?

Sayweek is a social media assistant for consultants, coaches, experts and small businesses. Claude (the AI) writes your LinkedIn, Instagram, Facebook and other posts in your voice and places them on your channels' posting days in the weekly plan; you review and approve them, and Sayweek publishes them at the set time – directly to the network or through the Postiz scheduler. It also draws ideas from your own notes, the news, your e-mails, your meetings and your calendar. **Nothing goes out without your approval.**

Signing up

On the sign-up page (**Try it free for 14 days**) you have two options:

- **Sign up with Google** – one click, no password. (The button only shows when Google sign-in is switched on.)
- With your e-mail: fill in **Your name**, **E-mail** and **Password (at least 10 characters)**, tick acceptance of the Terms and the Privacy Policy and the B2B statement (**I am signing up as a business…**), then click **Sign up**.

With an e-mail sign-up you'll see **Check your inbox!**: click the link in the confirmation e-mail, your account is created, and from then on you sign in with your e-mail and password.

> i Sayweek is for businesses only (B2B): use it as a company, a sole trader or for your professional activity.

Signing up with an invite code

If sign-up is currently invite-only, the page title is **Try it for free**, and below it: “Sign-up is invite-only right now.” Then there are two ways in:

- **Invite code** – the first field of the form (e.g. “SAYWEEK-7KQ4”). Sayweek checks it as you type and says what it gives you (e.g. “Valid code: 30-day trial…”). The trial length and plan then come from the code. If you got an invite link (…/regisztracio?kod=…), the code is already filled in.
- **Personal invitation by e-mail** – coming from the e-mail's link, the address is filled in; sign up with that address.

With open sign-up you can enter a code too: click **Have an invite code?** (the field is then called **Invite code (if you have one)**). For an invalid, expired, used-up or withdrawn code the form says what's wrong.

Signing in

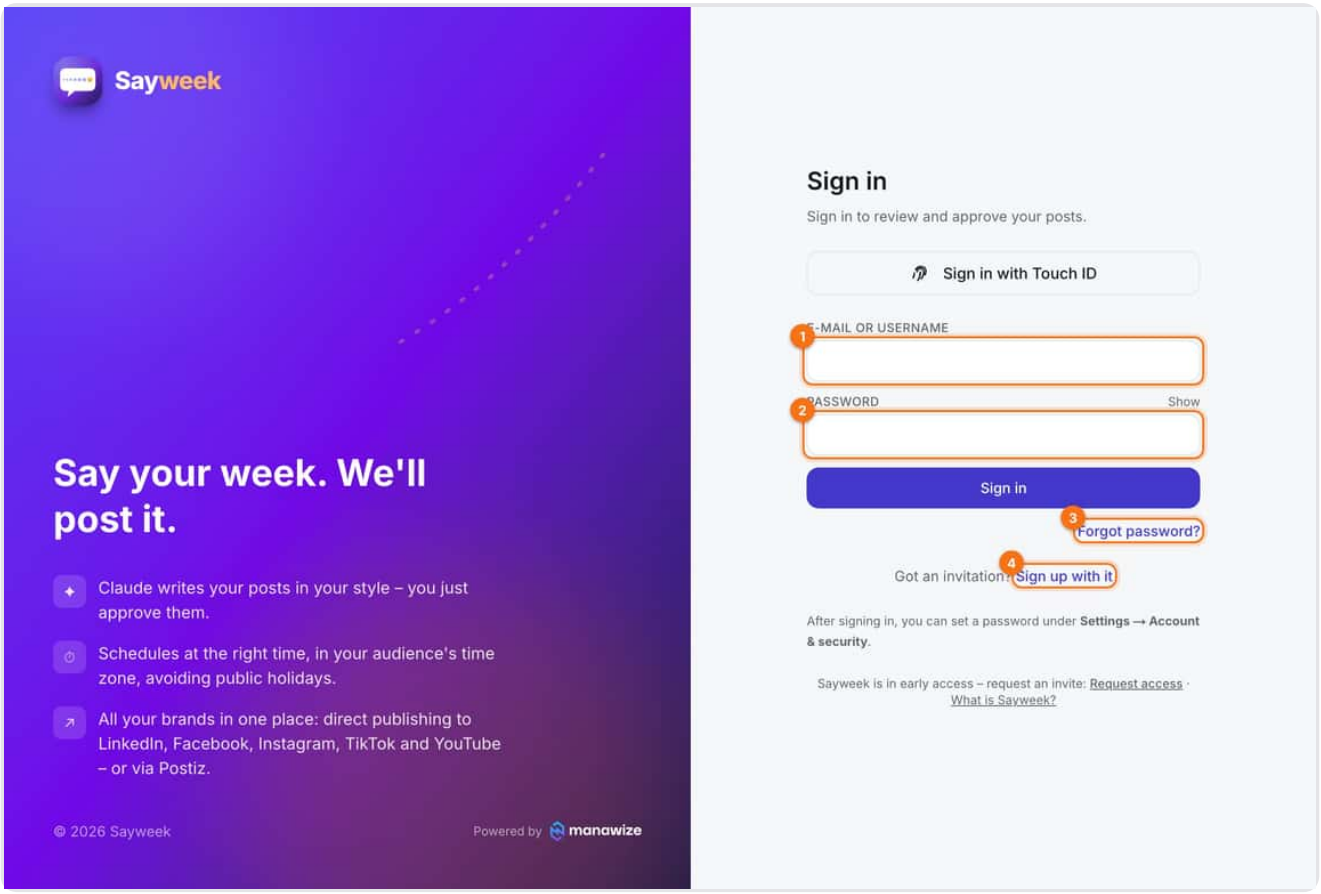


Figure 1 – The sign-in page: passkey, Google / Microsoft (when switched on) and e-mail + password.

1	**E-mail or username**	Your e-mail address (or your username, if you set one).
2	**Password**	The password from sign-up. If you have two-factor authentication on, an **Authentication code** field appears after the password.
3	**Forgot password?**	Request a new password by e-mail. Saving the new password signs out all your earlier sessions.
4	**Sign up – 14 days free**	If you don't have an account yet (invite-only mode: **Got an invitation? Sign up with it**).

Above the password form there are more ways to sign in:

- **Sign in with passkey** (on a Mac **Sign in with Touch ID**) – no password, with your fingerprint or face. This only works after you've added a passkey under **Settings → Account & security** (see the Account & security chapter).
- **Continue with Google** and **Continue with Microsoft** – when they're switched on on the server. With a new Google account this is also your sign-up.

> ✔ **Tip**
> You can add a password to an account created with Google later, under **Settings → Account & security** – then you can also sign in to the phone app with a password.

First sign-in: accepting the terms

On a new account's first sign-in – however you signed up – Sayweek first asks you to accept the legal terms. It's a single screen:

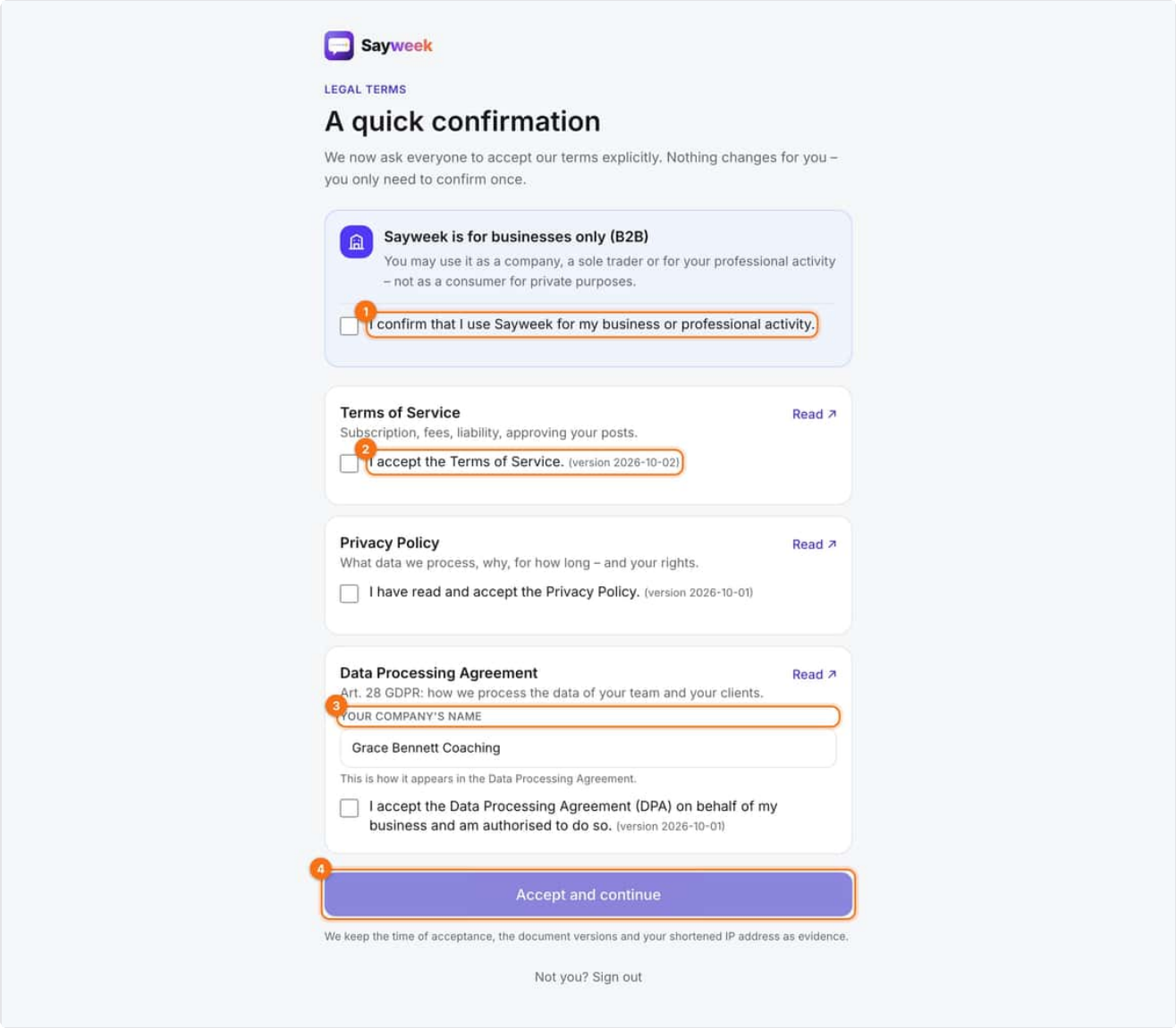


Figure 2 – The first sign-in: accepting the terms (one screen, one click).

1	**B2B statement**	**I confirm that I use Sayweek for my business or professional activity.** – required.
2	**Terms of Service and Privacy Policy**	Two checkboxes; the **Read** link opens the document (with its version) in a new tab.
3	**Data Processing Agreement (DPA)**	Only the workspace owner gets it: you accept it on behalf of your business. This also needs **Your company's name** – that's how it appears in the agreement.
4	**Accept and continue**	Active once every box is ticked. Then the first setup (**/kezdes**) follows.

> i Sayweek keeps the time of acceptance, the document versions and your shortened IP address as evidence. When the terms are updated later, the same screen appears again (“We've updated our terms”) – for a while you can postpone it with **Later**.

Free trial

A new workspace starts with a **14-day free trial**, no card required (with an invite code, for the code's length). The 14 days count from your first real use: when you open the first setup for the first time after accepting the terms, the trial restarts at its full length. During the trial you can use up to 2 brands and 4 channels, and have up to 20 posts a month written by the AI. Plans and payment are covered in the Subscription chapter.

The “60-second” setup (/kezdes)

After accepting the terms, Sayweek takes you to the setup screen: **Your first week in 60 seconds**. No long forms: you enter your website (and a few past posts if you like), Sayweek reads it, describes who you are, your voice and what's worth posting about, then writes your first week of posts.

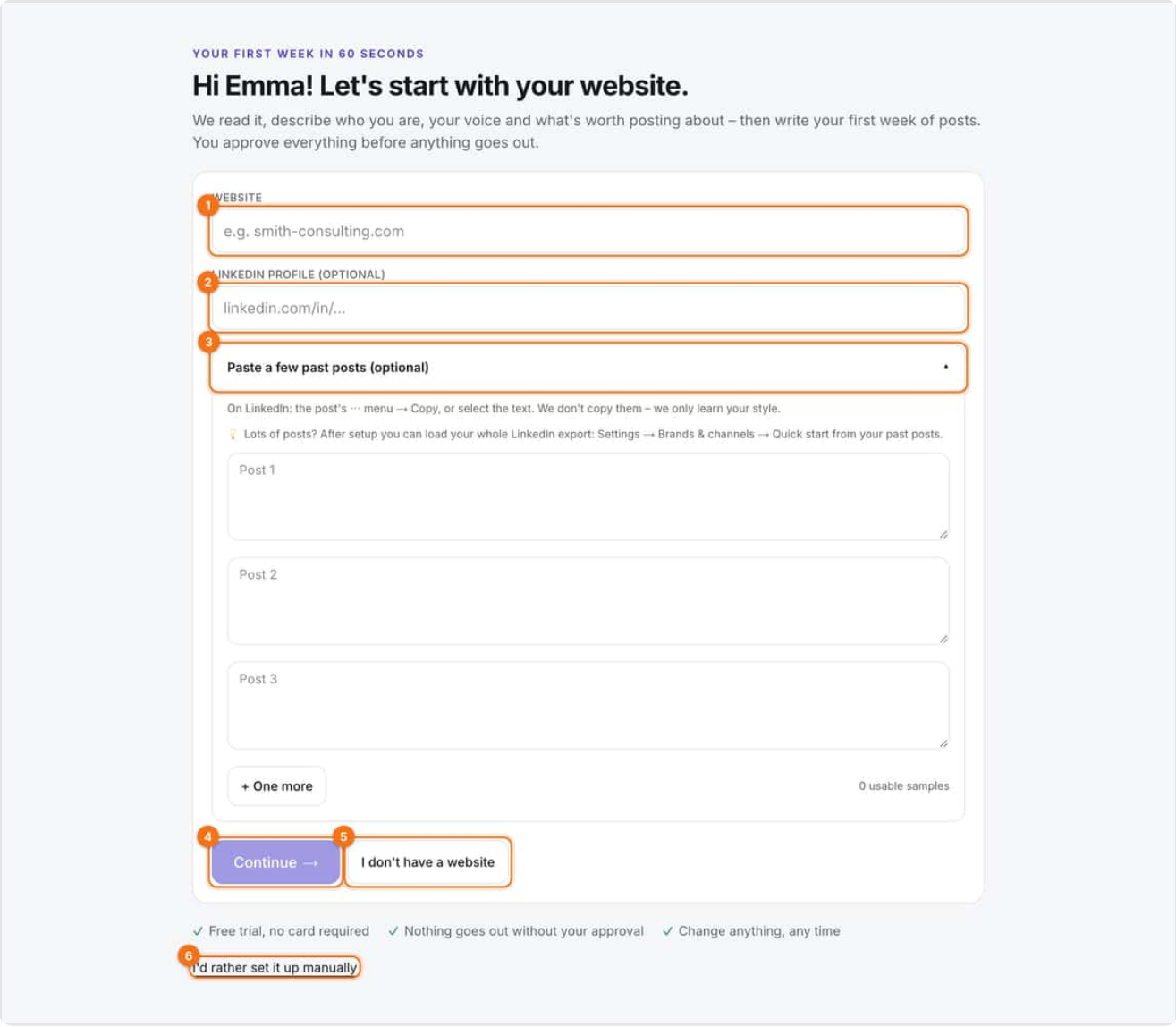


Figure 3 – The first setup screen: website, LinkedIn profile, past posts.

1	**Website**	Your company's or your own website (e.g. “smith-consulting.com”). Sayweek reads a few of its pages.
2	**LinkedIn profile (optional)**	If you enter it, Sayweek tells you that it doesn't read LinkedIn profiles automatically, because LinkedIn's rules don't allow it – paste a few posts instead.
3	**Paste a few past posts (optional)**	Opens 3 fields (up to 8 with **+ One more**). Next to them you see how many **usable samples** there are. The posts aren't copied – Sayweek only learns your style from them.
4	**Go – read it / Continue**	Starts the analysis. Without a website, with pasted posts only, it says **Continue**.
5	**I don't have a website**	Instead of a website you answer 3 quick questions (what you do, who your best clients are, what makes you different).
6	**I'd rather set it up manually**	The five-step manual wizard (see below).

During the analysis (**Getting to know you...**) you see five real steps one after the other, not a loading screen: **Reading your website**, **LinkedIn**, **Your posts**, **Understanding what you do**, **Voice, topics and rules**. As soon as a part is ready, its card appears (**Who you are**, **Content pillars**, **Services**, **Tone of voice**).

> i If the website doesn't open or has hardly any readable text, Sayweek works from the rest. If there's too little material overall, it asks three quick questions (**That's a little thin – 3 quick questions**) and writes your profile from your answers (**Write my profile**).

“Is this you?” – checking the profile

At the end of the analysis comes the **Is this you?** screen. Change anything – every later post works from this, and you can edit it in Settings later too.

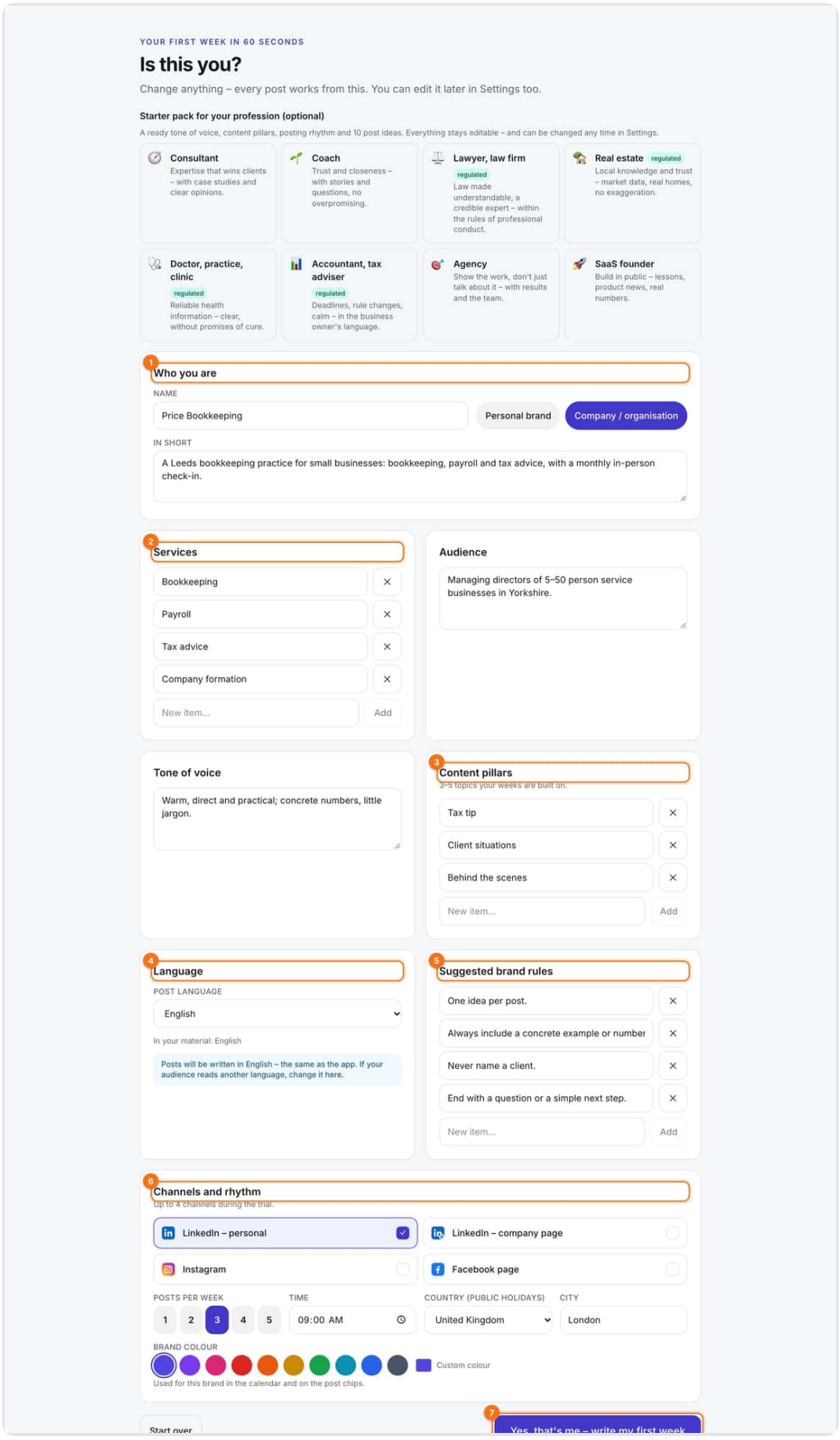


Figure 4 – The “Is this you?” screen: the profile, channels and rhythm Sayweek put together.

1	**Who you are**	**Name**, **Personal brand** or **Company / organisation**, and a short summary (**In short**). A company brand doesn't post on its country's public holidays; a personal brand does.
2	**Services, Audience, Tone of voice**	Lists and short texts – extend them with **Add**, remove items with ×.
3	**Content pillars**	3–5 topics your weeks are built on. At least one is needed.
4	**Language**	**Post language** (Hungarian, English, German). Below it, Sayweek explains why it chose this: the post language belongs to the brand, not to the app.
5	**Suggested brand rules**	Short, followable writing rules for your voice (up to 8). They become the brand's first style rules.
6	**Channels and rhythm**	Where you post (**LinkedIn – personal**, **LinkedIn – company page**, **Instagram**, **Facebook page**; up to 4 during the trial), **Posts per week** (1–5), **Time**, **Country (public holidays)**, **City** and the brand colour.
7	**Yes, that's me – write my first week**	Creates the workspace and starts writing the first week. **Start over** takes you back to the beginning.

What happens after you accept?

- The brand is created with the name, language, country, tone note and pillars; the pasted posts are saved as samples of the brand.
- The channels are created. Sayweek picks the days from the weekly count: 1 post → Tuesday; 2 → Tuesday and Thursday; 3 → Monday, Wednesday, Friday; 4 → Monday, Tuesday, Thursday, Friday; 5 → Monday to Friday – all at the time you set. You can change this per channel later (see the Approval and scheduling chapter).
- Sayweek writes a post for the free time slots of the 7 days starting tomorrow – one by one, while you watch (**Your first week**, "2 of 3 done"). If your plan's monthly AI allowance allows fewer, it writes only that many and tells you so.
- When everything is done: **Your first week is ready!** – **Review and approve** takes you to the weekly plan.
- If direct connections are available on the server, under **Last step: connect your accounts** you can connect your accounts right away with **Connect LinkedIn** and **Connect Facebook / Instagram**. You can also do this later (Channels chapter).

> ! **Note**
> The setup creates the channels but **doesn't connect** your social accounts. As long as a channel has no publishing route (a direct connection or a Postiz account), its posts get written but can't be approved for publishing – the editor says so (**This channel has no publishing route yet.**).

> i The number of analyses per day is limited. When you've used them, you see: "You've used today's analyses." – try again tomorrow, or set it up manually. If the AI isn't available just then, it suggests the manual setup.

Industry starter pack

A starter pack gets a new brand going in minutes. It exists for eight professions – consultant, coach, lawyer, real estate agent, doctor / clinic, accountant, agency and SaaS founder – and holds a tone of voice, writing rules, content pillars with their shares, a posting rhythm per network, 10 post ideas and, for regulated professions, a safety-net suggestion. On the **Is this you?** screen you can pick your profession, and Sayweek

fills in the tone, pillars, rules and ideas – you can still change everything before saving. Later you find it in **Settings → Brands & channels**, on the **Industry starter pack** card, per brand.

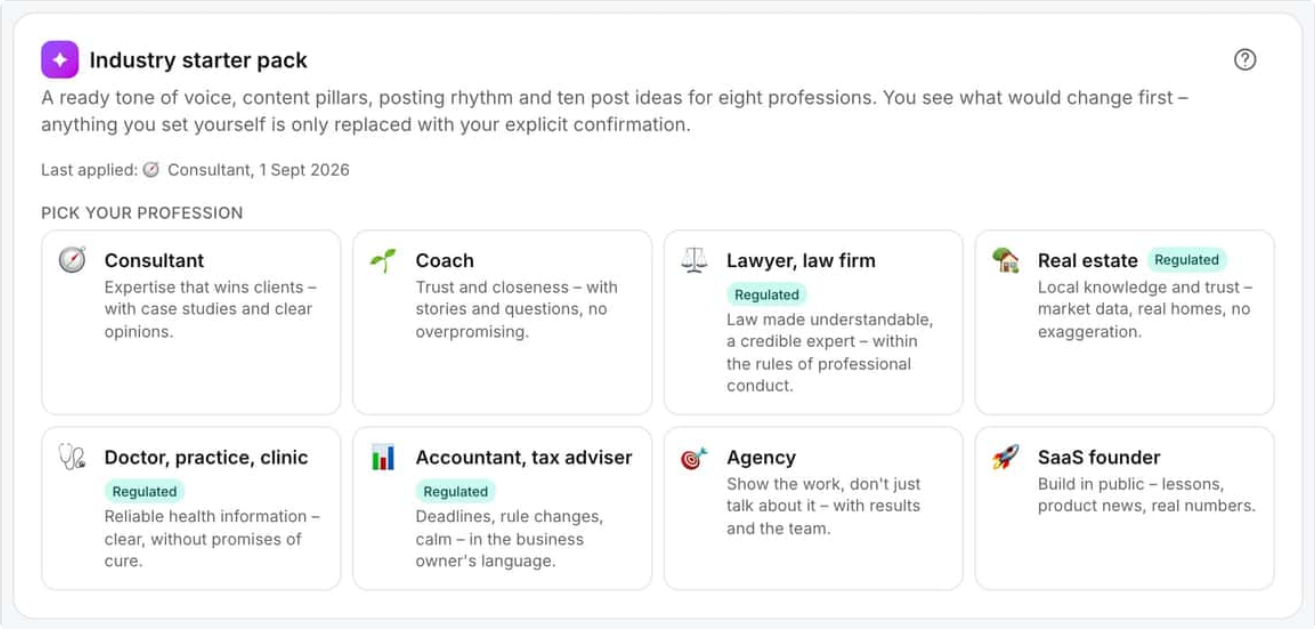


Figure 5 – The Industry starter pack card: the eight professions, and when a pack was last applied to the brand.

1. Pick the brand and click your profession under **Pick your profession**.
2. The preview shows per item what would change: **New**, **Already set** or **Would replace yours**.
3. Tick what you want. Anything that would replace your own setting only goes in after an extra confirmation.
4. Click **Apply N items**. The ideas land in your **Ideas box**, not in the calendar – nothing is scheduled.

> ✔ **Tip**
> The content is added in the brand's language, whatever language the app is in. For regulated professions the pack only suggests the regulated industry safety net – switching it on is up to you (Brands and channels chapter).

Manual setup (five steps)

The **I'd rather set it up manually** link opens the **Welcome to Sayweek!** wizard: five short steps, about 10 minutes. The **← Back to the quick setup (from your website)** link takes you back.

1. **Brand**: **Brand or your name**, **Post language**, **Country (public holidays)**, **Your city**, **Time zone**, and **Personal brand (me)** or **Company / organisation**. Click **Next →**.
2. **Channels**: **LinkedIn – personal profile**, **LinkedIn – company page** or **Instagram**, each with a name; add more with **+ Channel**.
3. **Your voice**: paste 3–5 past posts (texts shorter than 40 characters don't count as samples) and, if you like, fill in **Anything about your tone? (optional)**.
4. **Rhythm**: pick the days, set the **Time:**, and keep **Write the posts for the next 2 weeks right away** ticked if you want drafts straight away.
5. Click **Done, let's go** (about half a minute). In the **Done** step you can connect your accounts, or move on with **Go to the weekly plan →**.

> ✔ **Tip**
> In the first step, **I'll set it up later** skips the whole thing: an empty workspace is created and you create the brand in Settings (Channels chapter). The setup doesn't start again after that.

The screen layout

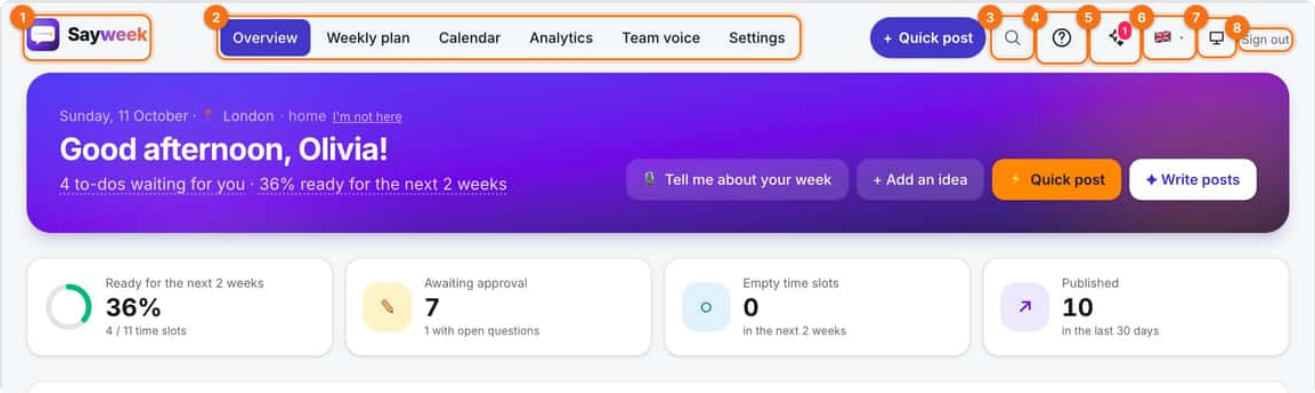


Figure 6 – The header: main menu, search, help, what's new, language, appearance and sign-out.

1	**Sayweek logo**	Back to the **Overview** from anywhere.
2	**Main menu**	**Overview**, **Weekly plan**, **Calendar**, **Analytics**, **Team voice**, **Settings**. The current page is highlighted.
3	**Search and commands**	The magnifier (with **Search…** on wider screens) opens the command palette; keyboard: ⌘K (Mac) or Ctrl+K (Windows).
4	**Help**	Side panel: the articles for the current page (**For this screen**), help search and the help assistant.
5	**What's new**	Recent improvements; the number shows the unread ones.
6	**Language (flag)**	**Magyar**, **English** or **Deutsch** – the interface language. The post language is separate; you set it per brand.
7	**Appearance**	Cycles through **Automatic (system)** → **Light** → **Dark**. This browser remembers it.
8	**Sign out**	Signs you out of this browser.

> i The **Ideas** page isn't in the main menu: you get there with **+ Add an idea** on the Overview, from the search, or with `G` then `I`. On a phone the menu is a tab bar at the bottom (**Home**, **Week**, **Calendar**, **Analytics**, **Settings**); Team voice isn't there, and appearance and sign-out are in Settings.

Search and commands (K)

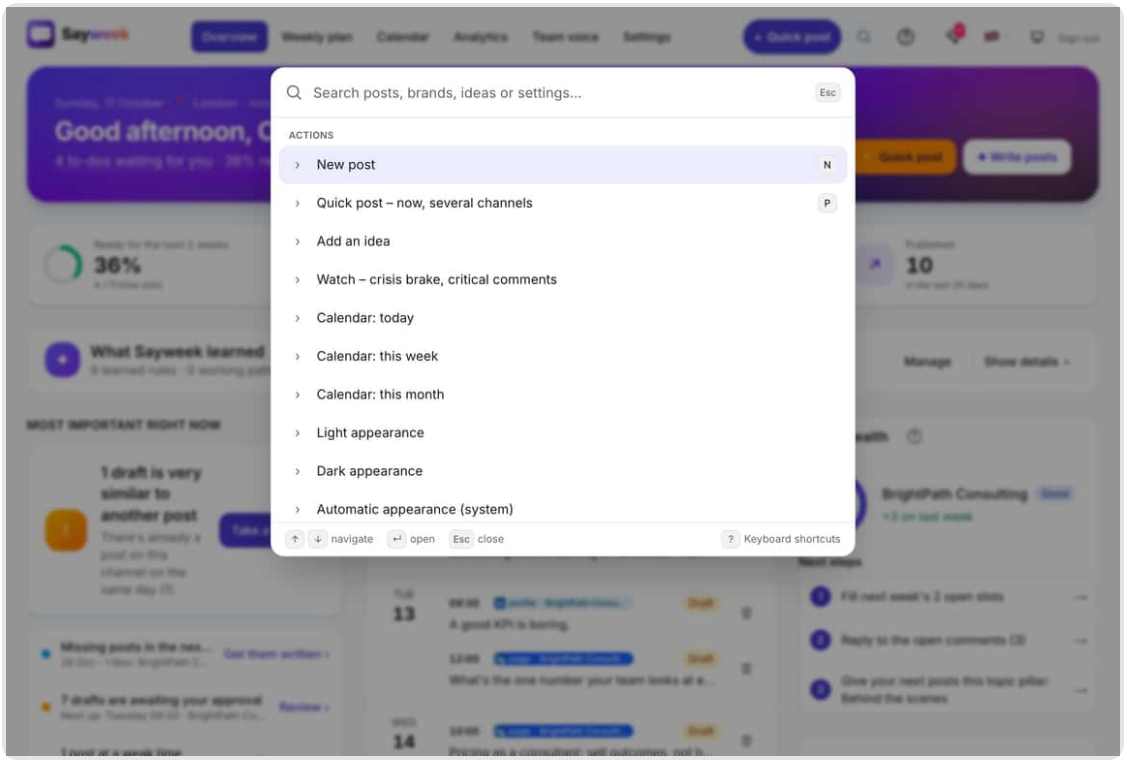


Figure 7 – The command palette: pages, actions, settings – and from 2 letters on, posts, brands and ideas.

Start typing: you get pages, actions (**New post**, **Add an idea**, **Calendar: today**, **Calendar: this week**, **Calendar: this month**, **Light appearance** / **Dark appearance**, **Open the help center**, **Ask the help assistant**) and settings right away; from 2 letters on it also searches posts, brands and ideas. Choose with ↑ ↓, open with Enter, close with Esc.

✔ Keyboard shortcuts

- `?` – the **Keyboard shortcuts** list
- `N` – new post
- `G`, then `H` / `W` / `C` / `I` / `A` / `T` / `S` – Overview / Weekly plan / Calendar / Ideas / Analytics / Team voice / Settings
- `/` – on the Settings page, jumps to **Find a setting...**
- In the calendar: `D` / `W` / `M` / `L` switch the view, `T` today, ← → page

Shortcuts don't fire while you're typing in a text field.

When an action needs confirming (deleting, setting live, publishing right away), the app asks in its own window: **Yes** carries it out, **Cancel** does nothing.

Notice bars below the header

Sometimes a coloured bar appears below the header – it's always clickable and takes you to where the to-do is:

- **N days left in your trial. Plans →** – in the last 7 days of the trial (while a launch offer runs, during the whole trial, with the offer).
- **Your trial has ended – your posts are safe...** – after the trial; writing and scheduling then need a plan.

- **Paused: no post goes out until you resume.** – next to it **Details** and **Resume** (see the Approval and scheduling chapter).
- With a payment problem, a bar asking you to sort out the payment (Subscription chapter).

02 The Overview and the weekly plan

Menu: Overview (/) and Weekly plan (/het)

The two pages you'll open most. The **Overview** tells you what matters most right now and how the next two weeks look. The **Weekly plan** shows your channels' time slots post by post – here you get empty slots written and approve posts.

The Overview

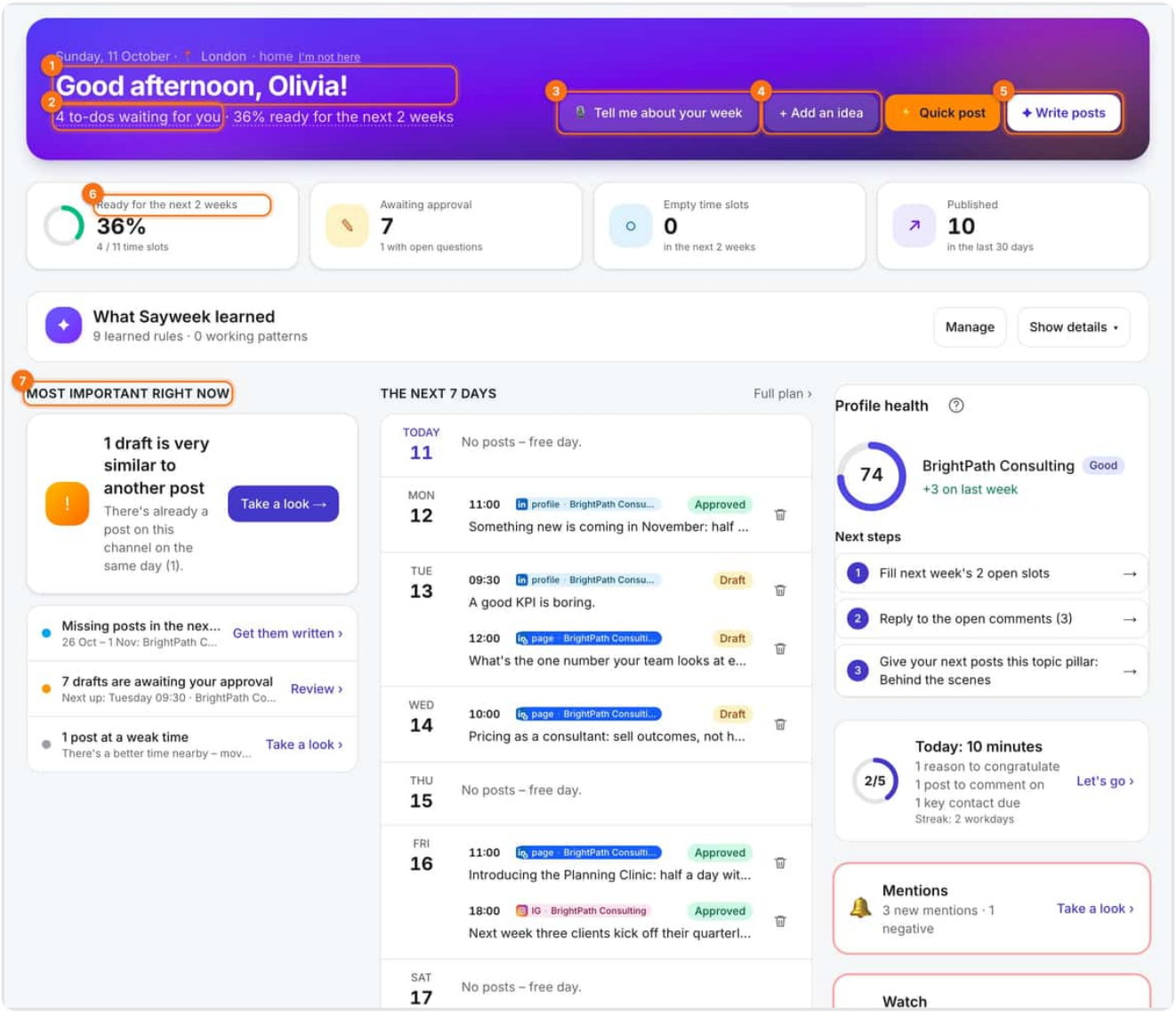


Figure 8 – The top of the Overview: greeting, to-dos, quick buttons, key figures and the most important to-do.

1 Greeting	A greeting for the time of day, above it today's date and the city where you are today, together with how Sayweek knows (e.g. **Barcelona · from your phone's location**). If it's wrong, fix it with one tap on **I'm not here** (Approval and scheduling chapter, Time zone and travel).

2	**To-dos · readiness**	Two clickable phrases: **N to-dos waiting for you** and **N% ready for the next 2 weeks**. Both open the **To-dos and readiness** panel (see below).
3	**Tell me about your week**	The weekly interview – five minutes of conversation that turns into post suggestions (Weekly interview chapter).
4	**+ Add an idea**	Takes you to the **Ideas** page (Ideas box tab).
5	**Write posts**	Opens a window: pick the channel, day and time, and with **Write it** the editor opens and Claude starts writing right away. Leave the topic empty and it picks from your brand's topics.
6	**Key figures**	**Ready for the next 2 weeks** (share of ready slots), **Awaiting approval**, **Empty time slots**, **Published** (30 days). Each card opens the weekly plan with the matching filter.
7	**Most important right now**	The single most urgent to-do on a big card, the others in a list below – each with a button that takes you to the fix.

The items of **Most important right now**, in order of importance (only what applies right now shows):

- **Finish setting up (N/M)** – **Set up**: naming the next missing step exactly. If an active channel still has no publishing route, it lists those channels by name (e.g. “Next step: Connect your channels – Not connected yet: Brand · Instagram”).
- **N posts failed to go out** – **Take a look**: the failed posts; check the error and approve again.
- **N posts conflict with one already scheduled** – **Fix**: only one post per channel per day.
- **Breaks the rules: N items** – wrong day or too many posts on a channel.
- **N posts from the waiting list can fill the gaps** – **Place them**.
- **Missing posts in the next 4 weeks: N** – **Get them written**.
- **N drafts are awaiting your approval** (with the next one's time) – **Review**.
- **open questions in N posts** – Claude's questions that need clearing up before approval.
- **N posts at a weak time** – there's a better time nearby.

With nothing to do, you see **All good** – “The next two weeks are in order.”

> i During the trial, a **First steps** card with four items appears above the key figures: **Connect your LinkedIn or Instagram account**, **Create your brand**, **Get your first week written**, **Approve your first post**. Once all four are done, it disappears.

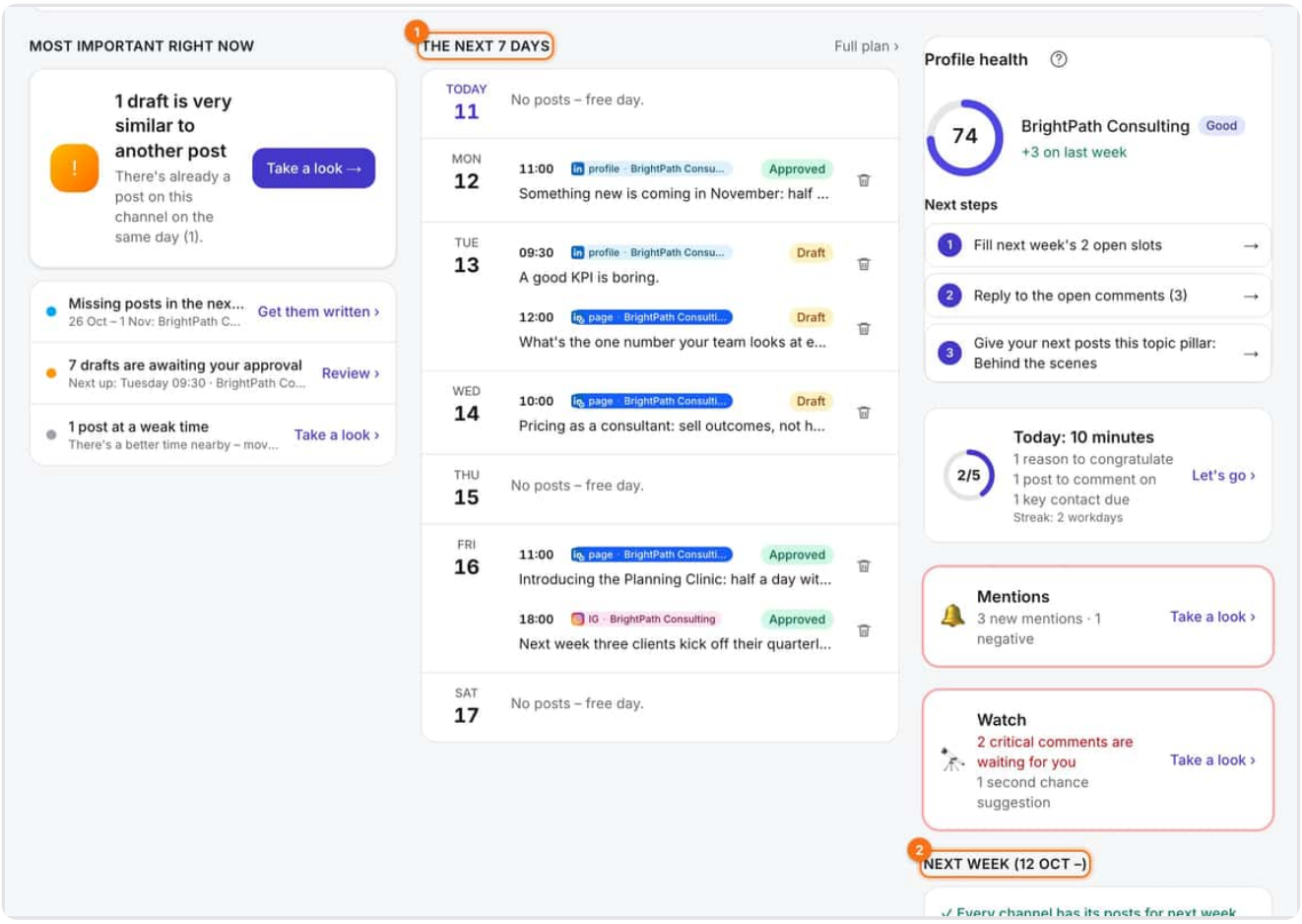


Figure 9 – The lower part of the Overview: the next 7 days, next week's check, channel coverage and status.

1	**The next 7 days**	Per day, the time slots: time, channel, the post's first line (or **Not written yet**) and its status. Click a row to open the post. **Full plan ›** goes to the Weekly plan.
2	**Next week**	Per channel, how many of the posts required by the rule are there (e.g. 1/1). If something's missing: **⚠ N channels are missing posts for next week** and the **Get the missing ones written** button.
3	**Channels – 4 weeks, by rule**	One bar per channel: green = ready, yellow = to review, grey = empty. Click a row to see only that channel in the weekly plan for the next month.
4	**Channels**	The channels with their next scheduled post; the dot is green when the channel's publishing route is fine, red when it isn't.

The rows of the 7-day list end in quick actions: the bin icon deletes (for a post with content it first asks **Delete it, or move it to another time?**), and if a post's time has passed without it going out, **↻ Move to another time**, which suggests the channel's next free slot.

To-dos and readiness (panel)

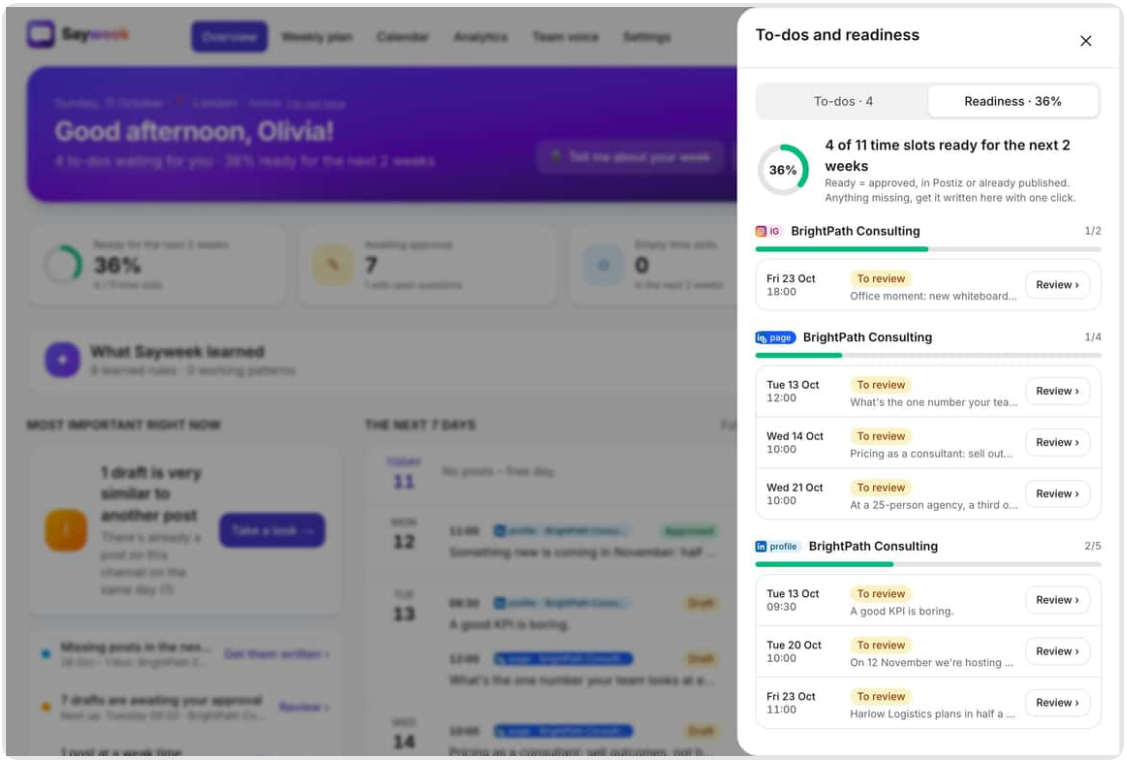


Figure 10 – The “To-dos and readiness” panel on the Readiness tab: per channel, the time slots and what's missing.

The **To-dos** tab shows the same list as **Most important right now**. The **Readiness** tab lists the next 2 weeks' slots per channel: **Not written**, **Idea**, **To review** or **Error**, each with a **Write**, **Review** or **Fix** button. **Write all empty ones in the background** takes you to the weekly plan's writing panel. “Ready” here means approved, in Postiz or already published.

The Weekly plan

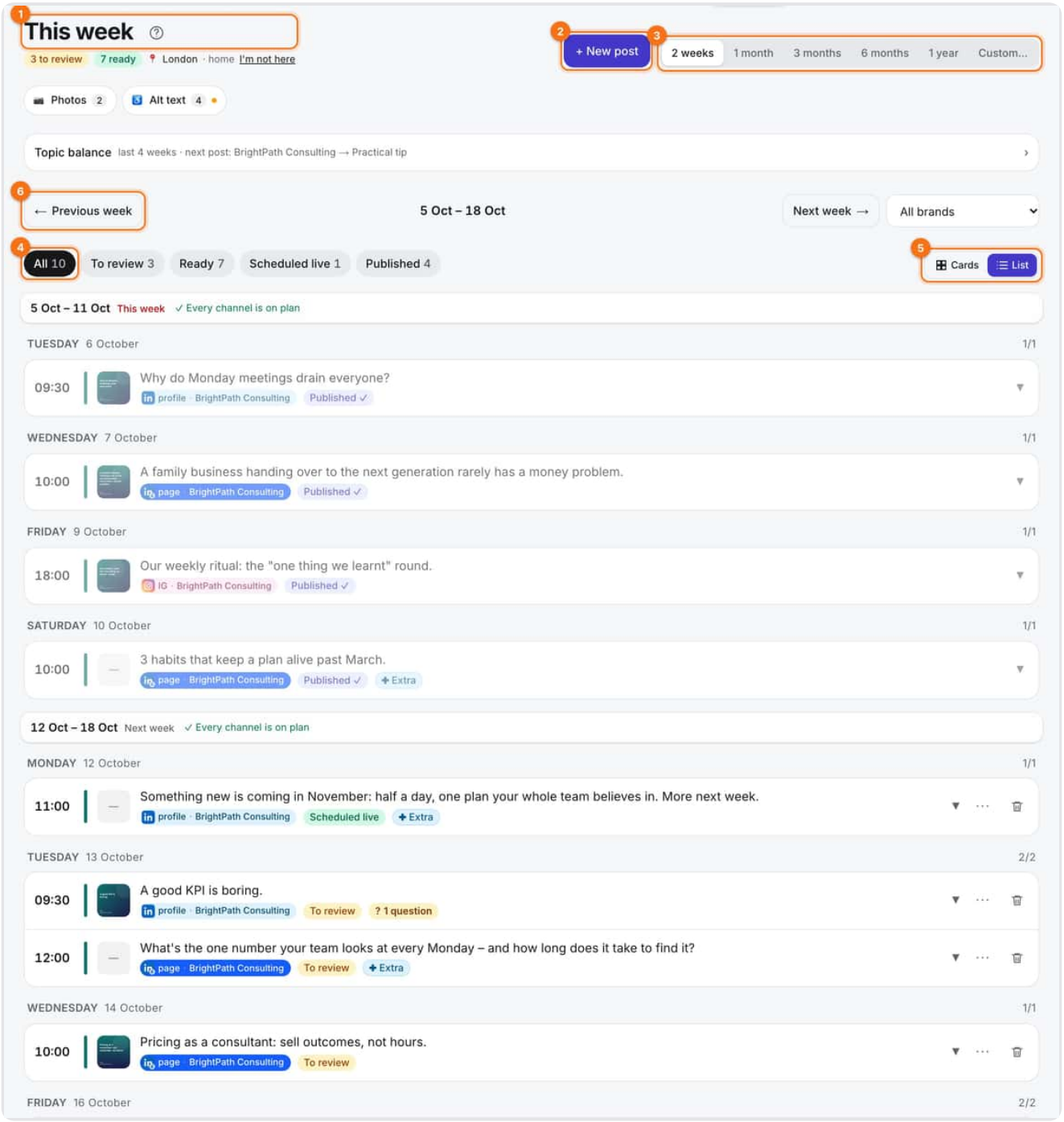


Figure 11 – The Weekly plan's default view (this week and next): title and counters, new post, period, filters, view and paging.

1 **Title and counters**	**This week**, **Next week**, for longer periods **Plan – 1 month** etc. Next to it: **N to review**, **N missing**, **N ready** and, if any, **N on the waiting list**.
2 **+ New post**	One post on any day and time, independent of the weekly plan (see below).
3 **Period**	The week view (by default **2 weeks**: this week and next; 1–4 weeks at the bottom of the page), **1 month**, **3 months**, **6 months**, **1 year** or **Custom period**. Several weeks get a heading per week.
Write posts	The writing panel – only shown when the next 2 weeks have an empty time slot (or something is being written).

4	**Filters**	**All**, **To review**, **Empty / idea**, **Ready**, **Scheduled live**, **Draft in Postiz**, **Published**, **Error / conflict / no image** – the number shows the count; empty filters hide themselves.
5	**View**	**List** (default) or **Cards**. This browser remembers the choice.
6	**Paging**	**← Previous week** / **Next week →** (“period” for longer ranges), **Today**; you can page at most 2 years ahead or back. Next to it the brand filter (**All brands**).

The list shows the time slots by day. The day heading shows the weekday, the date, on a public holiday its name, and on the right how many of the slots already have a post (e.g. 2/3). A row: time, the brand's colour bar, the image thumbnail (for a video its cover, its chosen frame or its first frame, with a ▶ badge), the post's first line, the channel, the status and – if any – the number of open questions (“? 1 question”). If the post isn't at the best hour, a clock icon says so (e.g. **average timing**). Click the row to expand the post's card with the full text and the actions.

With several weeks, each week has its own heading that stays at the top while you scroll: the week's dates and the channels' gaps (e.g. “LinkedIn 0/1 missing”) or ✔ **Every channel is on plan**. At the bottom of the page, under **Show more weeks**, you set how many weeks show at once (1–4); Sayweek remembers your choice.



Figure 12 – At the bottom of the Weekly plan: how many weeks show at once.

1	**Show more weeks**	**−1 week** / **+1 week**, or click a number (1–4). You can drag a post onto any day in view – next week too.

Post statuses

Statuses in the list and on the cards

Idea	It has a topic but isn't written yet (grey).
Draft / To review	Written, waiting for your approval (yellow).
Queued	You approved it; the app is preparing the send-out (blue).
Approved – Scheduled live	It goes out at the set time (green).
Draft in Postiz / Test mode	Approved, but you're in test mode, so it won't be published (see Approval and scheduling).
Going out…	Its time has passed and it's being sent – within a few minutes it becomes **Published**. While such a post is there, the weekly plan refreshes itself every minute (no reload needed).
Published ✔	It's out; with a link, **Open ↗** opens the post (purple).
Error	Sending failed – open it, read the error message, fix it and approve it again (red).
Missing	An empty time slot where the channel's rule calls for a post.
Conflict	This channel already has a post sent to Postiz on that day.
Surplus	More posts on a channel than its rule asks for.

Didn't go out	Its time has passed but it wasn't published – move it to a new time or delete it.
Extra	A post alongside the plan: it doesn't count towards the channel's rule (see below).
Scheduled in Postiz	The channel now posts directly, but Postiz still sends this post – next to it the **Switch to direct** button (Channels chapter).

Quick actions on a time slot

- An empty slot (**Not written yet**, red **Missing** label) – click its row: the **Missing post** window opens (see below).
- **→ Next free slot** – for a conflicting post: moves it to the channel's next free day allowed by its rule (skipping holidays and taken days).
- **To waiting list** – for a surplus post: takes it off its day and places it in the next missing slot. For a post scheduled live it asks first. Next to it, **Keep as an extra**: the post stays on this day, alongside the plan.
- **Align with rule** – in the week heading when a post is on the wrong day or surplus: opens a preview (post · from → to) with a checkbox per row; only the ticked rows change (**Apply selected (N)**). A post is never moved more than 14 days; if there's no free spot closer, you can put it on the waiting list. **Keep them all as extras** leaves them all where they are.
- **⋯** (**More actions**) → **Move…**: set an exact day and time; here too **Extra – alongside the plan** (or **Back into the plan**).
- By dragging: drag the post with the mouse onto any day in view, next week too (the time stays). While dragging, empty days become drop zones too (**Drop here – it moves to this day**); dropped on an empty slot, it takes that slot's time. A post you moved by hand stays where you put it – Sayweek doesn't snap it back to the rule's day; **Undo** in the message puts it back.
- An empty slot's **⋯** (**More actions**) menu: **Remove this slot (skip)** – no post on this channel on this day, and it doesn't count as missing (other weeks stay the same; **Undo** in the message); when the channel has several empty slots that week, **Skip all N empty slots of this channel this week**; **Change schedule** – the channel's regular days and times in Settings.
- Bin icon – delete. An empty placeholder is deleted right away; for a post with content it suggests moving it instead (**Move to another time**), or **Delete for good**.

The expanded card (or in card view, the pop-up) has more buttons: **Edit** (opens the editor), **Approve** (if the post has no blockers), **Set live** / **Revoke live** (Postiz channels), **Revoke**, **Move to another channel**, on a topic suggestion **Write this one** and **Just as an idea**. The media buttons follow the channel: on YouTube **Upload video** (MP4 or MOV) and – with Drive or Dropbox connected – **Drive / Dropbox video**; on Pinterest images only; on TikTok and direct Meta channels both, labelled.

Missing post – filling an empty slot

Click the row of an empty slot in the weekly plan (**Not written yet**): the **Missing post** window opens. From here a post can get into this slot in four ways.

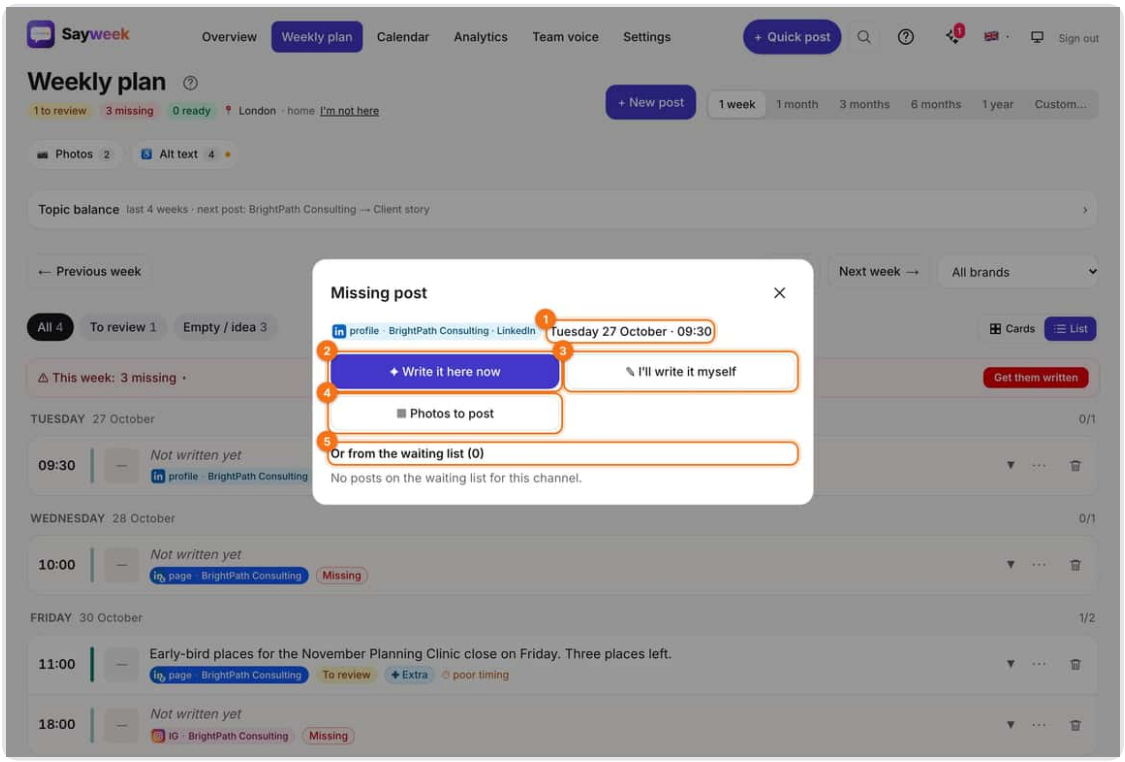


Figure 13 – The “Missing post” window: have it written, write it yourself, a post from photos, or a post from the waiting list.

1	**Brand, day and time**	Which brand's channel needs the post, and when.
2	**Write it here now**	Claude writes the post for this slot right away; then you see it as a draft in the list and can review it.
3	**I'll write it myself**	Creates an empty draft for this day and time and opens it in the editor – you write the text.
4	**Photos to post**	Makes a post from a few photos (carousel, collage, video or a single image) – the day and time are already filled in.
5	**Or from the waiting list (N)**	The channel's posts on the waiting list: **Place here** puts that post at this time. If there are none: “No posts on the waiting list for this channel.”

> ✔ **Tip**
> If an empty slot needs no post, **Remove this slot (skip)** in the row's ··· menu takes it out of the plan; if you want different days for good, **Change schedule** opens the channel's **When to post?** setting.

Extras – posts alongside the plan

Sometimes a post goes out on top of the plan (e.g. a topical news item). Marked **Extra – alongside the plan**, it doesn't count towards the channel's rule, doesn't fill a rule slot, is never “surplus”, and aligning never moves it – it stays where you put it. Set it from the row's ··· menu, the editor's **Schedule** card, **Keep as an extra** on a surplus post, or the **+ New post** window when the chosen time isn't one of the channel's slots (then it's ticked by default). A post sent with **Publish now** becomes an extra too. To undo: **Back into the plan**.

The “Write posts” panel

1. Open the **Write posts** panel (**Open ▼**).
2. Under **Where are posts missing?**, choose which brands' empty slots Claude should write (next to each: “N empty”). The **All** / **None** shortcuts switch everything on or off.
3. Click **Write N posts**. The progress bar shows: “Writing posts… 2/5 done · approx. 3 min”.
4. Review the finished drafts in the list and approve them.

> **i** Writing one post takes about 40 seconds. It doesn't write for public holidays or for days when the channel already has a post sent to Postiz. If you close the page, it carries on in the background every hour; **Stop** halts it, **Discard** removes the not-yet-written ones from the queue (the written ones stay).

> **✔ Tip**
> If you only want topics first, click **Just ideas first (…)** – in brackets the AI providers used (e.g. Claude, ChatGPT, Gemini). The suggestions appear on the slot cards; **Write this one** gets the one you like written.

> **! Note**
> Every written post uses your plan's monthly AI allowance. When it's used up, Sayweek tells you, and you can still edit and approve the existing posts.

A new post on any day

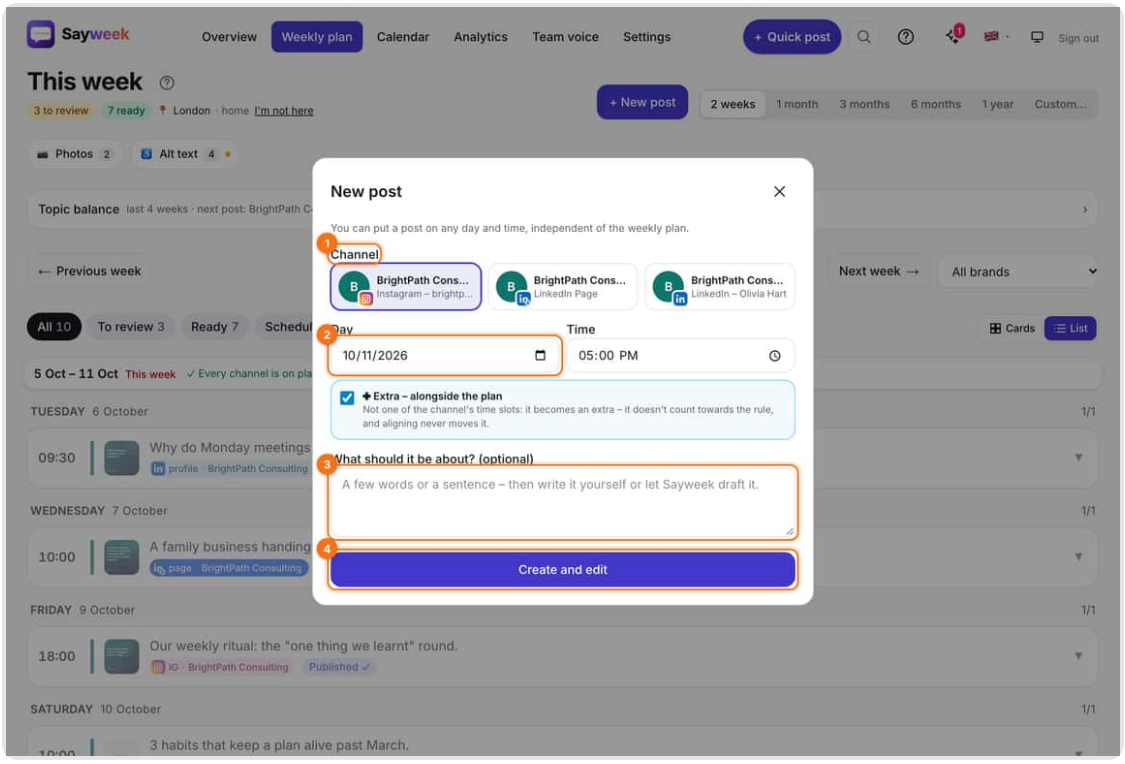


Figure 14 – The “New post” window: channel, day, time and an optional topic.

1	**Channel**	Which channel (brand · channel).

2 **Day and Time**	Pre-set to the channel's next free time slot (**the channel's next free time slot**), but you can change them to anything.
3 **What should it be about? (optional)**	A few words or a sentence. It can stay empty – then you write it in the editor, or let Claude do it with **Write it for me**.
Extra – alongside the plan	Only shows when the chosen day and time isn't one of the channel's slots – then it's ticked by default.
4 **Create and edit**	Creates the post (doesn't write it yet) and opens the editor.

Quick post – one post, several channels, four steps

When something just happened and you don't want to bother with the weekly plan, click **Quick post** in the header (or press **P** anywhere outside a text field; it's in the ⌘K search too). A quick post takes four short steps: **Where** → **Media** → **Text** → **When**. Move between them with **Next** / **Back**, the step bar at the top, a swipe on the phone or Alt + ← / → on the keyboard.

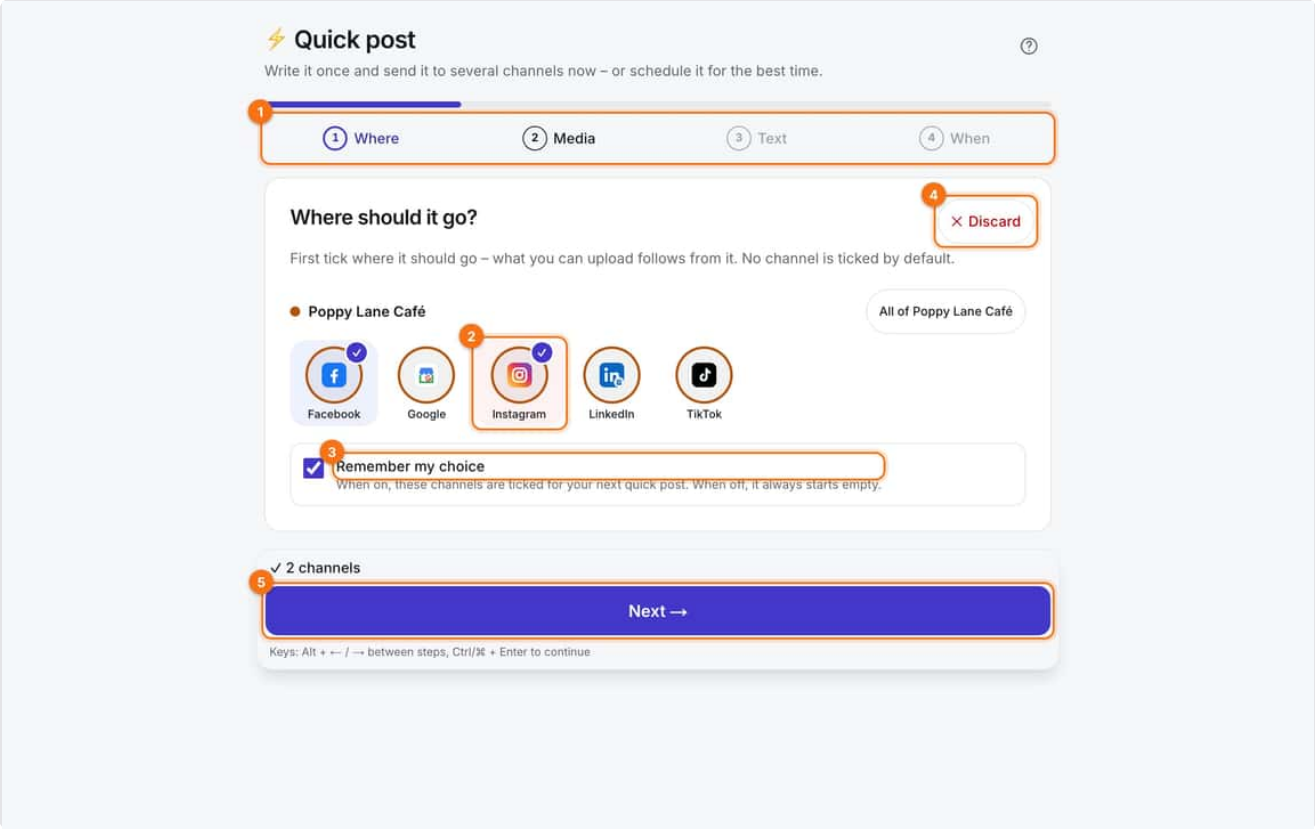


Figure 15 – Step 1 – Where should it go?: the step bar, the channel grid, Remember my choice, Discard and Next.

1 **Steps**	Where you are (**Step 1 of 4**). You can jump ahead only as far as nothing blocks.
2 **Channels**	A compact grid grouped by brand (brand filter on top, an **All of …** button per brand). None is ticked by default; if a channel can't take the media you've already added, its tile says so (e.g. **Video only here**). Unconnected or paused channels can't be ticked.
3 **Remember my choice**	When on, these channels are ticked for your next quick post; when off, it always starts empty.

4	**Discard**	On every step: after a confirmation it clears the text, the channels, the media and the autosave.
5	**Next**	On to the next step. You can't continue without a channel.

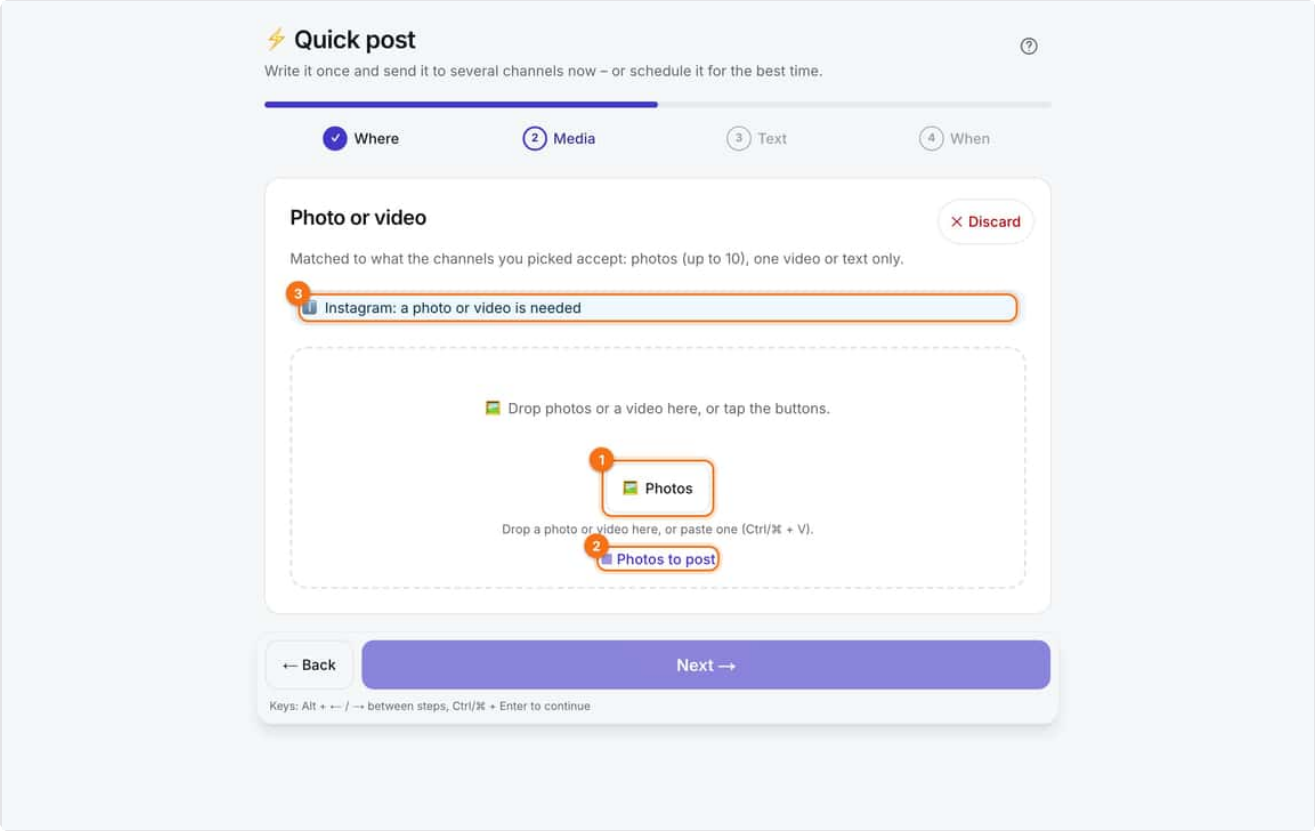


Figure 16 – Step 2 – Photo or video: buttons matched to the networks you picked, the Photos to post link and what each network asks for.

1	**Photos**	Up to 10 photos (you can drop or paste them too, Ctrl/⌘ + V). The first is the **Cover**; reorder with the arrows, remove with .
	Video	One video (MP4 or MOV). A post has either photos or one video.
2	**Photos to post**	For a carousel, collage or short video from many photos of an event, start here (see the Writing chapter).
3	**What the networks ask for**	The step follows the channels you ticked: you only see the buttons they accept. TikTok and YouTube want a video, Instagram a photo or video; for Google Business Profile a photo is optional. If none of them needs media, **Skip – text only** moves on.

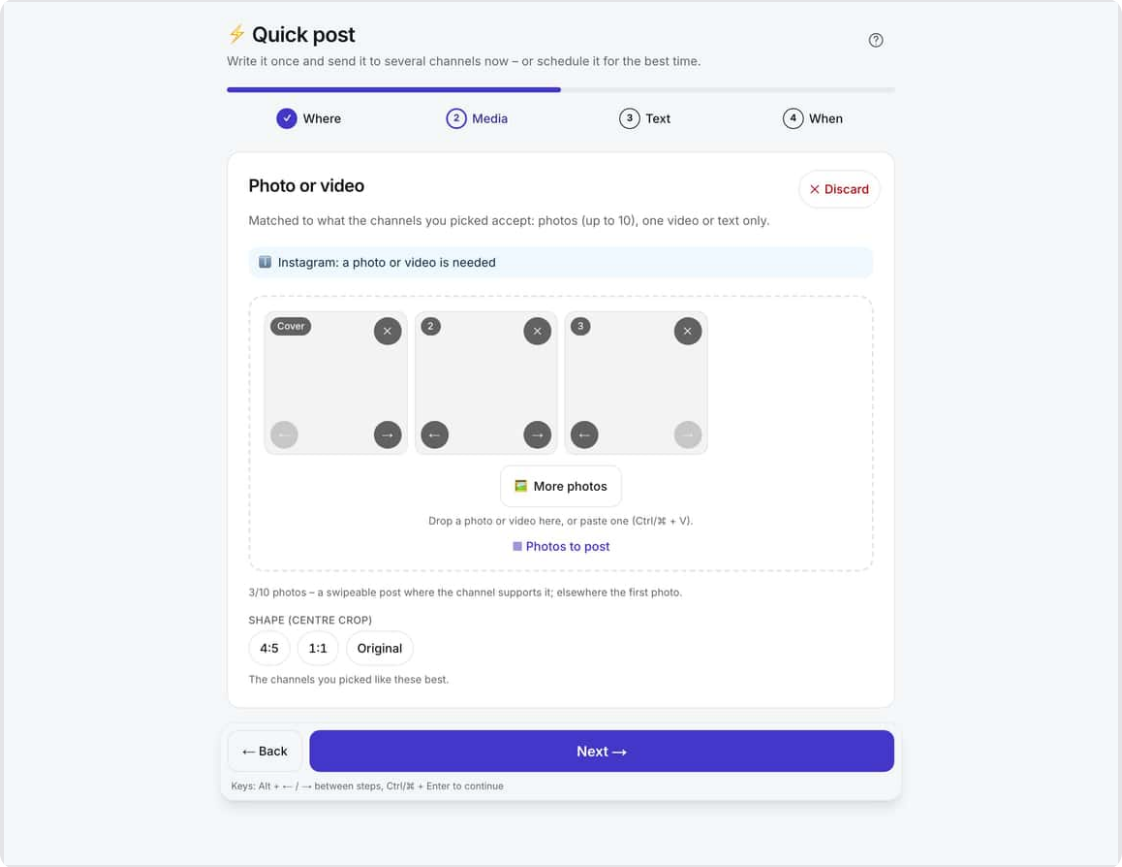


Figure 17 – Uploaded photos in the media step: the cover, the order and the Shape (centre crop) buttons.

- **Uploads one by one:** each photo uploads on its own with its **Uploading… N%** label. If one fails, its tile shows **Upload failed** and a **Retry** button – the other photos stay. While something is uploading you can't move on.
- **Shape (centre crop):** the ratios the picked channels like best (e.g. 4:5, 1:1, 9:16) – one click crops every photo, **Original** undoes it. It's optional: when sent, every network gets a copy fitted to its own rules anyway (see **Automatic fitting when sent** in the Writing chapter).
- **If a channel can't take the media** (say you added a video and a channel takes no video), the step lists it at the bottom and **Leave out …** drops it from this post.

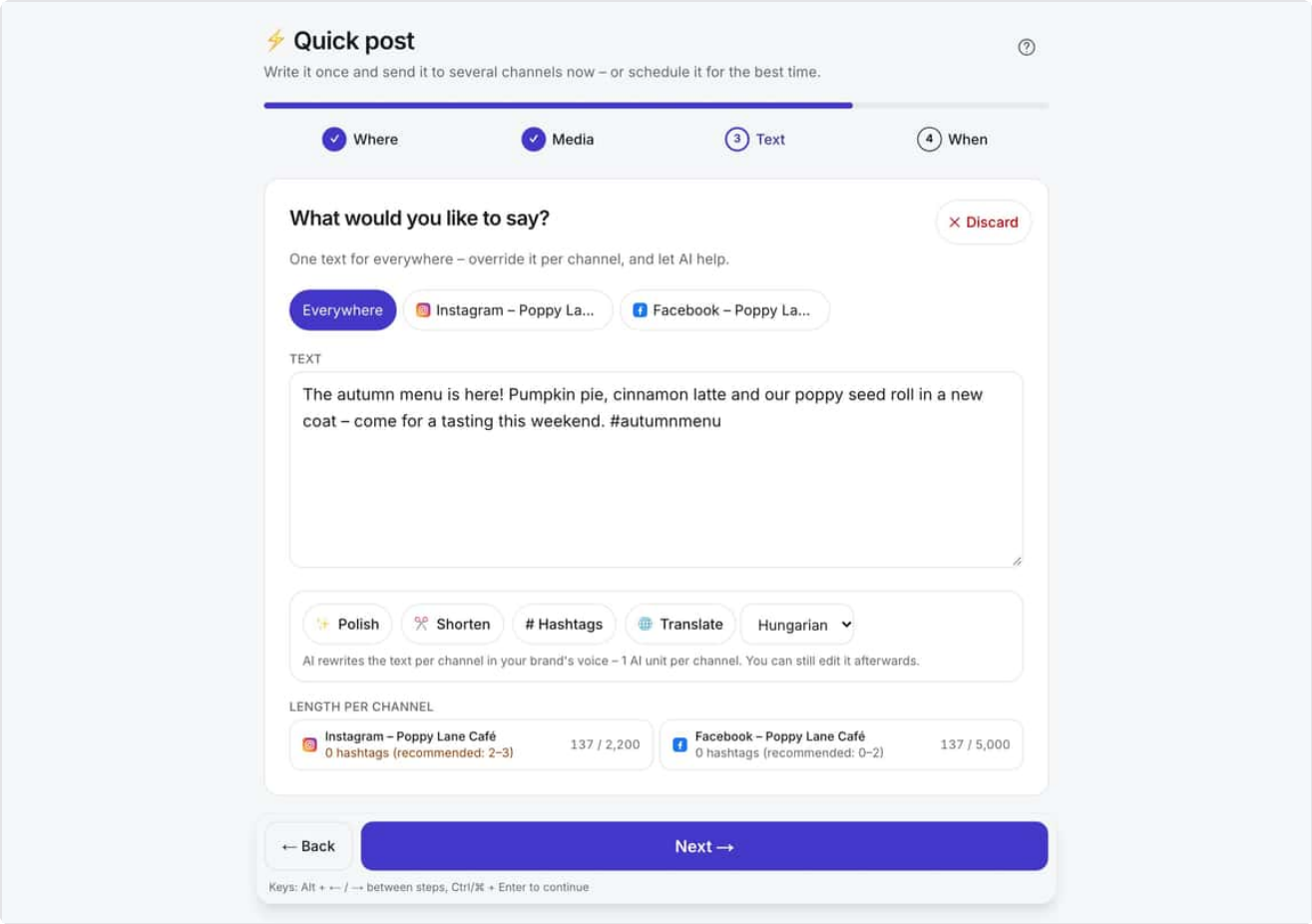


Figure 18 – Step 3 – What would you like to say?: the Everywhere tab and the channel tabs, the AI buttons and the length per channel.

One channel	With a single channel ticked you see one text box; the AI's result goes straight into it.
Several channels	The text on the **Everywhere** tab goes to every channel. A channel's own tab overrides it (**Own text for this channel**); **Back to the shared text** restores it. After an AI action the first rewritten channel's tab opens.
AI buttons	**Polish**, **Shorten**, **# Hashtags**, **Translate** (with the **Language** picker): Claude rewrites the text per channel in your brand's voice, within the channel's limits – 1 AI unit per channel. You can still edit it afterwards.
Length per channel	Characters against the channel's limit, and the number of hashtags against the recommendation. #hashtags at the end go into the hashtag list.

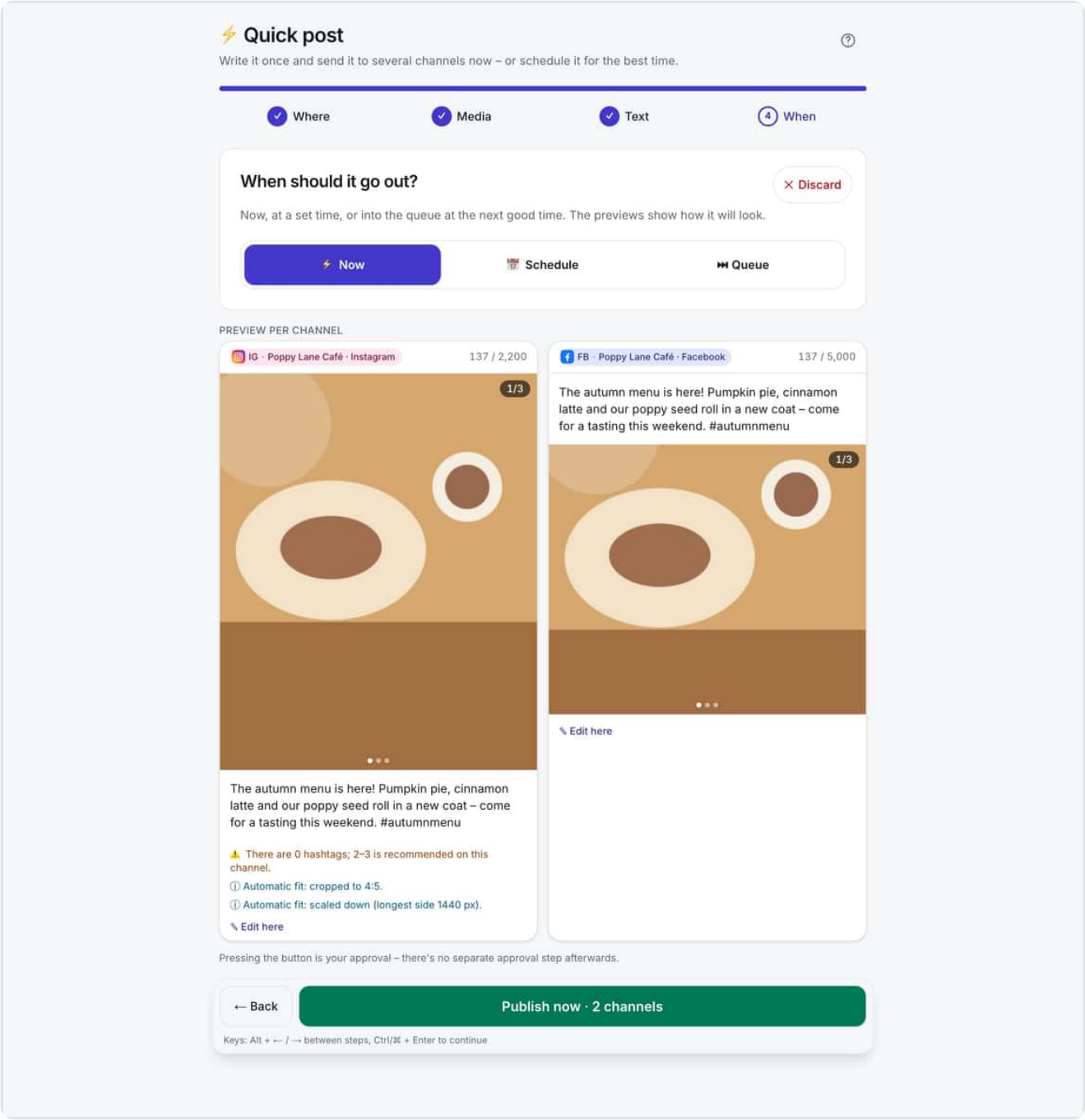


Figure 19 – Step 4 – When should it go out?: Now, Schedule or Queue, then the preview per channel with the blue fit notes and the send button.

When?	**Now**; **Schedule** for a day and time (Sayweek offers a **Suggested time**, **Use this**); or **Queue** – the next good time. The time is local to wherever you are: the line below the fields shows where you are today, and **I'm not here** corrects it right away.
Preview per channel	How it will look on each channel, with the length, warnings and errors. Blue lines show what Sayweek fits for that network when sending (e.g. **Automatic fit: cropped to 4:5, "Link in bio"**) – they aren't errors, there's nothing to do.
Publish now · N channels	Sends it (**Schedule · N channels** when scheduled). Pressing the button is your approval – there's no separate approval step afterwards.

- **Autosave:** an unfinished quick post – photos and video included – is kept. Next time: **You have an unfinished quick post** – **Resume** or **Start over**. If an uploaded photo is no longer available, you're taken back to the media step to pick it again.
- **Never sent twice:** if the connection drops while sending, Sayweek says **The connection dropped – checking whether it went out…** and checks. If it went out, you see the result; if not, **Retry** is safe – the same post never goes out twice.
- **Each channel goes out on its own.** If one fails (an expired connection…), the others are still published. The result screen shows each channel's state and reason; **Try again** retries it.
- **As an editor** "now" means the earliest allowed time: about 6 minutes later, and an owner can still stop it until then. If two-step approval is on and you're not an owner, the button reads **Send for approval** – the posts go out after the owner approves.
- **In the calendar** a quick post shows as an extra next to the weekly plan – it doesn't take a slot of the plan.
- **From Telegram:** send the text with **/post** (for a photo, start the caption with /post). You tick the channels first, then get a preview, and it only goes out when you tap the button.
- **Several photos:** where the channel supports it (Instagram, Facebook, LinkedIn, Threads, Bluesky, X) they go out as one swipeable post; elsewhere only the first photo goes, and the preview says so.
- **From your phone:** in the installed web app (desktop, Android) Sayweek appears in the share menu; the iPhone and Android apps add **Post now** / **Save as idea** to the share menu and a quick post icon to the widget (Telegram bot, browser extension and phone app chapter).

Holidays and special days

Based on each brand's country, the weekly plan shows the coming public holidays, observances (such as Mother's Day) and the days of your industry on the **Holidays and special days** panel – each with a post idea. Days are available for Hungary, Germany, Austria, the United Arab Emirates, Switzerland, the United Kingdom and the United States. The same days appear in the day headers of the Calendar.

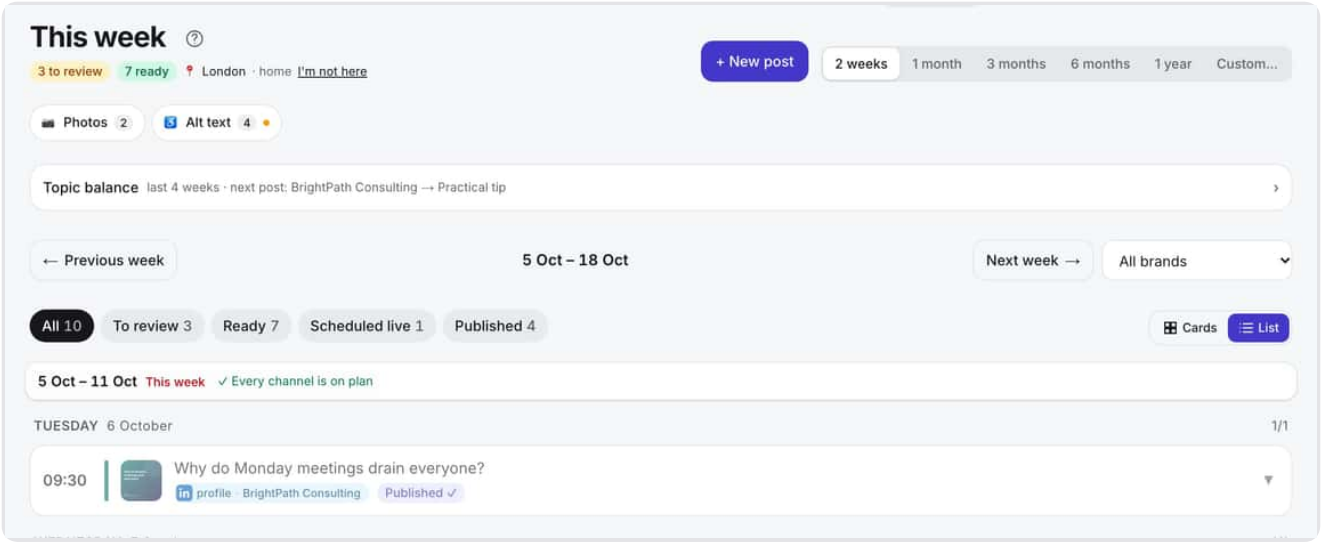


Figure 20 – The Holidays and special days panel in the weekly plan; below it the weekly photo card and the alt-text bar.

- **Add as idea** – the day's post idea goes into your Ideas box. **Not relevant** – the day disappears for this brand (you can bring it back in Settings). **Make it a blocked day** – for business brands, on fixed-date days: no posts on this day, every year.
- The ⚠ sign means: no promotion or ads that day. The AI knows it too – on such a day it writes no promotional post, and it only mentions the day when it fits the topic.
- Countries, observances and industry days can be set per brand under **Settings → Holidays and blocked days** (**Countries**, **Hidden days**). Industry days follow the brand's industry – set it in Settings or with a

starter pack.

- **N photos needed this week** – the Photos card (Writing chapter, Photo assistant). **Fill in with AI** on the alt-text bar writes the missing image descriptions of up to 12 scheduled posts at once (Writing chapter, Alt text).

Waiting list, topic balance, “what Sayweek takes into account”

- **Waiting list (N)** – posts that became surplus in their slot or arrived without a date. Once a day Sayweek places them in the channel's next missing slot on its own (first checking that the text still fits the new date). Right now: **Place all in the next open slot**, one by one: **Schedule**.
- **Topic balance** – per brand, the last 4 weeks' posts per pillar against the target share, and which pillar comes next.
- **What Sayweek takes into account for this plan** – lessons drawn from your own posts' results (Analytics chapter).
- If the brand rules still contain the sample text, a yellow bar warns that posts aren't written in your style yet (Your voice chapter).

03 Ideas

Menu: Ideas (/otletek) – Overview → + Add an idea

A good post starts with a good idea. The **Ideas** page gathers every source in one place: what you drop in (typed, dictated, by e-mail, via Telegram), what Sayweek picks from the news, and what it filters out of your e-mails, your calendar and your meetings. Every idea comes with a brand, channel and time suggestion – the decision is yours.

The five tabs

From news	Today's topics from the news radar, topics and sources, your sample posts and the story bank.
Ideas box	Your own ideas (typed, dictated, by e-mail, via bots, from the browser) and topics split out of long content. This is the default tab.
From mail & calendar	Ideas filtered out of your mailbox, calendar, CRM and meeting transcripts, plus travel suggestions.
Networking	The daily 10-minute comment assistant, sales opportunities, comments under your posts and the people & companies that matter.
Client stories	Case studies from won projects, posts around events, and quote graphics from testimonials.

The number next to a tab shows the items waiting for a decision.

Dropping an idea into the Ideas box

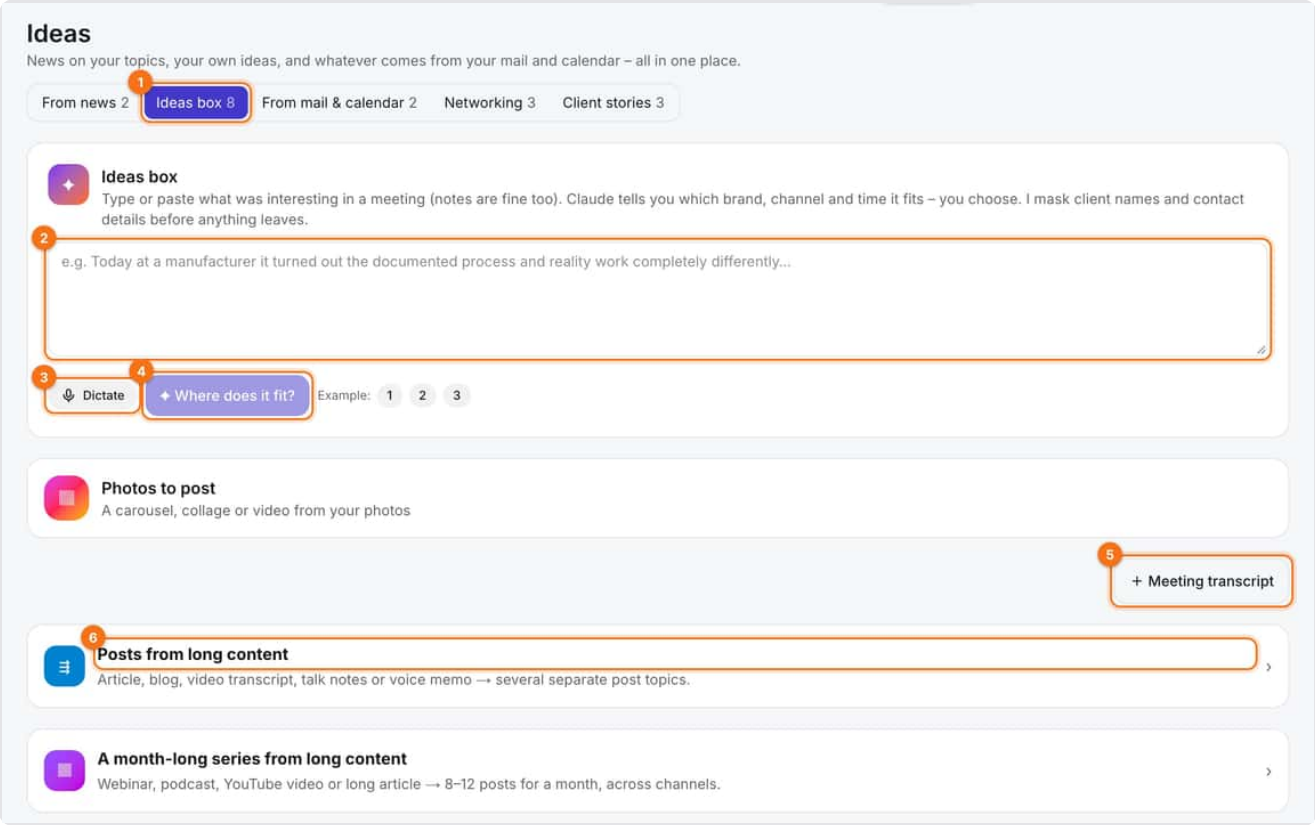


Figure 21 – The Ideas box: text field, dictation, “Where does it fit?”, transcript, long content and bulk import.

1	**Tabs**	**From news**, **Ideas box**, **From mail & calendar**, **Networking**.
2	**Text field**	Type or paste what was interesting in a meeting – notes are fine. Below it, three clickable **Example:** texts.
3	**Dictate**	Say the idea; after **Stop** the text goes into the field. One recording is at most 5 minutes; the audio isn't stored, only transcribed.
4	**Where does it fit?**	Claude tells you which brand, channel and time it fits. Before that, the app masks client names and contact details.
5	**+ Meeting transcript**	1–3 post ideas from a meeting's transcript or summary (see below).
6	**Posts from long content**	Article, blog, video transcript or talk notes → several separate post topics (see below).
7	**Bulk import (CSV / spreadsheet)**	Finished posts from a spreadsheet – they come in as drafts.

Step by step

1. On the **Overview**, click **+ Add an idea** – the **Ideas box** tab opens.
2. Type or dictate (**Dictate**) the idea – a few sentences are enough.
3. Click **Where does it fit?**. A few seconds later: “Suggestions are ready – choose below.”
4. In the **Awaiting decision** list, pick a suggestion (see below).

Suggestions and decisions

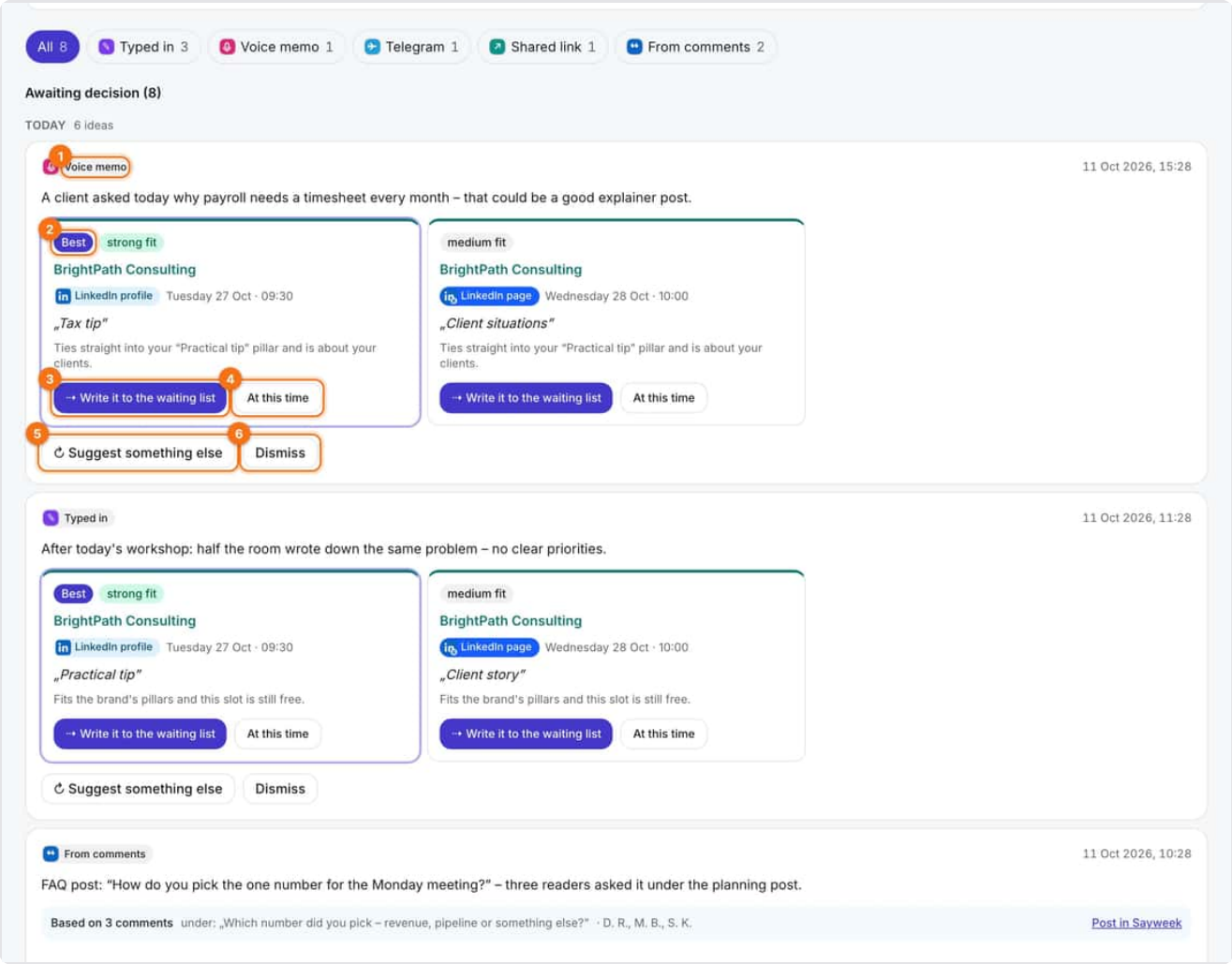


Figure 22 – Ideas awaiting a decision: per suggestion the brand, channel, day and time, the angle and the fit.

1	**Source and date**	A small label: where the idea came from (e.g. **Typed in**, **Voice memo**, **Telegram**, **Shared link**). Ideas are grouped by day.
2	**Suggestion cards**	Up to three: brand, channel, day and time, a suggested angle and how well it fits (**strong fit** / **medium fit**). The first one is **Best**.
3	**Write it to the waiting list**	Claude writes it and puts it on the waiting list; the app assigns it to the channel's next missing slot by your rules.
4	**At this time**	Puts it at exactly the time on the card and writes it.
5	**↻ Suggest something else**	New brand, channel and time suggestions.
6	**Dismiss**	The idea disappears from the list (after confirming).

A written idea moves to **Recently scheduled**; the **Open** link takes you straight to the draft. The draft waits for approval like any other post.

> ✔ **Tip**
> If an idea has no suggestions, the request failed – the idea stays with a note. Try again with **↻ Suggest something else**.

Filtering by source

When the list has ideas from more than one source, source labels appear above it (**Filter by source**: **All**, plus the count per source). Click a label to see only the ideas from that source; **Show all** resets it.

Where can ideas come from?

These sources really exist in Sayweek today. Most need connecting once – the setup steps are in the referenced chapters.

Idea sources – as shown on the source label

Typed in, Voice memo	Ideas box: the text field and **Dictate**. Nothing to set up.
Idea address (e-mail)	Ideas box → **Ideas by e-mail** card: the workspace's secret address – forward an e-mail here, no Gmail access needed. **Copy**; if it fell into the wrong hands: **New address**. The card only shows when inbound mail is switched on on the server.
Telegram, WhatsApp	Text, link, voice message or photo to the Sayweek bot → an idea in the Ideas box. Connect it under **Settings → All integrations** (Telegram bot, browser extension, mobile app chapter).
Shared link	The browser extension (**Save to Sayweek**) and the phone's Share menu – the link is kept as the idea's source (Telegram bot, browser extension, mobile app chapter).
Weekly interview	Your answers to **Tell me about your week** (Weekly interview chapter).
Repurposed content	Ideas box → **Posts from long content**.
Added transcript	Ideas box or From mail & calendar → **+ Meeting transcript**.
Meetings (Fireflies, Fathom, tl;dv, Zoom, Google Meet, Teams, Otter, Read.ai)	With a connected note-taker, daily on their own – they land on the **From mail & calendar** tab with a “meeting” source (Integrations chapter).
E-mail (Gmail, Outlook)	From a connected mailbox every Monday on its own, or right away with **Get ideas from my mail** (Integrations chapter).
Calendar (Google, Outlook, iCloud)	Events as an idea source, and travel suggestions from your calendar (Integrations chapter; travel: Approval and scheduling chapter).
CRM (HubSpot, Pipedrive)	Deals and activities as an idea source – after connecting, with a run button of their own (Integrations chapter).
News	The news radar's daily picks on the **From news** tab (below).
AI assistant, API, Zapier, Make, Notion, Airtable, iPhone Reminders, Discord	Ideas from other tools – via developer and automation connections (Integrations chapter).

i For ideas from e-mails and meetings, Sayweek masks names, companies and contact details before anything reaches Claude; it doesn't store the text of e-mails or transcripts – only the idea and a link back.

Adding a meeting transcript by hand

1. Click **+ Meeting transcript**.
2. Paste the text into **Transcript or summary**, or drop in a .txt, .vtt, .srt or .docx file (up to 3 MB).
3. If you like, fill in **Meeting title (optional)**, **Date** and **Brand** (default: **Any brand (Claude picks)**).
4. Click **Get ideas**, then **Open ideas**.

Pasted text needs at least 120 characters. The ideas land on the **From mail & calendar** tab. If no generalisable lesson remains after masking, Sayweek tells you that no good post idea came out of it.

Posts from long content

Enter a link (article, blog, YouTube), or paste / dictate the text (at least a few paragraphs), and click **Get post topics**. Claude splits it into post topics with different angles – each lands in the Ideas box, where you pick a channel and a time. Someone else's article becomes a post about your opinion, not a summary.

A month-long series from long content

A one-hour webinar or podcast holds a month of posts. The **A month-long series from long content** card on the Ideas box plans 8–12 posts from it, each from a different angle (a surprising lesson, a common mistake, step by step, a bold claim...), with a word-for-word quote from the source and one carousel candidate.

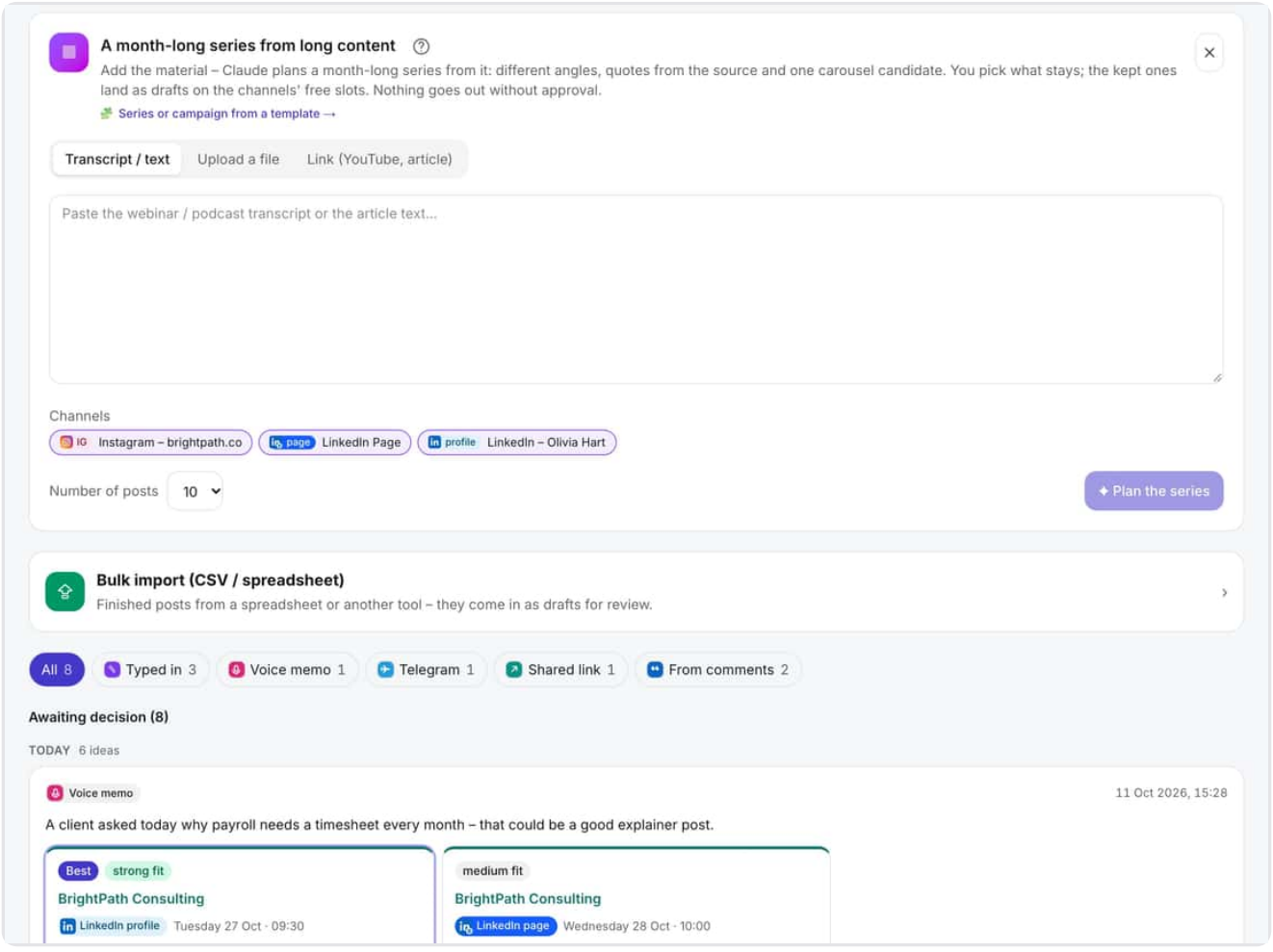


Figure 23 – The series planner: the material (text, file or link), brand, channels and the number of posts.

1. Add the material: **Transcript / text** (paste at least a page or two), **Upload a file** (.vtt, .srt, .txt, .md – timestamps are removed) or **Link (YouTube, article)** – for YouTube the public captions are read; if there are none, paste the transcript.
2. Pick the brand, the channels and under **Number of posts** how many you want (8–12), then click **Plan the series**.
3. Review the suggestions: the checkbox decides what stays, you can edit the title and switch the channel; ↻ **Another angle** replaces one item.
4. Click **Create ... drafts**. The posts land on the free slots of the next five weeks or so, in series order, at most one series post per channel per day, and Sayweek writes them in your voice. What doesn't fit goes to the waiting list.

> i Nothing goes out without approval, and every post builds only on what's in the source – no invented numbers, clients or events. Every created post counts as one written post of your AI allowance.

Bulk import

Bulk import (CSV / spreadsheet) brings in finished posts from a spreadsheet. Columns: Date, Time, Channel, Text, First comment – only Text is required. Simply paste the cells from Excel or Google Sheets, or upload a .csv (**Upload .csv**). The channel comes from the spreadsheet, or you put everything on one channel. A row without a date goes to the waiting list. After **Import** every post arrives as a draft, for review.

From news: the news radar

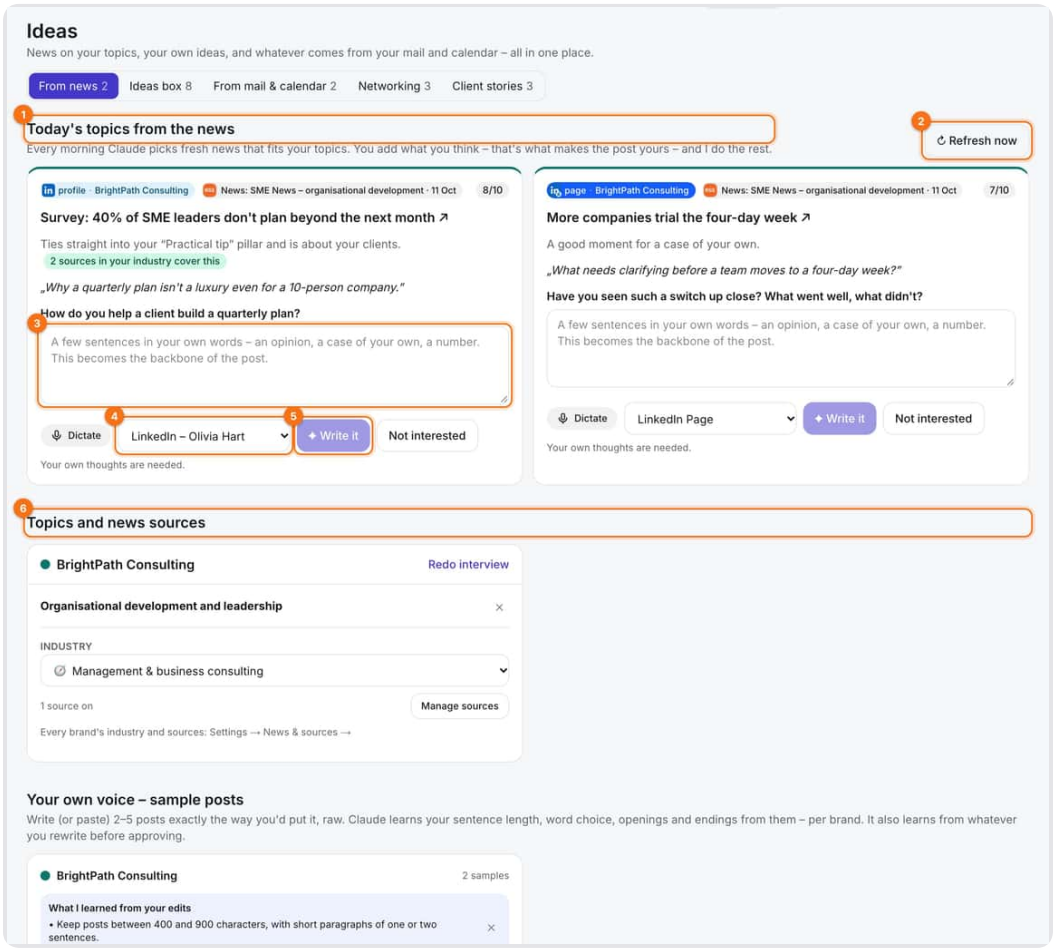


Figure 24 – The From news tab: today's topics with the own-thoughts field, below them the topics and news sources.

1	**Today's topics from the news**	Every morning Claude picks fresh news that fits your topics – with the source, a score (e.g. 8/10), why it fits and a suggested angle.
2	**↻ Refresh now**	No need to wait for the morning: checks the sources right away.
3	**Your own thoughts**	Answer the item's question (default: **What do you think about this? What's your own experience?**) in a few sentences of your own – that's what makes the post yours. A **Dictate** button is here too.
4	**Channel**	Which channel it's for (if the brand has several).
5	**Write it / Not interested**	**Write it** is active once you've written at least a short sentence. It writes the post in your voice and puts it in the channel's next free slot (or on the waiting list).
6	**Topics and news sources**	Per brand: the topics, the industry and the sources; **Start interview** (five questions about the brand) and **Manage sources**.

If a brand has no topics and sources yet, today's topics are replaced by **Let's start with a 2-minute interview** – five questions turn into topics and news sources. Or pick the brand's industry: you get 15–25 proven sources right away. You manage sources, competitors and seasonal themes under **Settings → News & sources** (Integrations chapter).

At the bottom of the tab there are two more parts: **Your own voice – sample posts** and **Story bank** – the Your voice chapter covers them.

Trending topics in your field

At the bottom of the **From news** tab, the **Trending topics in your field** card shows which words and phrases come up clearly more often in your News radar headlines this week than last week – in your brand's language and country. Below it are the nationwide Google searches that relate to your topics.

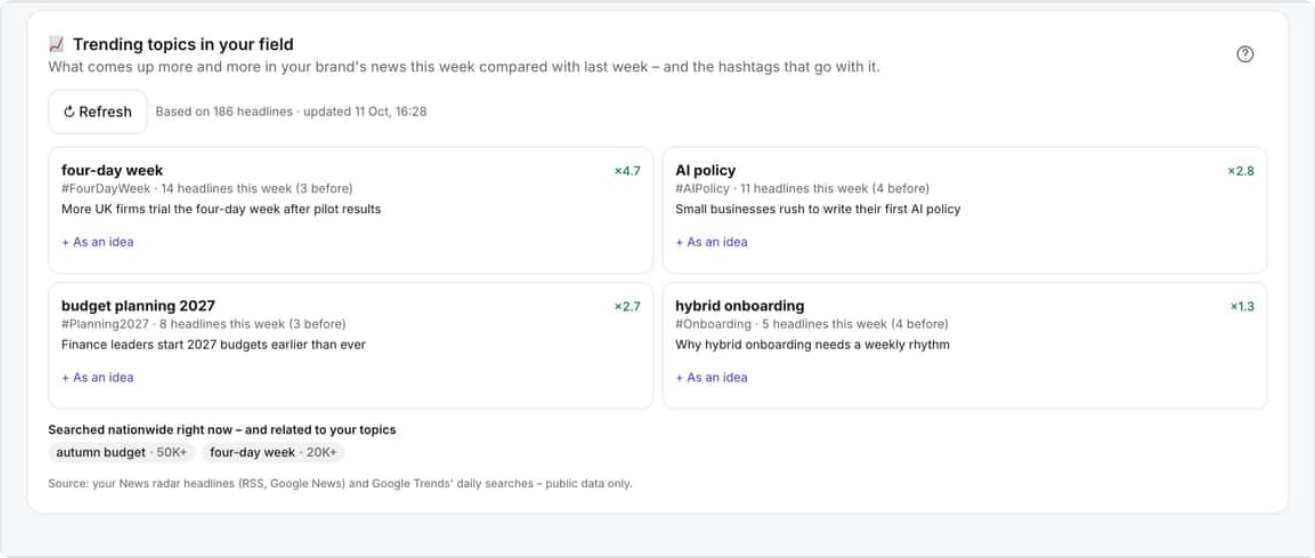


Figure 25 – Trending topics: headlines this week and before, an example headline, a matching hashtag and + As an idea.

Topic card	The term, the growth (×4.7), how many headlines mentioned it this week and before, a matching hashtag and an example headline.
+ As an idea	Puts the topic into your Ideas box with a question to answer from your own experience.
↻ Refresh	Counts again now (otherwise the card refreshes every few hours).

> ✔ **Tip**
> In the post editor, **Hashtags that fit** under the hashtag field suggests trending and your own frequent hashtags that match the text – never more than the network allows (LinkedIn 3–5, Instagram 2–3, Facebook, X and Bluesky up to 2, Threads 1; none for Google Business Profile). If the card is empty, add a few topics and sources under **Settings → News & sources**.

From mail & calendar

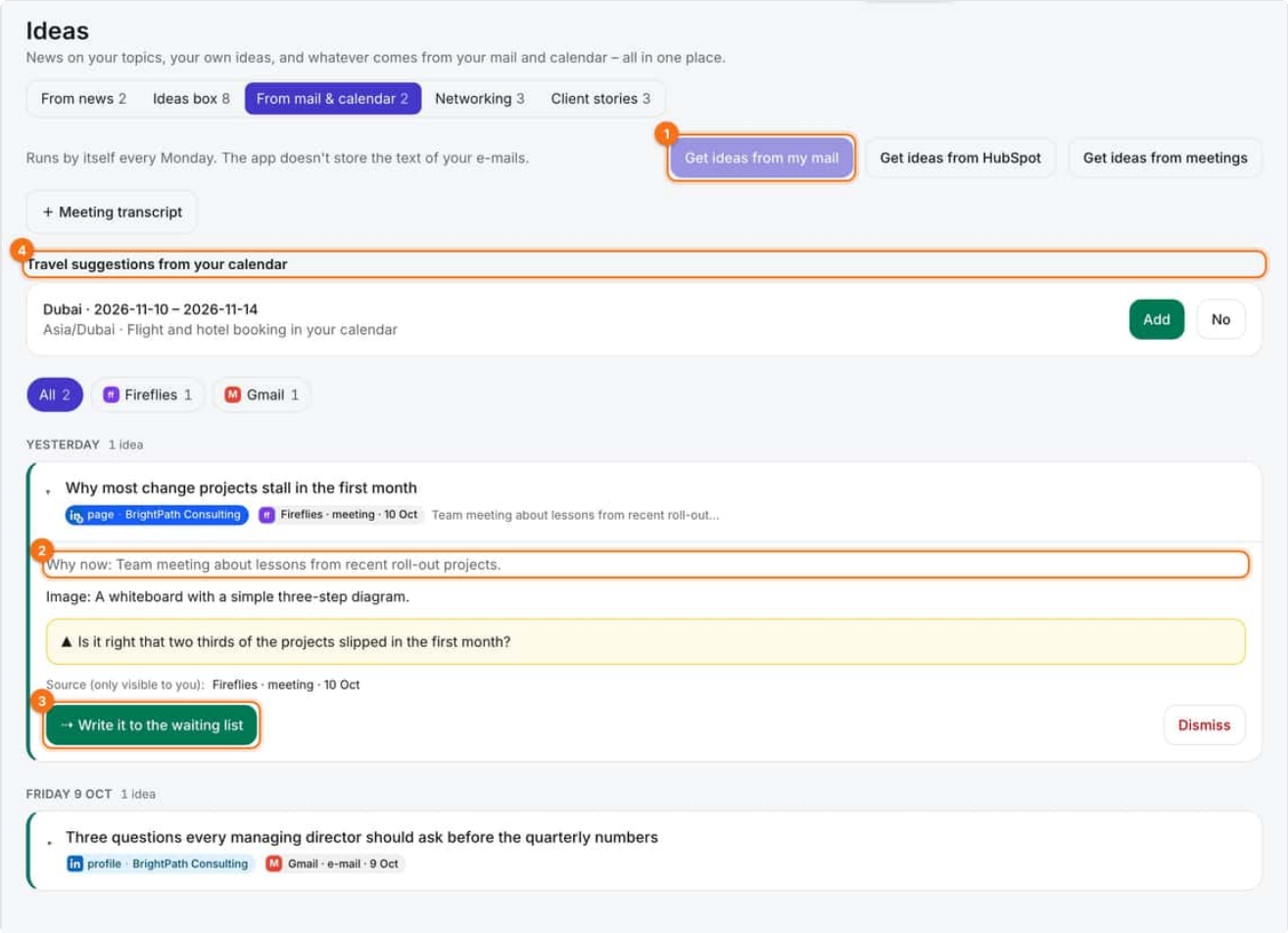


Figure 26 – The From mail & calendar tab: ideas from an e-mail and a meeting, with facts to check and a slot picker.

1 **Run buttons**	**Get ideas from my mail** (with a connected mailbox), per connection **Get ideas from meetings**, HubSpot / Pipedrive / Discord; and **+ Meeting transcript**. It also runs every Monday on its own.
2 **Idea card**	The topic, a meta line (brand · source · date), **Why now:**, an **Image:** suggestion and the facts to check. The **Source (only visible to you):** link points to the e-mail or event.
Time slot	Choose from the brand's next free time slots. Only shown when the brand has a free slot in the coming weeks – the screenshot has none, so only the waiting-list button appears there.
True and fine to share – write it here	You confirm the facts are right and fine to share – Claude writes it for the chosen slot (shown together with the slot picker).

3	**Write it to the waiting list / Dismiss**	Writes it to the waiting list, or drops the idea.
4	**Travel suggestions from your calendar**	Trips from your calendar: **Add** (puts it on the travel schedule) or **No**.

Without a connected mailbox or other source you see **No mailbox connected yet.** – connect one via the **Settings → Mail & calendar** link (Integrations chapter). Trips from your calendar show up here too, as **Travel suggestions from your calendar** (**Add** / **No**).

Networking: 10 minutes a day

A few thoughtful comments with the people who matter bring more than another post. The **Networking** tab helps you do that in 10 minutes a day. Sayweek never comments or likes for you – LinkedIn's rules forbid automating it: you copy the suggestion and post it yourself.

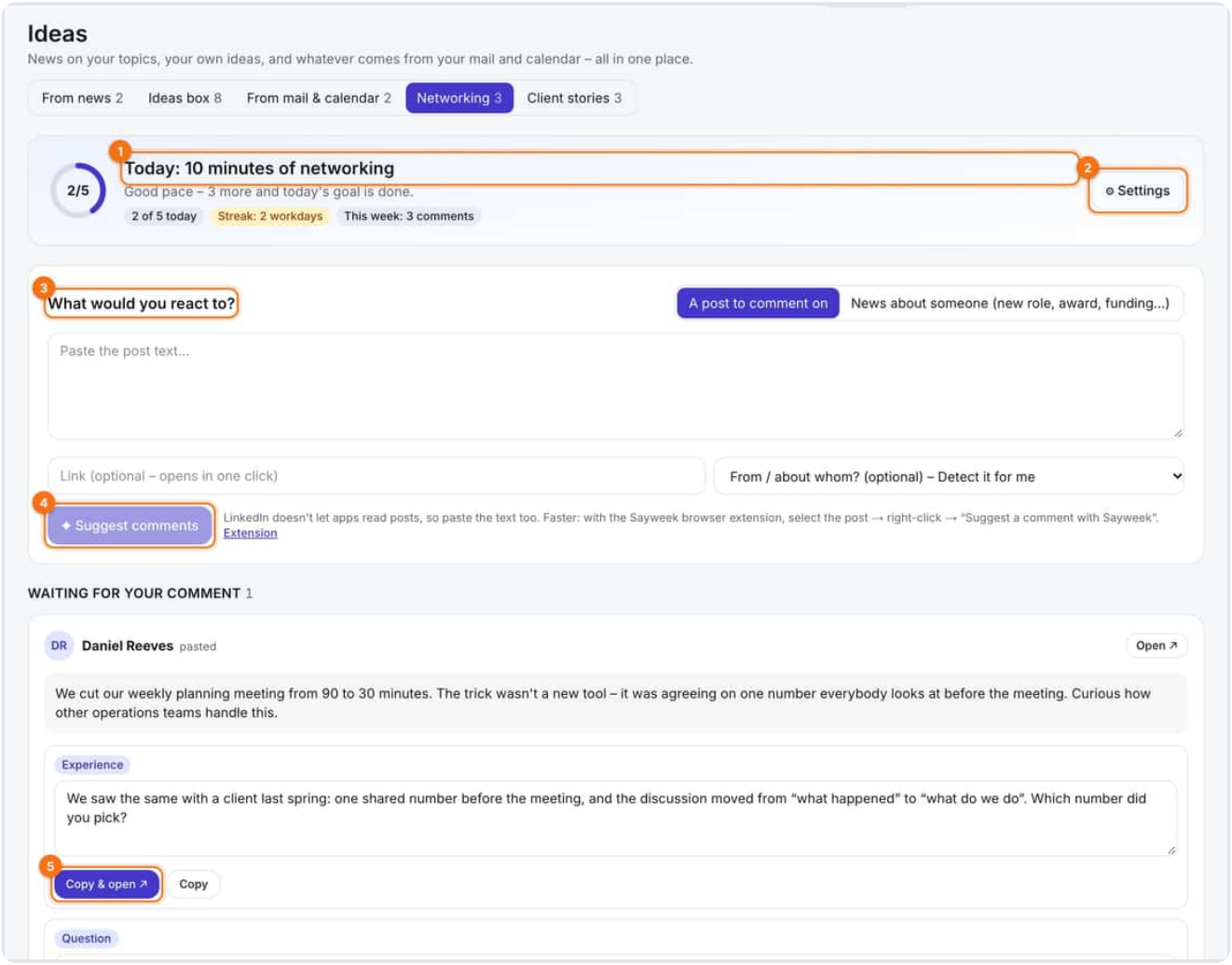


Figure 27 – Networking: today's progress, the box for a post to react to, and a pasted post with three comment suggestions.

1	**Today: 10 minutes of networking**	Your daily goal (3, 5 or 10 comments), how far you are today, this week's comments and your streak in workdays – weekends never break it.
2	**Settings**	The daily goal, the 8:00 morning summary (notification, and if you like e-mail or your own Telegram chat) and the sales opportunities switch.

3	**What would you react to?**	**A post to comment on**: paste the text of a LinkedIn post (and its link). **News about someone (new role, award, funding…)**: paste an announcement or article.
4	**Suggest comments**	Three suggestions in your own voice, each from a different angle (e.g. Experience, Question, Add-on) – you can edit them.
5	**Copy & open ↗**	Copies the comment and opens the post – paste it on LinkedIn.
6	**Done ✓ / Skip**	**Done ✓** counts toward your daily goal; **Skip** drops the item; **↻ Other suggestions** writes new ones.

> i Why paste? LinkedIn offers no interface through which an app could read other people's posts, and downloading pages behind a login is forbidden. Pasted texts are deleted 14 days after an item is closed. On the Overview page the **Today: 10 minutes** card brings you here in one click.

Sales opportunities

Under **Sales opportunities** Sayweek tells you when fresh, good news appears about the people and companies on your list – a new role, funding or an acquisition, an award, an expansion, a new product or partnership. For each you get two congratulation comments and a short **Personal message** in your own voice; you send them yourself.

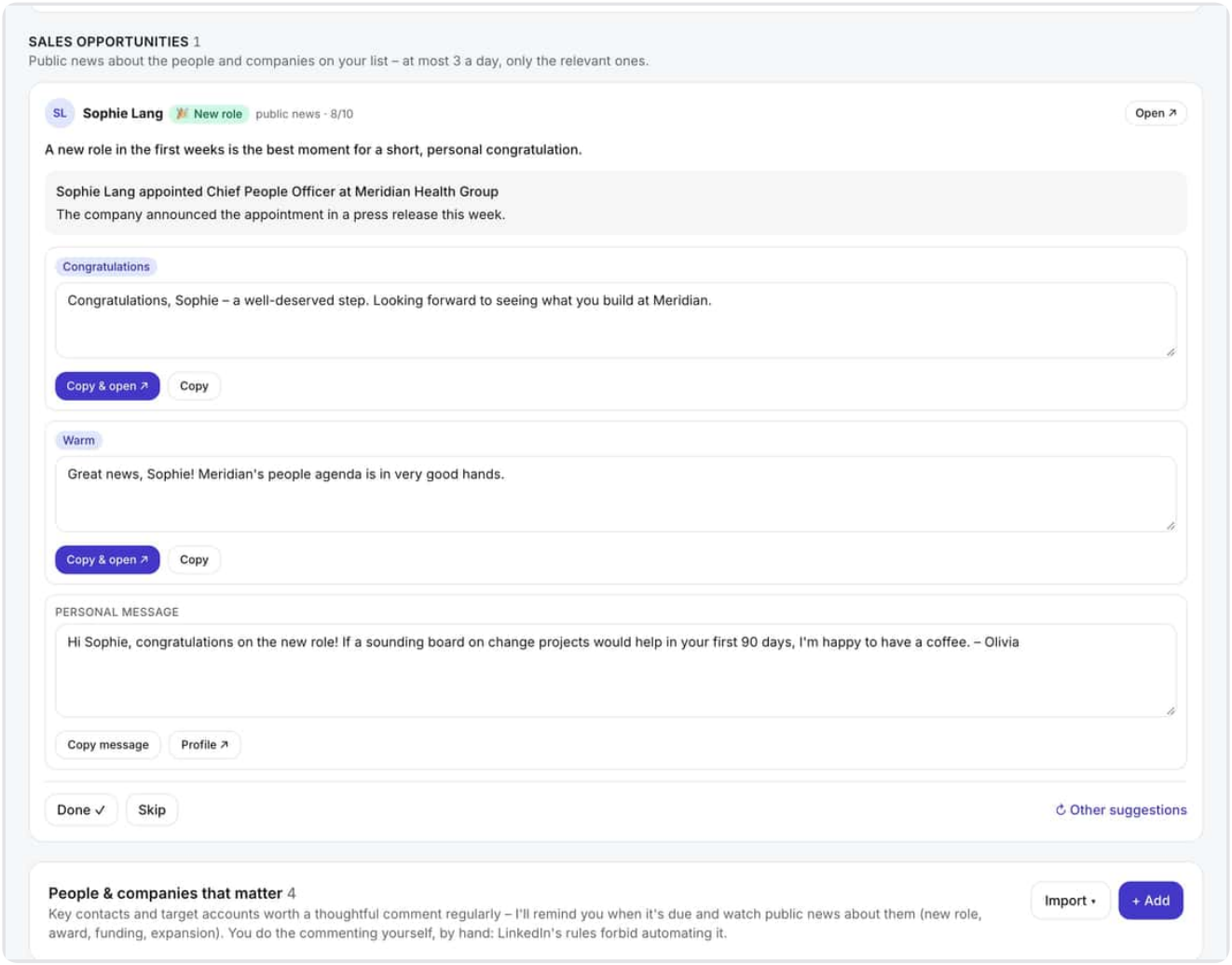


Figure 28 – A sales opportunity: why it's a good moment, the score, two comments and a personal message – then the list of

people & companies that matter.

- **Sources:** public Google News results every morning after 6:00 (for a person: the name together with the company, so namesakes stay out), a company's own public news feed when you add its website, and what you paste. LinkedIn is never read or monitored.
- **Only the good ones, at most three a day:** the AI scores each from 1 to 10 and shows only those scoring 6 or more. Bad news (layoffs, lawsuits) never gets a congratulation, and a story is shown only once.
- **People & companies that matter: + Add** (a person with company and LinkedIn profile, or a company with its website), or **Import** from your clients list, HubSpot or Pipedrive. **Every N days** sets how often you want to react; when it's due, the person shows up under **Due for a check-in** (**Profile ↗**, **I commented ✓**). The **News** switch stops news about one name; the whole feature can be switched off under Settings.
- **Comments under your posts** – with a directly connected LinkedIn, Facebook or Instagram account, the comments under your own posts appear here too, with an AI reply suggestion.

> ✓ **Tip**
> Faster with the browser extension (Chrome Web Store): select a LinkedIn post → right-click → **Suggest a comment with Sayweek**, and the suggestions are waiting for you here.

Post ideas from your comments

A question under your post is usually one that others are asking too. Every week Sayweek reads the comments under your directly published LinkedIn, Facebook, Instagram and Threads posts of the last two weeks, and turns recurring questions, objections and good discussions into post ideas. Thank-you and congratulation comments never become ideas.

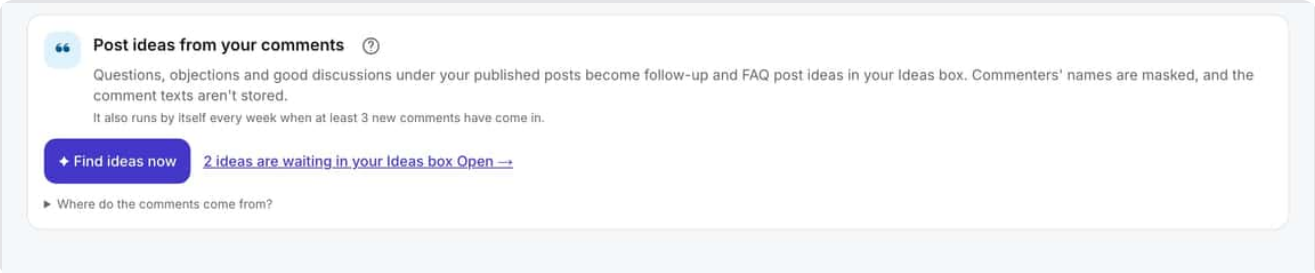


Figure 29 – The Post ideas from your comments card on the Networking tab.

1. On the **Networking** tab, click **Find ideas now** on the **Post ideas from your comments** card – or wait for the weekly run (it starts when at least 3 new comments have come in).
2. The ideas land in your **Ideas box** with a **From comments** label: how many comments an idea is based on, under which post, and a link to the comments.
3. Pick a suggested slot and have the post written – like any other idea.

> i Commenters' names are masked (e.g. “K. A.”) and the AI only sees pseudonyms; e-mail addresses, phone numbers and your client names are removed first. The comment texts aren't stored with the idea – only their ids, so the link can point to the source.

Client stories

The **Client stories** tab turns what your clients say and the events you attend into posts – always with the client's consent.

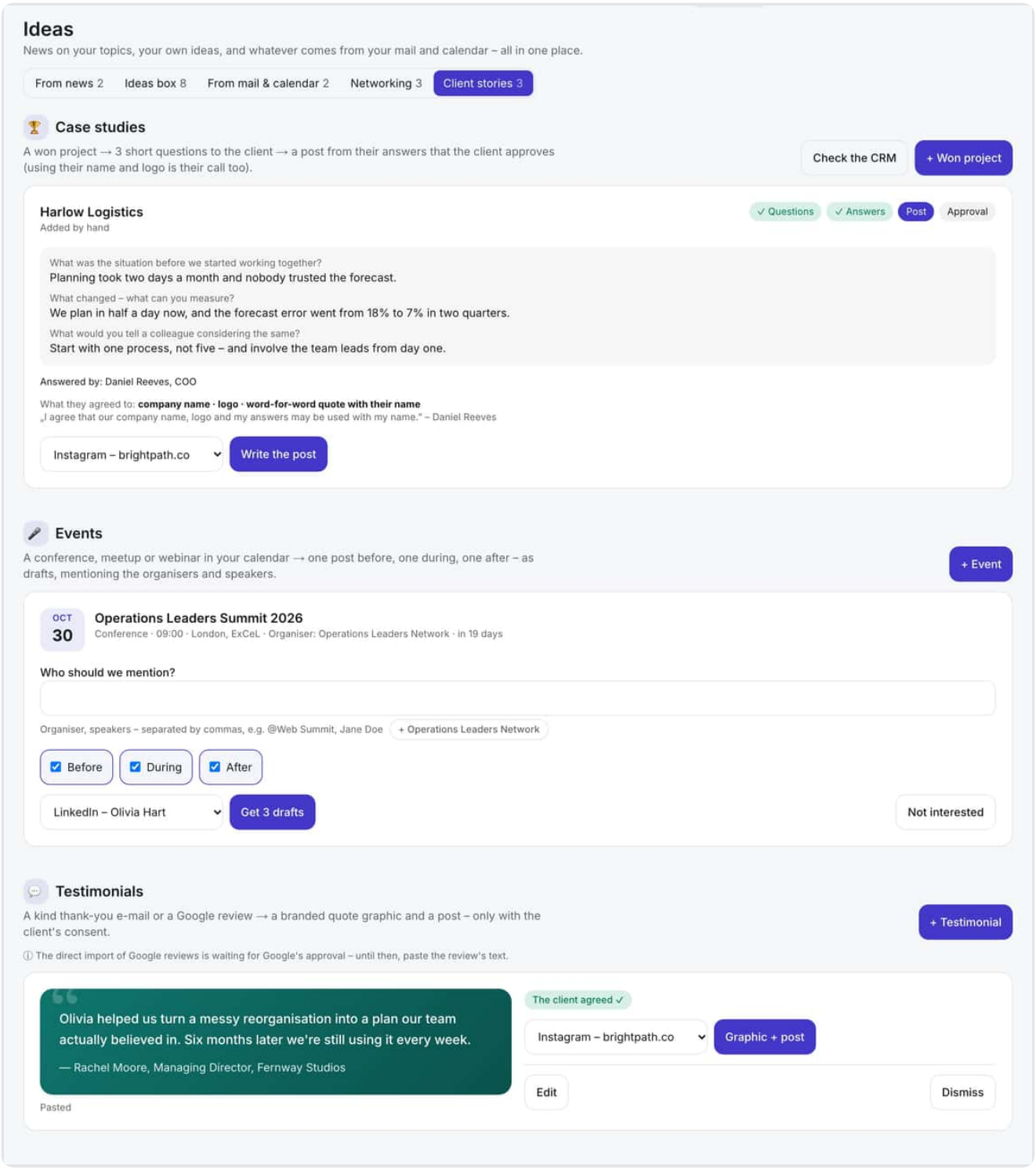


Figure 30 – Client stories: an answered case study, a suggested conference and a testimonial with consent.

Case studies

When you win a deal in HubSpot or Pipedrive, Sayweek suggests it here (from the last 3 weeks) – or add one with **+ Won project**. Check the 3 questions, add the contact, then **Send the questions by e-mail** or **Copy link**. The client answers on a branded page without sign-in and decides whether you may use their company name, logo and word-for-word quotes. Pick the channel and click **Write the post**, then **Send to the client for approval** – until the client has approved exactly that text, the post can't be scheduled.

Events	Once a day Sayweek looks through your connected calendars for conferences, meetups and webinars in the next 2 months (private and internal events are skipped) – or add one with **+ Event**. Type **Who should we mention?** (organiser, speakers), tick **Before**, **During**, **After**, pick the channel and click **Get 3 drafts**: they go into the nearest free slots (about 2 days before, on the day, the day after).
Testimonials	Paste a client's kind words (e-mail, message, review), their name and role, and choose how they appear (full name, initials or no name). Record the consent – tick **I have their consent**, or ask with a link – then pick the channel and click **Graphic + post**: a draft with a quote graphic in your brand's colours. The direct Google reviews import waits for Google's approval; until then paste the review.

Tip

Ideas from your team's “wins” channel: in Slack, messages marked with the reaction, in Microsoft Teams messages that mention @Sayweek land in the ideas box (Integrations chapter → Notifications to other apps).

04 Writing and editing a post with the AI

The post editor (/poszt/...) – Weekly plan / Calendar → Edit

The editor shows everything a post needs in one place: the text, the opening-line suggestions, the image, the timing, the preview and whatever still blocks approval. Open it from the weekly plan or the calendar with the post's **Edit** button (or by clicking the row).

The editor layout

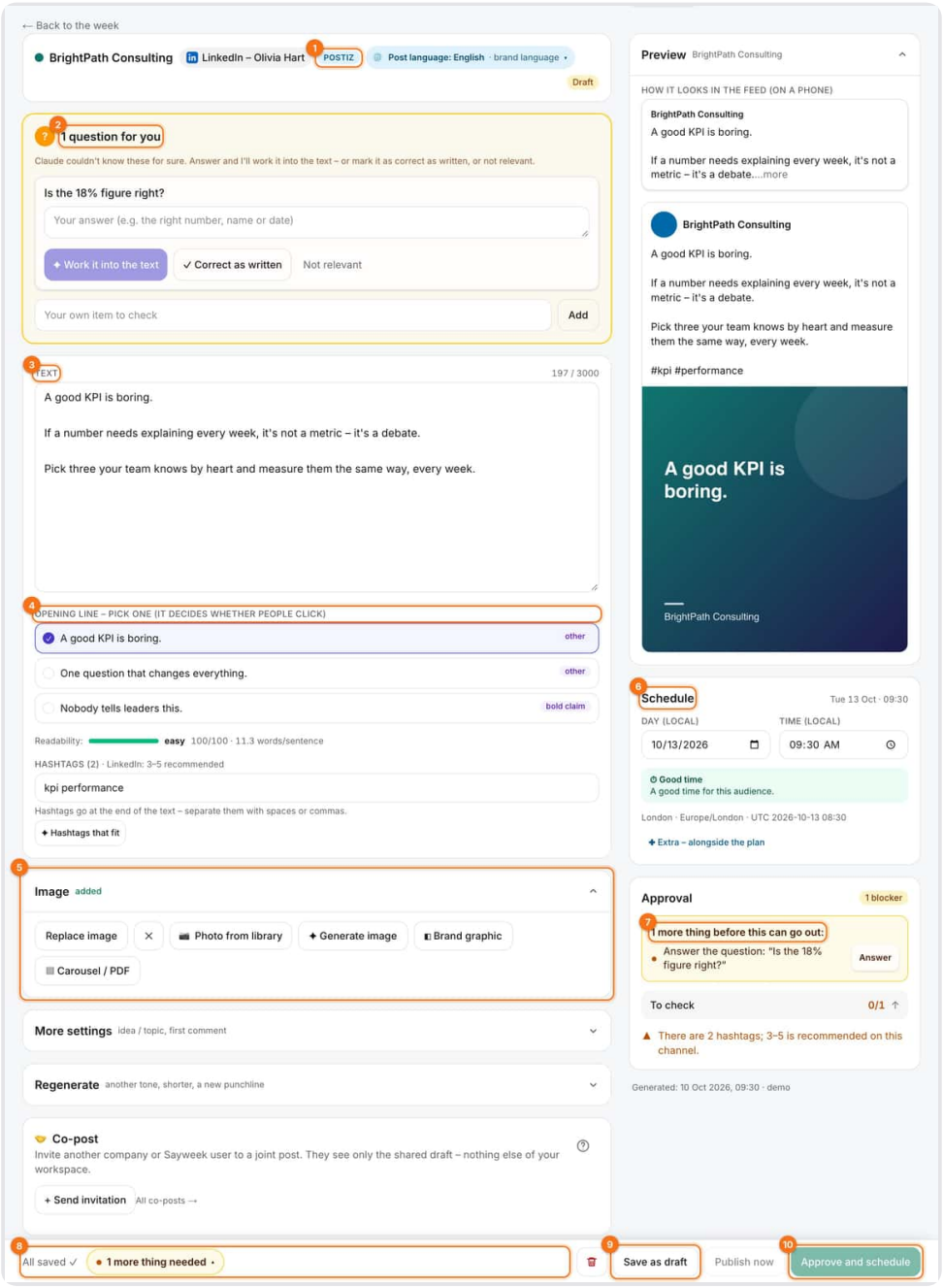


Figure 31 – The editor: the content on the left, the preview, schedule and approval on the right, the action bar at the bottom.

1	**Header**	Brand, channel, the publishing route (**DIRECT**, **POSTIZ** or **NOT CONNECTED**), the post language and its status.
2	**Questions**	Claude's open questions – things it couldn't know for sure (e.g. a number, a date). While they're open, the post can't be approved.
3	**Text**	The post text with the character counter (e.g. 1180 / 3000). On Instagram it's called **Caption**, on YouTube **Title and description**.
4	**Opening line – pick one**	On LinkedIn, Claude suggests several opening lines; one click swaps it in as the first line.
5	**Image**	Upload, AI image, brand graphic, stock photo and connected storage (see below).
6	**Schedule**	**Day (local)** and **Time (local)**, with a rating of the time and, if there is one, a better suggestion (**Use it**).
7	**N more things before this can go out**	On the right-hand **Approval** card (**Ready to approve** or the number of blockers, warnings marked ▲): what still blocks approval, each line with a button to the fix (e.g. **Answer**).
8	**Action bar – status**	The left side of the bar fixed to the bottom of the window: **All saved** ✓, or **Unsaved changes · Discard · Save**; next to it the **N more things needed** chip – click it for the same list with its fix buttons.
9	**Save as draft**	Saves the text and the time without approving or scheduling – even with blockers; the post stays a draft.
10	**Approve and schedule**	The main button at the right end of the bar; before it the bin icon (delete), **Save as draft** and **Publish now**.

On a tablet or computer the action bar always sits at the bottom of the window, so you never have to look for the buttons while scrolling; the right-hand column (preview, schedule, approval) scrolls with the page. Clicking a button that a blocker disables takes you to the first thing to fix. For an approved post the bar shows **Revoke (back to draft)**, for a published one **Open ↗**. On a phone the main buttons are in a bottom bar: **Approve and schedule**, for owners **Post now**, the rest (including **Save as draft**) behind ⋯.

Editing the text

1. Edit the text. If the post is still an empty idea, **Write it for me** gets Claude to write it (usually 20–40 seconds – meanwhile **Writing your post…**).
2. On LinkedIn, look at the **Opening line – pick one (it decides whether people click)** suggestions and click the best one. Below, **How it looks in the feed (on a phone)** shows what's visible before "…more".
3. Check the hashtags: **Hashtags (N)** – next to it the channel's recommendation (e.g. "LinkedIn: 3–5 recommended"). Separate them with spaces or commas; they go at the end of the text.
4. Click **Save** in the bar or **Save as draft**. Next to **Unsaved changes**, **Discard** restores the saved state. (Approving and publishing save your changes automatically.)

The editor's sub-panels (e.g. carousel, video cover, channel settings, stock photo, restoring a version) save your typed, unsaved text before their own save – what you typed isn't lost.

For texts over 120 characters, the **Readability:** line (**easy**, **medium**, **hard**, "N words/sentence") shows how easy it is to read – short sentences, few very long words and short paragraphs = easy. When it's hard, it also gives tips, and you get a warning at approval.

Regenerating

Under **Regenerate** (**another tone, shorter, a new punchline**) one click asks for a new version: **shorter**, **different punchline**, **more personal**, **fewer emoji** – or write **Your own instruction (optional)** and click **Regenerate**.

> ! **Note**
> Regenerating overwrites the text, the hashtags and the open questions. The previous text isn't lost: you can restore it from **Versions** (see below).

Clearing up questions

The **N questions for you** card sits at the top of the editor because these block approval. For each question you have three options:

- Type the answer (e.g. the right number, name or date) and click **Work it into the text** – Claude weaves it into the text.
- ✔ **Correct as written** – the text is fine as it is.
- **Not relevant** – the question doesn't matter.

A cleared question can be reopened with **Reopen**. You can also add an item of your own (**Your own item to check** → **Add**).

Image, video, graphics



Figure 32 – The Image section: Claude's image brief and the image sources.

Image: / Alternative:	Claude's image suggestion for the post – the AI image and the stock photo search start from it.
1 **Image / Replace image**	Upload your own image. The browser shrinks it before uploading, so phone photos go up fast too.
2 **Generate image**	A window with Claude's image brief; you can add an extra request. **Image with ChatGPT** / **Image with Gemini** (with both available: **With both**) make variants; **Choose this** puts one in.
3 **Brand graphic**	Your brand's templates (quote card, key number, 3 tips, carousel…) filled from the post text (**Fill from the post** → **Use as post image**).

More sources, when connected or switched on: **Stock photo** (Unsplash / Pexels – the photographer's name always shows in the editor; tick **Add the credit to the end of the text** to put it into the post), **Drive** (a Google Drive post photo folder), **OneDrive**, **Dropbox**, **Figma**, **Canva**. Connecting these is covered in the Integrations chapter.

> i Which image generator is available depends on the server's set-up – if none is, the window says so. A generated image gets a machine-readable AI marking. You can add an image to an editable post, and also to an approved one until it has gone out (on a Postiz channel, the new image goes there too).

The buttons follow the channel, so they only offer media the channel accepts. On video channels (YouTube, TikTok, and with a direct Meta connection Instagram and Facebook) the section is called **Video**, **Video or image** or **Image / video**: **Upload video** (MP4 or MOV) and, with Drive or Dropbox connected, **Drive / Dropbox video**. Where both images and video work, the two rows are labelled (**Video**, **Image**); YouTube takes video only, Pinterest images only. On Instagram the **Format:** switch chooses between **Feed post** and **Story (9:16)**.

Video cover (Reel, TikTok, YouTube)

Under an uploaded video the **Cover** panel appears – on directly connected channels:

- **Instagram Reel** (feed post): **Frame from the video** – pick the frame with the slider (and the 0.1 s steps), then **Use this frame**; or **Custom image** – JPEG, PNG or WebP, up to 10 MB, vertical 9:16 recommended. A custom image overrides the frame.
- **TikTok** (direct posting): a frame from the video.
- **YouTube**: a custom thumbnail (only for a verified YouTube channel; for Shorts, YouTube may choose differently).

Default goes back to the network's own choice. The cover shows in the preview and on the published post's page. Where there's no cover choice, the panel says why: for stories, Facebook Page videos, TikTok drafts (you choose it in the TikTok app) and channels posting via Postiz.

More settings and preview

- **More settings** → **Idea / topic** (what the post should be about – regenerating works from it too) and – where the channel supports it – **First comment** (optional; on LinkedIn put the link here).
- **Extra** – on the **Schedule** card, the **Extra – alongside the plan** (or **Back into the plan**) button: the post doesn't count towards the channel's rule (see the Overview and weekly plan chapter).
- **{channel} settings** – channel-specific fields, e.g. TikTok visibility, YouTube visibility, Google Business Profile post type.
- **Preview** – how the post looks on the channel (top of the right-hand panel).
- At the bottom of the panel: **Generated:** – when and by which model.

Quality checks: blockers and warnings

The **Approval** card and the box above the buttons (**N more things before this can go out:**) say exactly what's missing – each line with a button that takes you to the fix (**Go to the text**, **Add an image**, **Change the time**, **Override**, **Connect the channel**, **Subscription**).

Blockers (can't be approved)	Empty text; an open question; text longer than the channel's limit; a banned word in the text (from the brand's **Banned words**); an Instagram or Pinterest post without an image; a video channel without a video; no publishing route for the channel; a time in the past or within 5 minutes; a post already went out on this channel that day; a public holiday / blocked day without an override; an expired trial or inactive subscription.

Warnings (▲, can be approved)	A public holiday for a personal brand; more hashtags than the channel recommends; hard to read; a client name in the text (from the **Client names** list); very similar to another post; a longer text on Bluesky / Threads (it goes out as a thread).

For a post scheduled on a public holiday or blocked day, the editor shows the checkbox **I know it's a public holiday, but I still want to schedule it.** – this overrides the block.

Character limits and hashtag recommendations per channel

LinkedIn (personal and company)	3,000 characters · 3–5 hashtags recommended
Instagram	2,200 characters · 2–3 hashtags · image required
Facebook page	5,000 characters · 0–2 hashtags
Google Business Profile	1,500 characters · no hashtags
Threads	500 characters (longer: a reply chain)
Bluesky	300 characters (longer: a thread of up to 10 parts)
X (Twitter)	280 characters
Telegram channel	4,096 characters
TikTok	2,200 characters · video or image required
YouTube	5,000 characters · video required; first line = title (max. 100)
Pinterest	601 characters · image required; first line = pin title

i For a channel posting via Postiz, Postiz may report its own limit – then the counter uses that.

Automatic fitting when sent

Every network has its own rules (aspect ratio, file format, size, hashtags, links). When sending, each channel gets its **own copy** that meets the network's rules – the original photo and text in Sayweek never change. What Sayweek can fix by itself is neither a blocker nor a warning: you see it in a blue box on the editor's **Approval** card (**Fitted automatically when sent (the original stays as it is):**) and with an in the quick post preview.

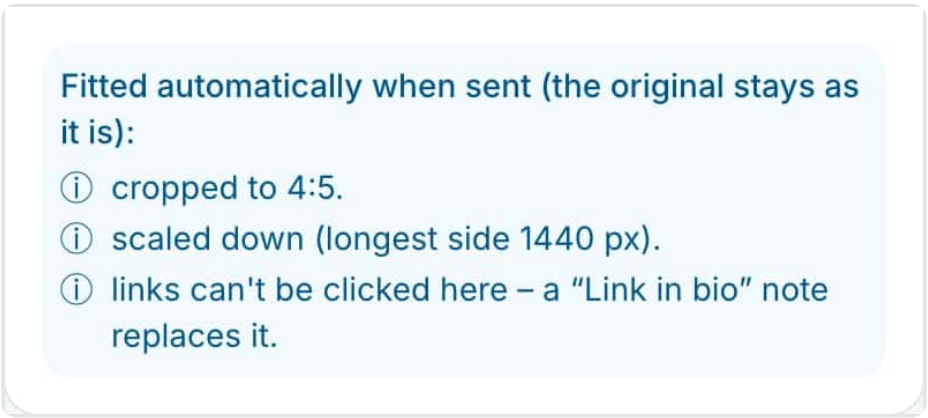


Figure 33 – A blue fit note in the editor: a portrait photo and a link on Instagram.

What does Sayweek fit by itself?

Aspect ratio	Whatever falls outside the network's ratio (e.g. Instagram 4:5 – 1.91:1, story 9:16) is fitted by the **Aspect-ratio fitting** setting: **Automatic** (crop when at most 10% of the photo is cut away, otherwise pad), **Crop** (centred) or **Pad** (the whole photo shows; a blurred copy of it fills the rest).
Format and size	HEIC, PNG or WebP → JPEG where the network wants it; scaled down or up to the allowed size, compressed under the limit (e.g. Bluesky 1 MB), metadata (GPS included) removed. If a network allows fewer photos, the rest are left out; in an Instagram carousel every photo gets the first photo's ratio.
Hashtags	Hashtags over the network's hard limit are dropped from the end (Instagram 30, YouTube 15, Threads 1).
Link	On Instagram and TikTok links aren't clickable – "Link in bio" takes its place.
Google Business Profile	Phone numbers are removed from the text (Google would reject them) – use the Call button.
Long text	On Threads and Bluesky a longer text goes out as a thread (up to 10 parts). Text only slightly (up to 15%) over the limit is shortened at a sentence end – hashtags go first. On Pinterest a long first line becomes a short pin title.
Video	If a video is too long or too big for a vertical-video network (Reels, story, TikTok), approval is blocked and the editor shows **Automatic fit (trim + 9:16)**: it trims the video to the limit and converts it to 1080×1920 H.264/AAC (you can restore it in the Video editor). A video that's too short can only be replaced.

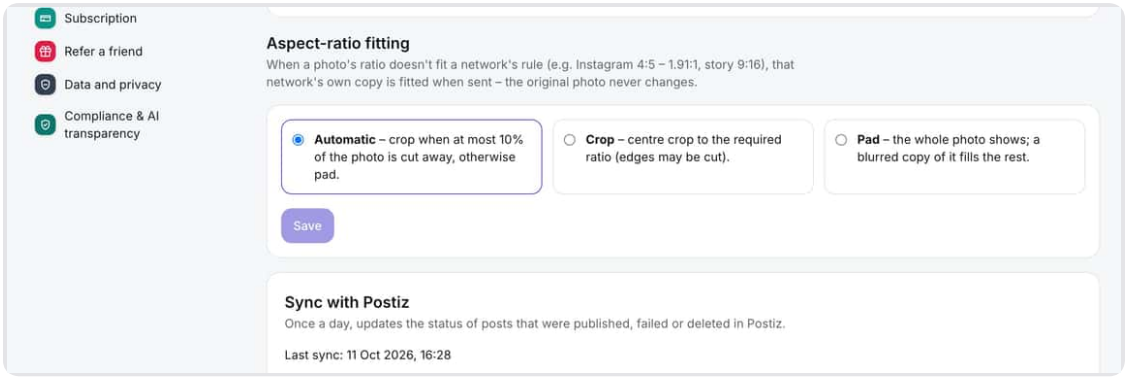


Figure 34 – Settings → Postiz → Aspect-ratio fitting: Automatic, Crop or Pad.

> **Aspect-ratio fitting** applies to the whole workspace: **Settings → Postiz** (below **Postiz mode**; it opens from the Postiz card under **Settings → All integrations**). The default is **Automatic**. Red or yellow only shows what can't be fixed automatically (e.g. an Instagram post without an image, a video that's too short, a text far over the limit).

At the bottom of the editor: carousel, reuse, versions, provenance

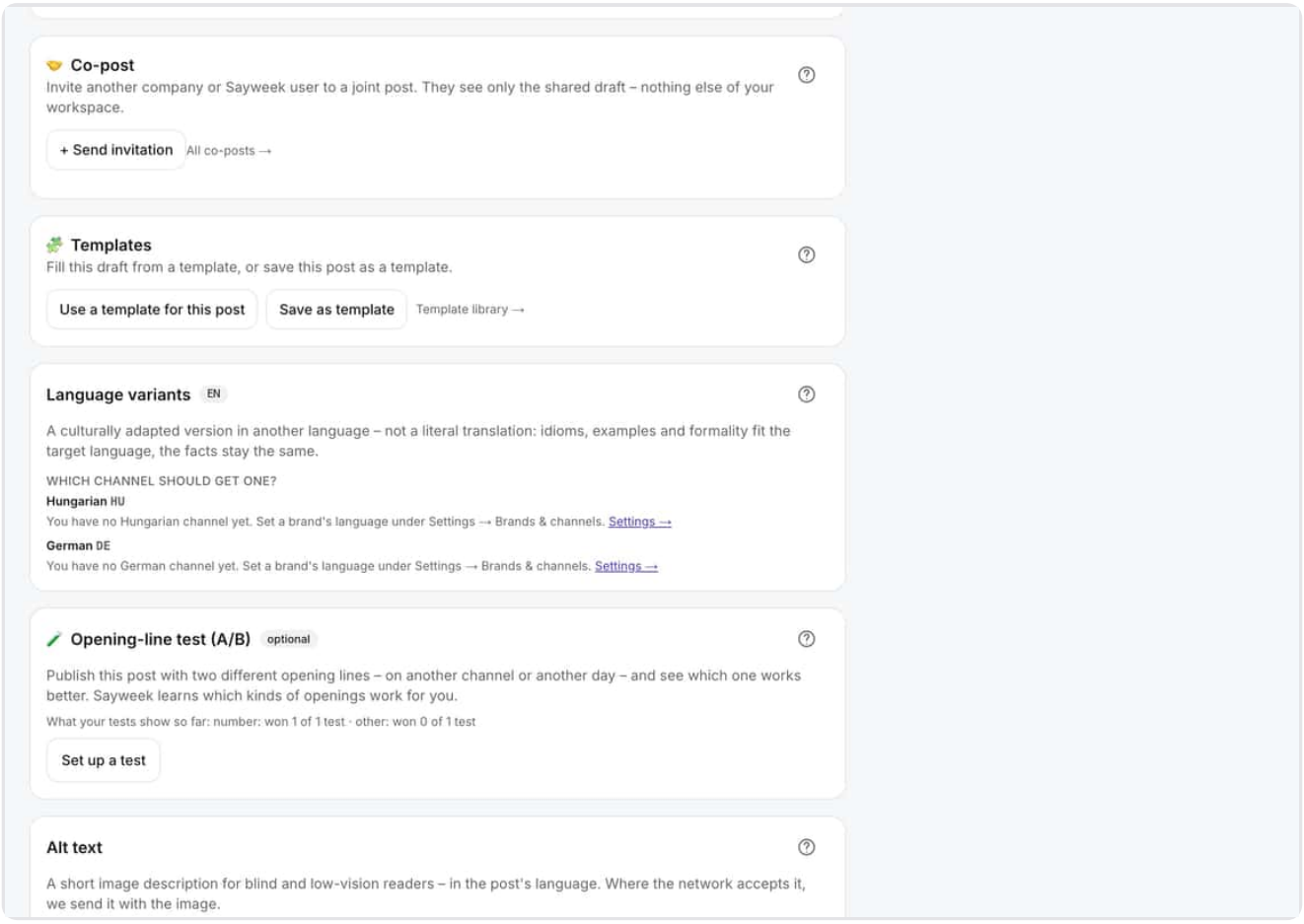


Figure 35 – The lower part of the editor: PDF carousel, versions and the provenance log.

1 **Carousel / PDF document**	**Create carousel from the post** – Claude makes a title slide, 4–8 content slides and a closing (CTA) slide in your brand kit's colours, logo and font. Edit the texts (**Move up** / **Move down**, **+ Content slide**, **Delete slide**), check the **Live preview** in **Portrait 4:5** or **Square 1:1**, then **Save slides**. **PDF** (LinkedIn document), **Images (ZIP)** (Instagram carousel), **Attach to post**; **Publish as a carousel** works with a direct LinkedIn or Instagram connection – via Postiz, download it and post it by hand.
2 **Versions**	Shown once there are at least two versions: time, source (**Claude**, **edit**, **client**, **restore**), **Show** / **Hide** and **Restore** – the current text is also kept in the versions.
3 **Provenance (AI transparency)**	How much the AI wrote, how much a person changed, which model worked on it, who edited and who approved it. No prompts are stored.

- **Cross-posting** – if the channel is in a channel group, here you see where else the post goes (**Also posts to**) and can switch channels off one by one. More in the Agency manual; creating a group: Channels chapter.
- **Reuse** – for a published post: **Fresh version** writes a new version (new hook, same insight) as a draft into the channel's next empty slot (Analytics chapter → Evergreen). For a LinkedIn company page or Facebook post, the **Colleague versions** section (Your voice chapter).
- **Client feedback** – if a comment or decision was left on a client approval link (Approval and scheduling chapter). If the post changes after the client approved it (text, hashtags, first comment, image or

carousel), the label reads ↻ **changed since the client approved it** – the client can approve it again on the link.

> i If the channel now posts directly but this approved post is still scheduled in Postiz, the top of the editor says: "This post is still scheduled in Postiz – it goes out through Postiz, not the direct connection." **Switch to direct** deletes it from Postiz, and it goes out directly at the same time (the text, image and approval stay).

Compliance check (regulated industries)

If the brand has the regulated-industry safety net switched on (Channels chapter), the **Compliance check** card in the editor shows findings as you type: what's wrong, why, and how to fix it.

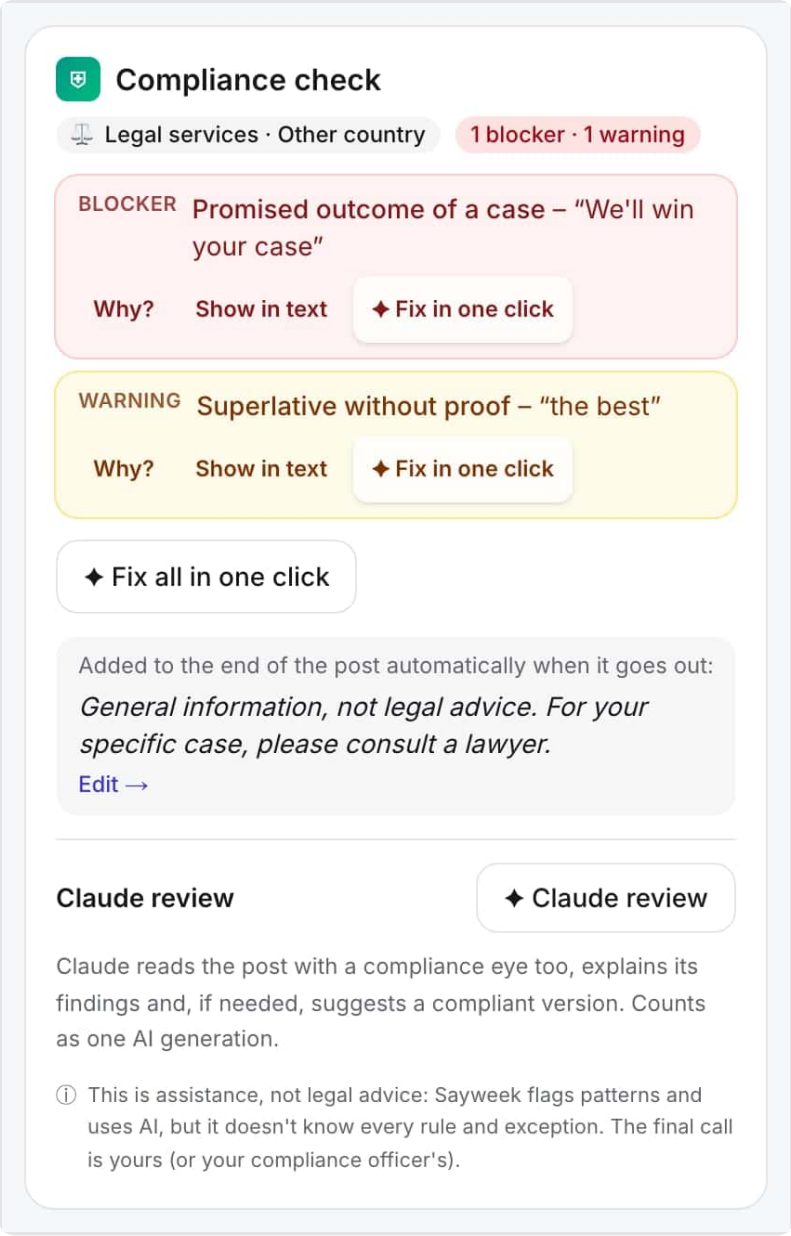


Figure 36 – The Compliance check card of a law firm's draft: a blocker, a warning, the required notice and the Claude review.

- **Blocker** – while it's in the text, the post can't be approved or published. **Warning** – it can be approved, but approving asks for a confirmation and logs your name.

- **Show in text** selects the flagged words; **Fix in one click** has Claude rewrite only the affected sentences, in your voice; **Claude review** reads the whole post, explains its findings and can suggest a compliant version (**Use this version**). A review or a fix counts as one AI generation.
- The required notice (e.g. “General information, not legal advice…”) is added automatically when the post goes out – the saved text isn't changed.

> **! Note**
> This is assistance, not legal advice: the rule pack and Claude recognise typical patterns, not every law and exception. The final call is yours or your compliance officer's.

Language variants

Do you post in more than one language – say, with a brand in English and one in German? The **Language variants** card in the editor turns a post that works into culturally adapted versions for your other languages. It's not a literal translation: idioms become the target language's own expressions, examples become familiar to the reader, German uses the formal “Sie” by default – while facts, numbers and claims stay the same. If a swap would need a new fact, you get a check question.

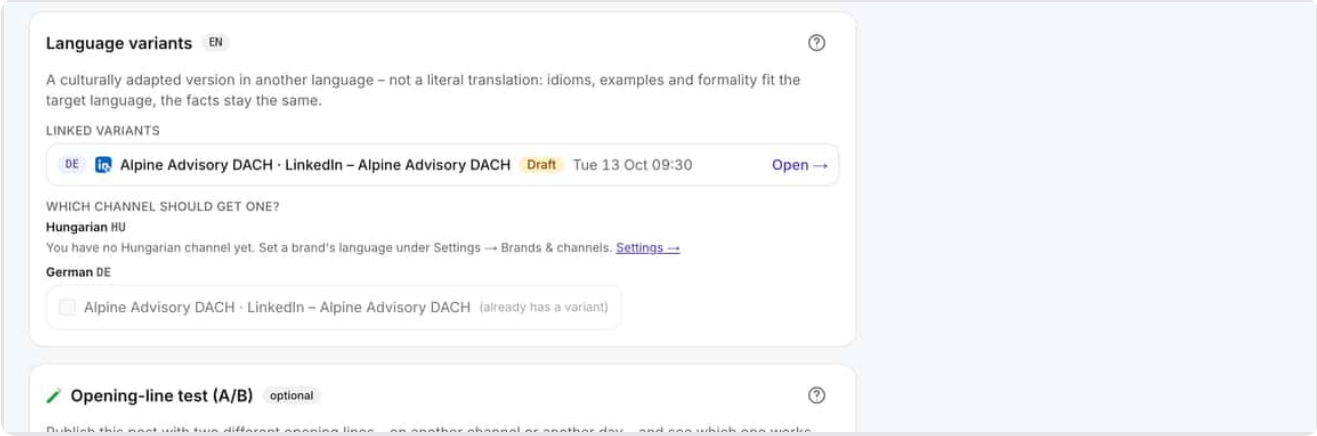


Figure 37 – Language variants: the linked German variant (a draft) and the channels per language that can get one.

1. Open the post. Under **Which channel should get one?** the card lists, per language, the channels whose brand writes in that language.
2. Tick the channels that should get a variant (up to 4 at once) and click **Create variant**.
3. Each variant is its own draft on its own channel – on the same day and time if that slot is free, otherwise on the channel's next free slot. It follows the target brand's banned words, voice and safety net, and waits for your approval.

Variants are linked: **Linked variants** on the original, **Open original →** on a variant. Later edits to the original don't overwrite them.

Opening-line test (A/B)

The first line decides whether people click “…more”. On the **Opening-line test (A/B)** card you can publish the same post with two different opening lines – and Sayweek tells you which one won. It only runs when you ask for it, per post.

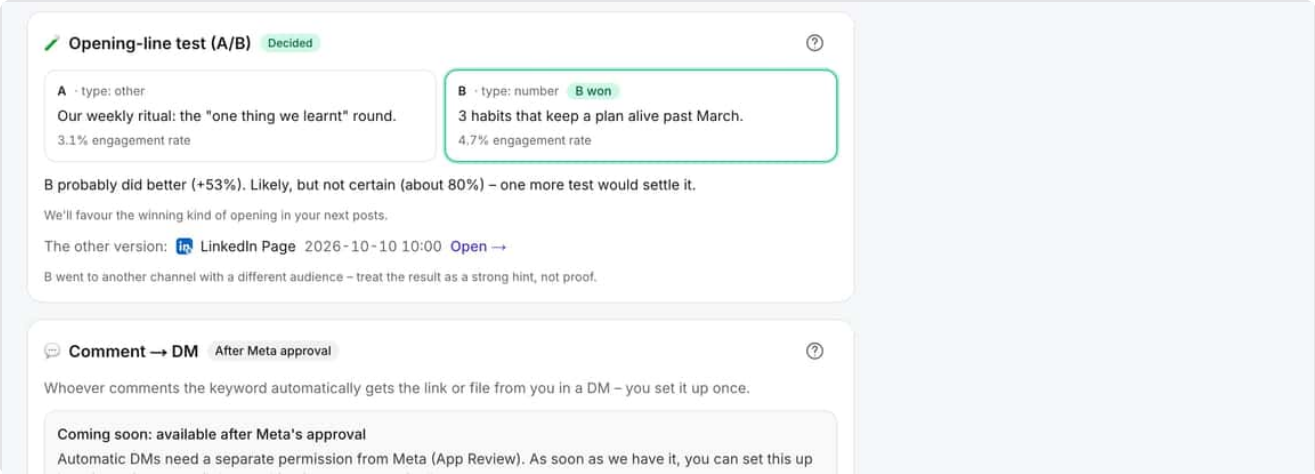


Figure 38 – A decided opening-line test: B (a number) beat A, with the engagement rates and the link to the other version.

1. Open the post and click **Set up a test**. **A** is the current first line; for **B** pick one of Claude's suggestions or write your own (**My own opening line…**) – a really different one: a question, a number, a personal moment, a bold claim.
2. Under **Where and when should B go out?** choose another channel of the brand, or the same network on another day – both versions never go out on the same network on the same day.
3. Tick **Yes, publish both versions (each still needs my approval).** and click **Start test**. B waits for your approval as a draft.

- Once both versions have been live for at least 3 days, Sayweek compares their engagement rates (interactions relative to views; without views, the number of interactions).
- **clearly did better** – about 95% sure it isn't luck; **probably did better** – about 80%; otherwise **Neck and neck**. If B went to another channel, the result is a strong hint, not proof.
- Sayweek favours the winning kind of opening in your next posts, and the opening-line picker shows how often each kind won in your tests. **Stop test** ends it (B is deleted if it hasn't gone out yet).

Alt text

Alt text is a short image description: screen readers read it aloud to followers who are blind or have low vision, and search engines use it too. On the **Alt text** card, **Write with AI** writes it in the post's language – with several images, one per image. Read it, change it if needed and **Save**: from then on the text is yours, and AI won't overwrite it.

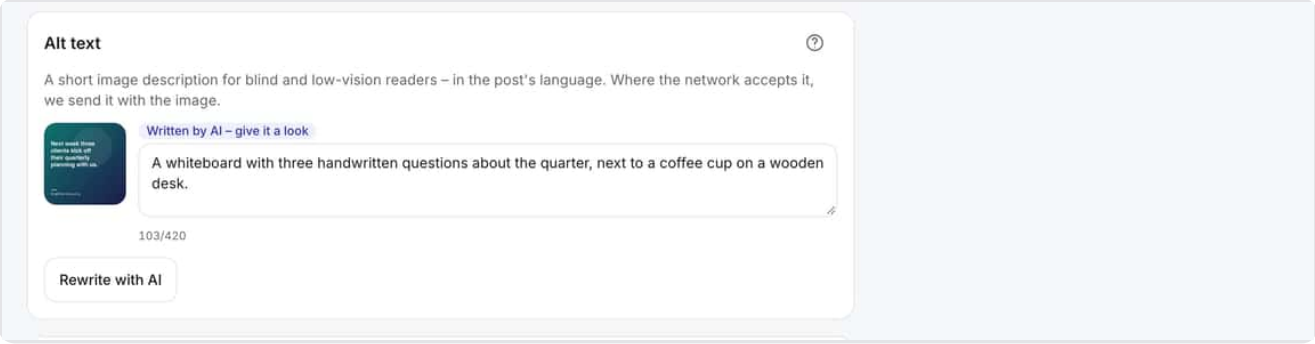


Figure 39 – The Alt text card: the description the AI wrote (“Written by AI – give it a look”), with the character count.

- When published directly, images go out with their alt text on LinkedIn, Bluesky, Threads, Pinterest, Instagram (feed images) and Facebook Pages. Google Business Profile, TikTok, YouTube and posts sent via Postiz don't take alt text – the card says so.

- For drafts Sayweek writes it every hour by itself, so it's there when you approve; approved posts are only touched when you ask. In the weekly plan, **Fill in with AI** fills in up to 12 scheduled posts at once.

Video from this post – the teleprompter

Want to say it on camera? The **Video from this post** card turns the post into a 30, 45 or 60-second script – an opening line, three points and a call to action, in the post's language and your voice.

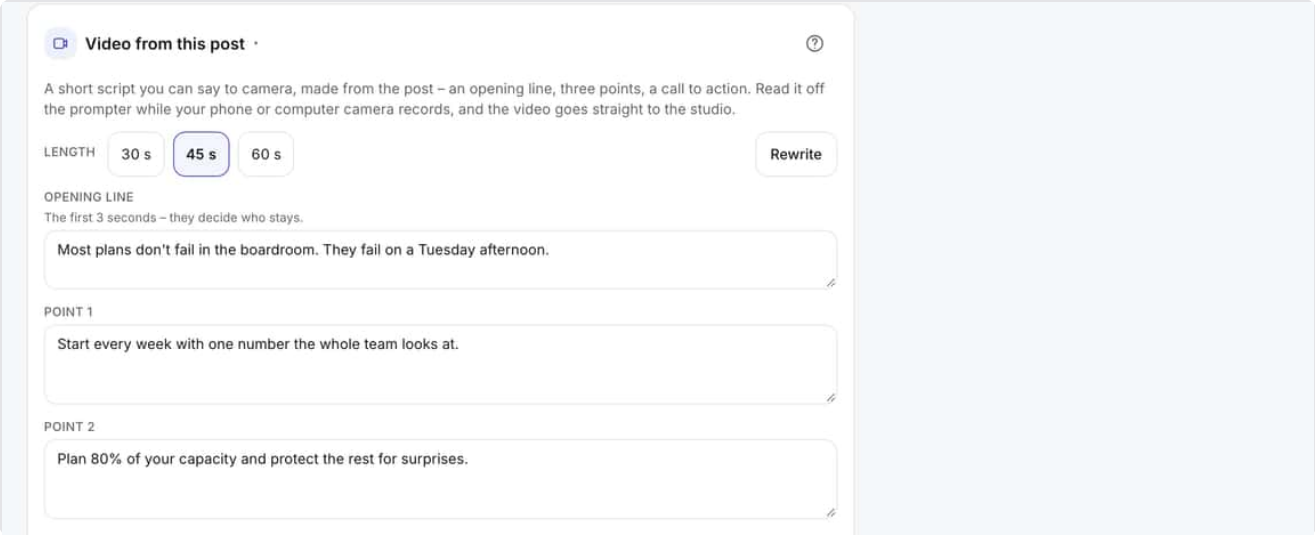


Figure 40 – Video from this post: the length, the opening line and the points of the script – everything is editable.

1. Pick a length and click **Write the script**. Change anything – the card shows roughly how long it takes to read aloud (**Download script** saves it as a file).
2. Click **Open teleprompter** and allow the camera and the microphone.
3. Press **Start recording**: after a 3-2-1 countdown the text scrolls under the camera at your pace. **Speed**, **Text size**, **Mirrored text** (for prompter glass) and **Switch camera** are under **Settings**; the space bar pauses.
4. Watch it back. **Retake** – or **Use this take**: the video is uploaded to the post (it replaces the current image or video) and the video studio opens.

> ✔ **Tip**
> On a phone it works in the Sayweek app and in the browser. Put the phone at eye level and look at the strip right below the camera.

Blog article from this post

A good post often holds a whole article. **Write the article** on the **Blog article from this post** card turns it into a 600–1,000-word, search-friendly article in your brand's voice – with a title, meta description, URL slug, headings and a call to action. It only uses what the post says.

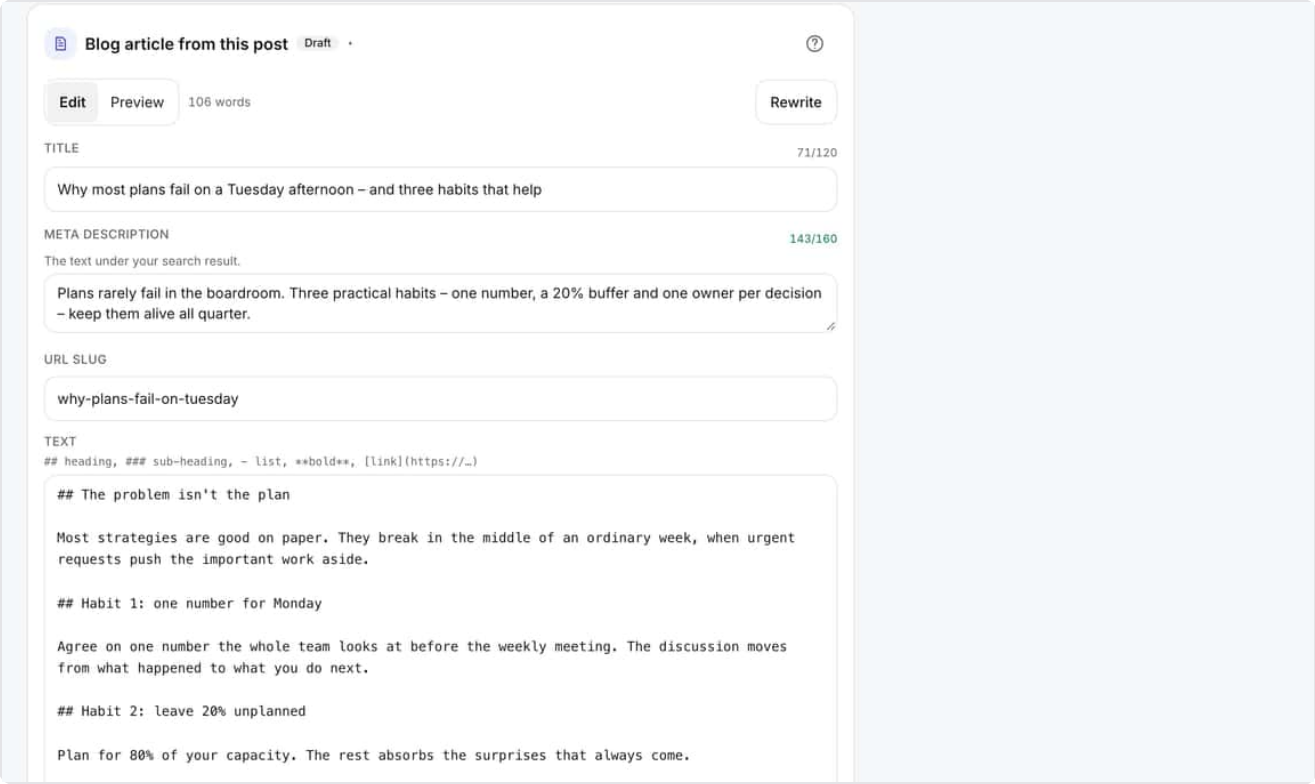


Figure 41 – The blog article card: Edit / Preview, title, meta description, URL slug and the text with headings.

1. Read it on the **Preview** tab and change anything on the **Edit** tab. The **Search-friendly?** list shows what's still missing (title length, meta description, at least 3 headings, at least 600 words, a call to action).
2. Click **Approve** – only the approved version can go out. If you change it afterwards, approve it again (**Changed since approval**).
3. Pick your blog under **Publish to** and click **Publish** (or **Update on the blog** the second time – no new post is created). The published address stays on the post.

Blogs are connected under **Settings → All integrations**: **WordPress** with an application password, **Webflow** with an API token and a CMS collection, **Ghost** with an Admin API key (Ghost never sends it as a newsletter). Without a connected blog, **Download** → **HTML** or **Markdown** gives you a file for any site.

Photo assistant (Photos)

Your own photo is the best image for a post. The **Photos** page (from the photo card in the weekly plan or the ⌘K search) shows which upcoming posts could use one, and prepares an uploaded photo for every network.

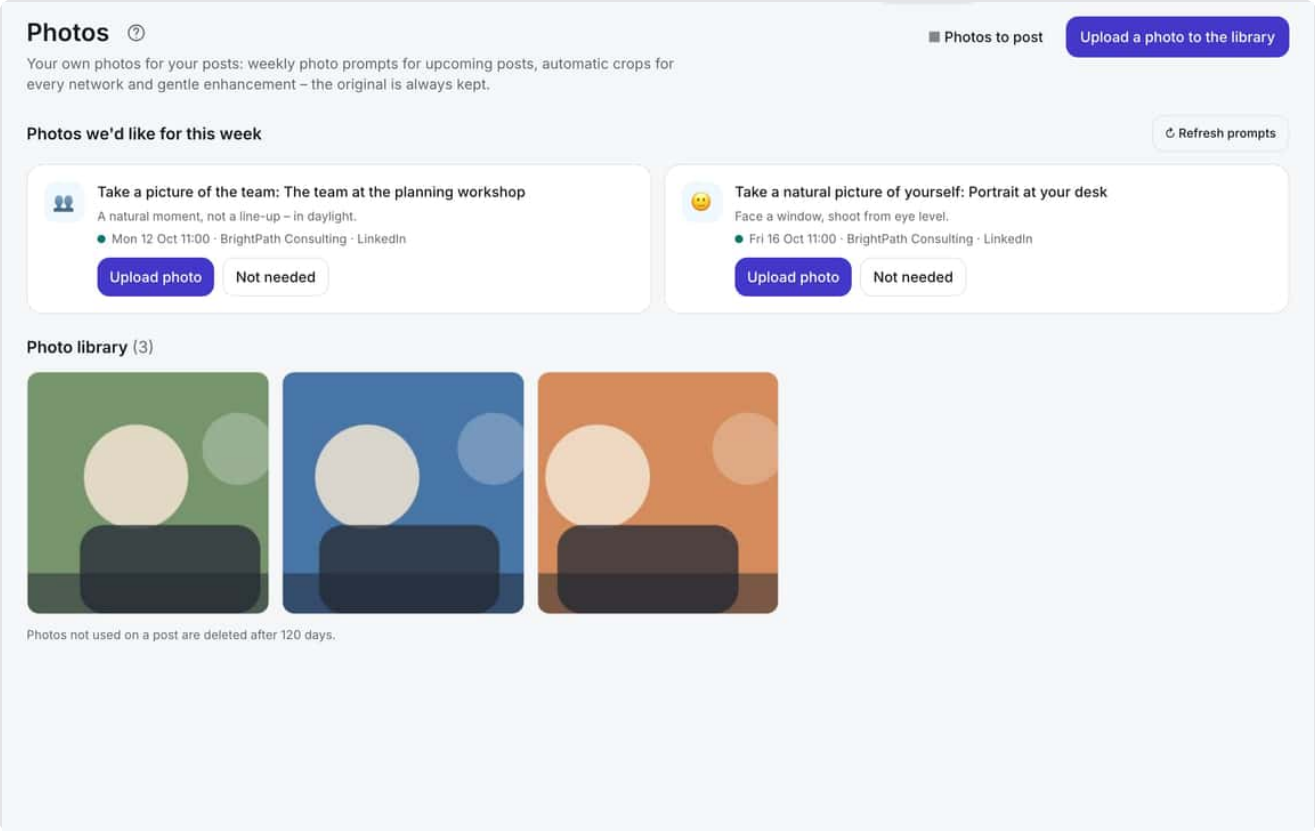


Figure 42 – Photos: a photo prompt for an upcoming post and the photo library.

- **Photos we'd like for this week:** for every post without an image in the next 7 days, a prompt with a suggested kind of shot (team, client, product, event, portrait…). **Upload photo** – on a phone the camera works too – or **Not needed**. On Mondays you get one summary as a push notification (and on Telegram, if linked).
- **Photo library:** click a photo for **Crops per network** (square, portrait, landscape, story), **Auto enhance** (gentle brightness and contrast), straightening, **Before / after** and **Back to the original**. **Use on a post** puts it on the post, cropped for the channel.
- In the editor, **Photo from library** shows the three best-fitting photos with the reasons (taken for this post, same brand, sharp, right shape, recent).

> i The original photo is always kept. Photos are scaled down to at most 2048 pixels; photos not used on a post are deleted after 120 days. The prompts can be switched off under **Settings → Reminders → Weekly photo prompts**.

Photos to post – a carousel, collage or video from an event's photos

An event, a trip or the best moments of your week: **Photos to post** (/fotokbol-poszt) turns them into posts in one flow. Open it from the quick post's media step, the Ideas page, the Photos page, an empty slot of the weekly plan (then it's made for that time) or your phone's share menu. Five steps: **Photos** → **Event** → **Format** → **Caption** → **Timing**.

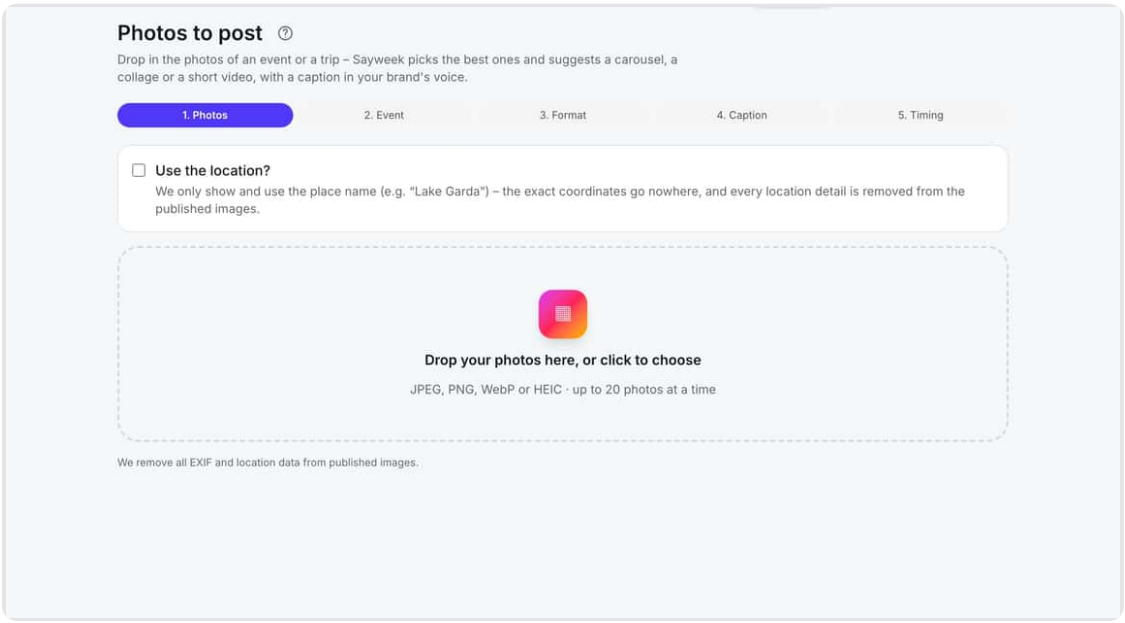


Figure 43 – Step 1 – Photos: drop in or choose the photos; the Use the location? checkbox.

- **Photos:** JPEG, PNG, WebP or HEIC. Depending on your plan 10 (trial), 12 (Solo), 20 (Pro) or 30 (Team, Agency) photos fit at a time; Sayweek leaves out the rest and tells you. A photo it can't read is skipped and counted, the others upload.
- **Use the location?** – only if you tick it. Even then Sayweek uses only the place name (e.g. “Windermere”), never stores or shows exact coordinates, and removes all EXIF and location data from published images. For the whole workspace, switch it off on the photos card under **Settings → Reminders** (**Place from photos (“Photos to post”)**).
- **iPhone:** the browser doesn't pass on the photos' location – the Sayweek iPhone app (and the Android app) keeps the place and time, or simply type the place in.

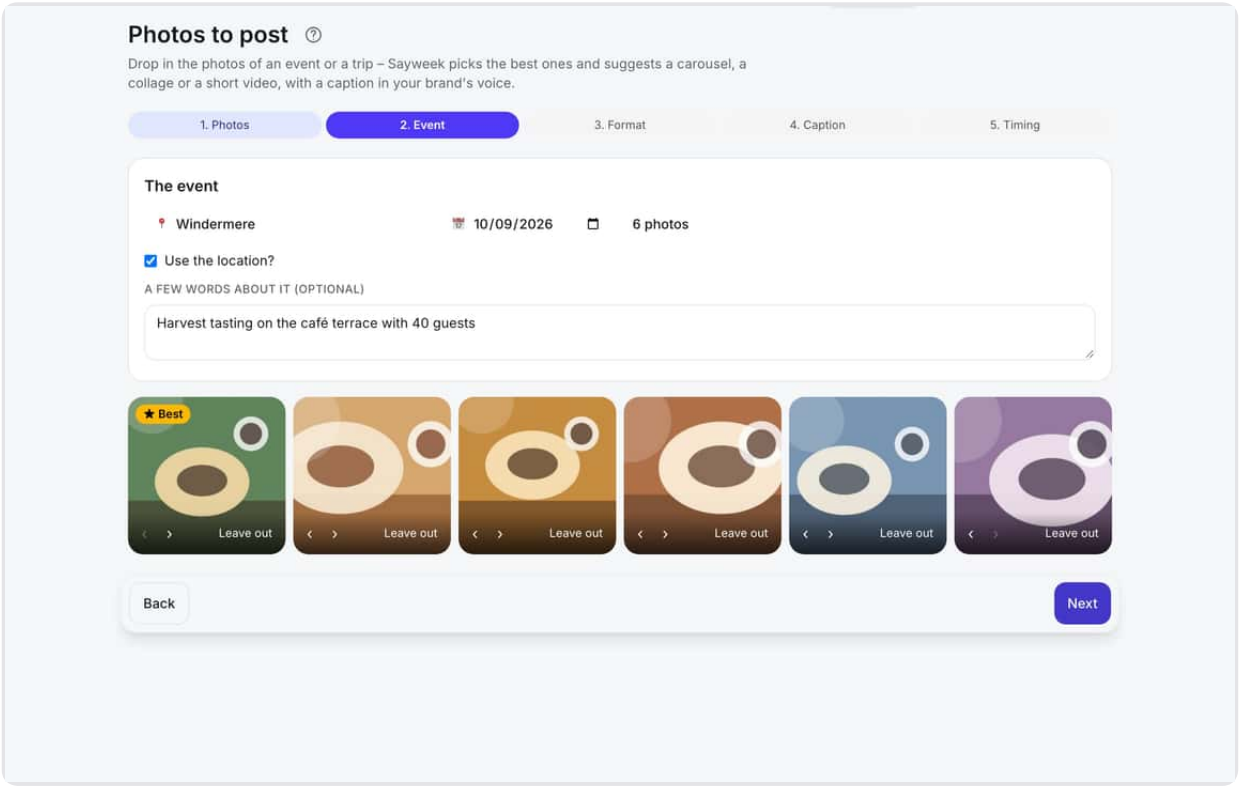


Figure 44 – Step 2 – Event: the place and date (editable chips), a few words about it and the order of the photos.

Place and Date	The place and date read from the photos – you can change both. If the photos carry no location, Sayweek tells you why (e.g. an iPhone in the browser).
A few words about it	Optional: what the occasion was (e.g. “our company turned 10”) – Claude writes with it.
Photos	Order them with the arrows (**Move earlier** / **Move later**) and take the weaker ones out with **Leave out**. If the photos look like several separate occasions, Sayweek works with the biggest; **Leave out the rest** is one click.

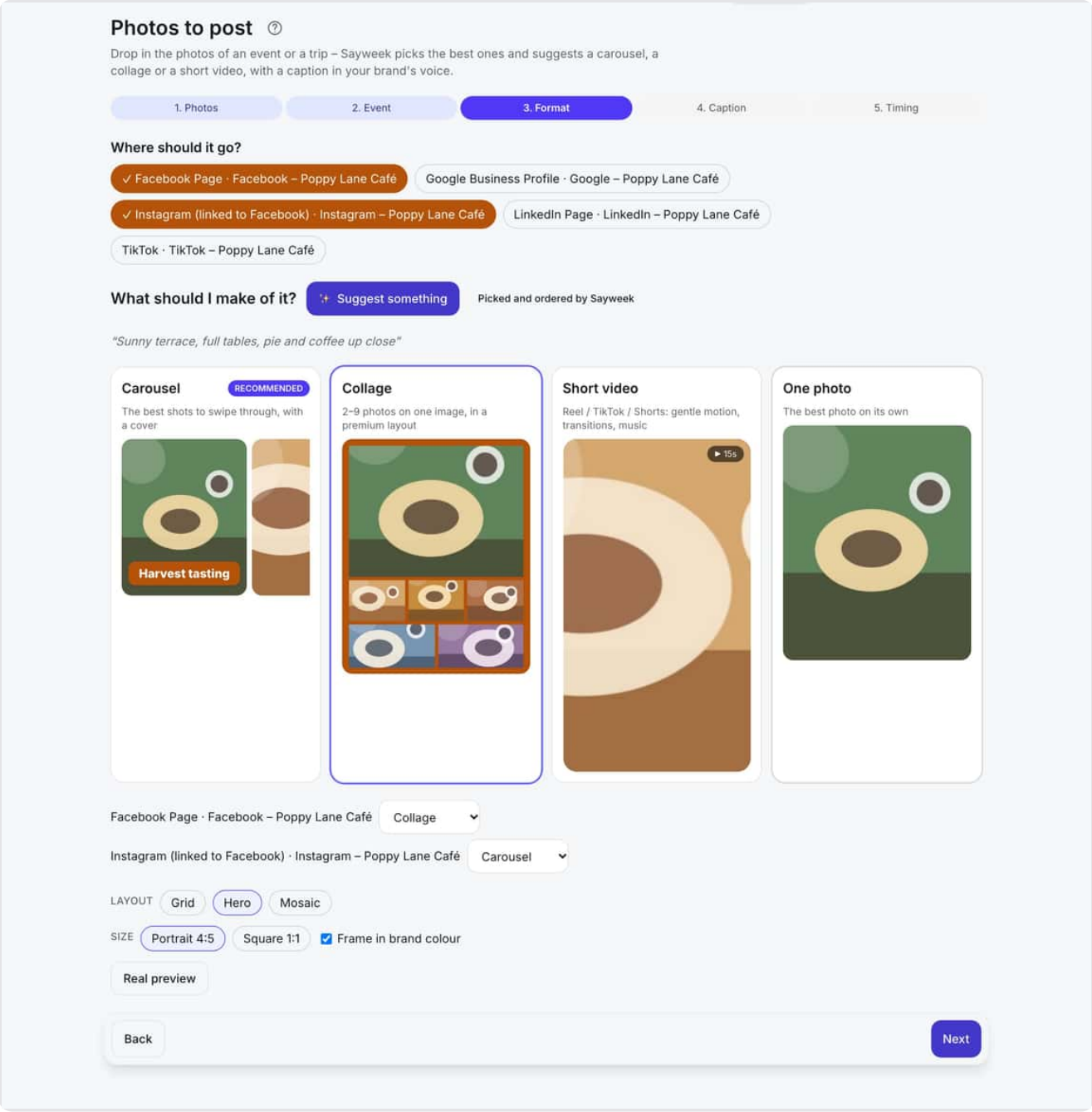


Figure 45 – Step 3 – Format: where it goes, the Suggest something button and the format cards with live previews.

Where should it go?	The channels (by default the ones remembered for quick posts).

Suggest something	Claude orders the photos, suggests a format (**Recommended**) and writes a caption per channel in your brand's voice. If AI isn't available, the photos are ordered by sharpness and you write the caption.
Carousel	The best shots to swipe through, with optional cover text in your brand's colours.
Collage	2–9 photos on one image (**Grid**, **Hero**, **Mosaic**; **Portrait 4:5** or **Square 1:1**), with a **Frame in brand colour** if you like.
Short video	A vertical montage for Reels, TikTok and Shorts: 2–15 photos, slow zoom, transitions, royalty-free music, text. It's made in the background; we let you know when it's ready and it's added to the draft by itself. 3 (trial), 5 (Solo), 20 (Pro), 40 (Team) or 80 (Agency) videos a month.
One photo	The best shot on its own.

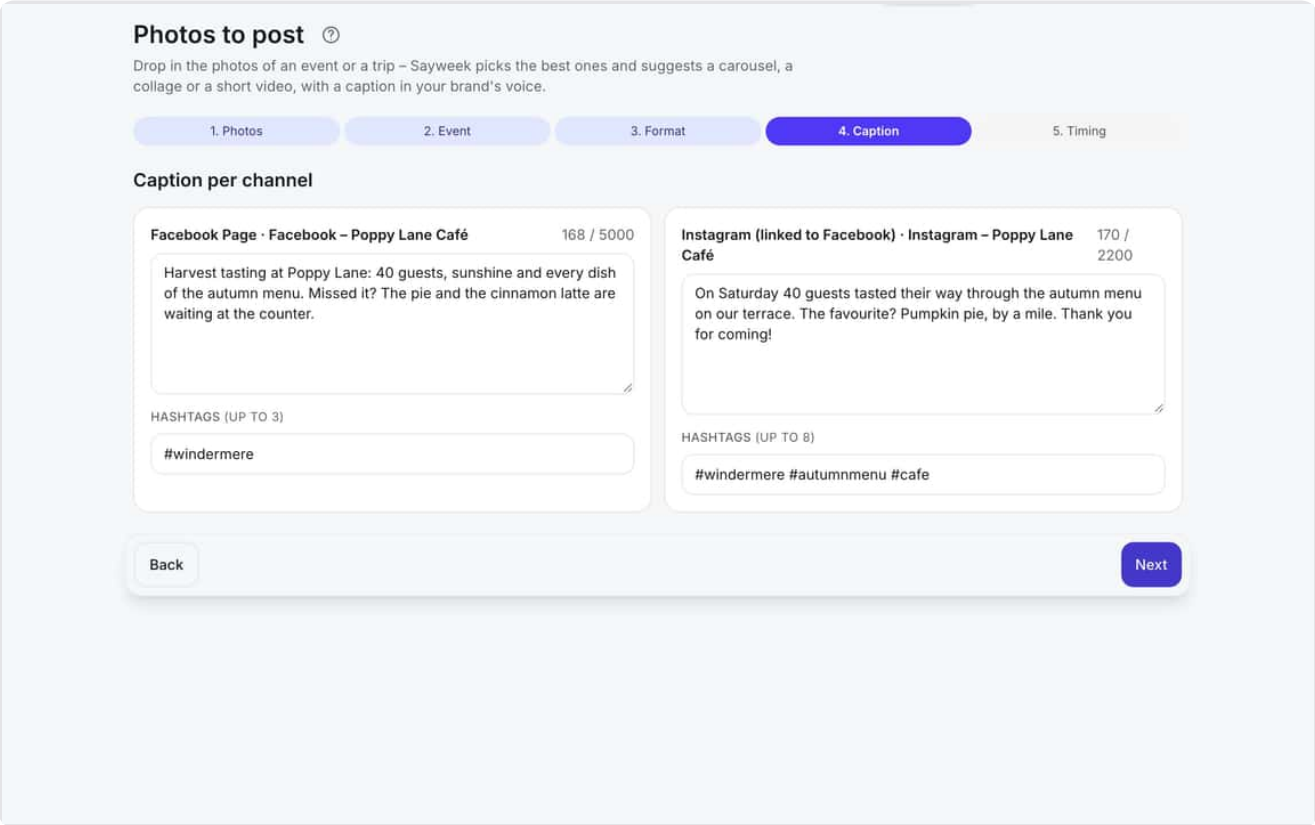


Figure 46 – Step 4 – Caption per channel: Claude's caption and hashtags matched to the network's habits.

In the **Caption** step you can edit the caption and hashtags per channel (the counter shows the channel's limit; where hashtags aren't usual, the field can't be edited). In the **Timing** step pick a day and time, then **Create drafts**: the drafts wait for approval – nothing goes out until then.

Templates

A post, series or campaign that worked doesn't have to be reinvented. On a post's page **Save as template** saves its structure – or start with **+ New template** on the **Templates** page. Put the changing parts in double curly braces, e.g. {{product}} or {{date}}.

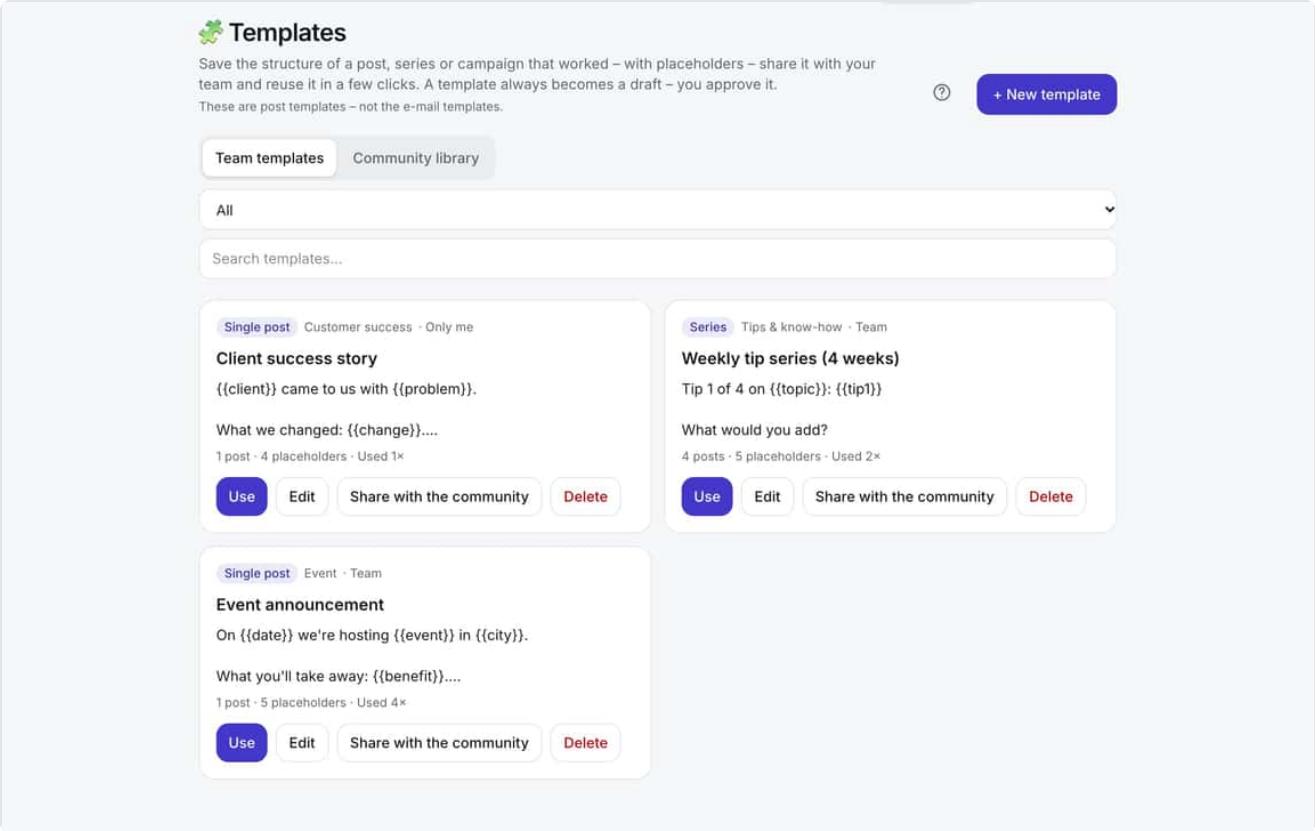


Figure 47 – Templates: the team's templates with their type, category, visibility and use count.

- **Who sees it?** – the team, or only you (**Only me**). **Use**: fill in the placeholders, pick the channels and the start day, then **Create drafts** – they land in your open slots and wait for approval.
- On an existing draft, **Use a template for this post** puts the template's text into it (the earlier text stays among the versions). The campaign and series planners lead to the matching templates too.
- **Community library:** templates shared by other Sayweek users – **Copy to team templates** adds one. **Share with the community** is optional: an anonymised copy (names, companies, e-mail addresses, links, phone numbers and @handles become placeholders) that the Sayweek team reviews before anyone sees it; **Withdraw from the community** takes it back.

Co-posts with other companies

A joint webinar or a shared announcement with a partner company? A co-post starts from one shared draft; each company posts in its own voice, you mention each other and go out at the same time. Each side approves only its own post. (It's not the same as cross-posting, which posts to several channels of one of your brands.)

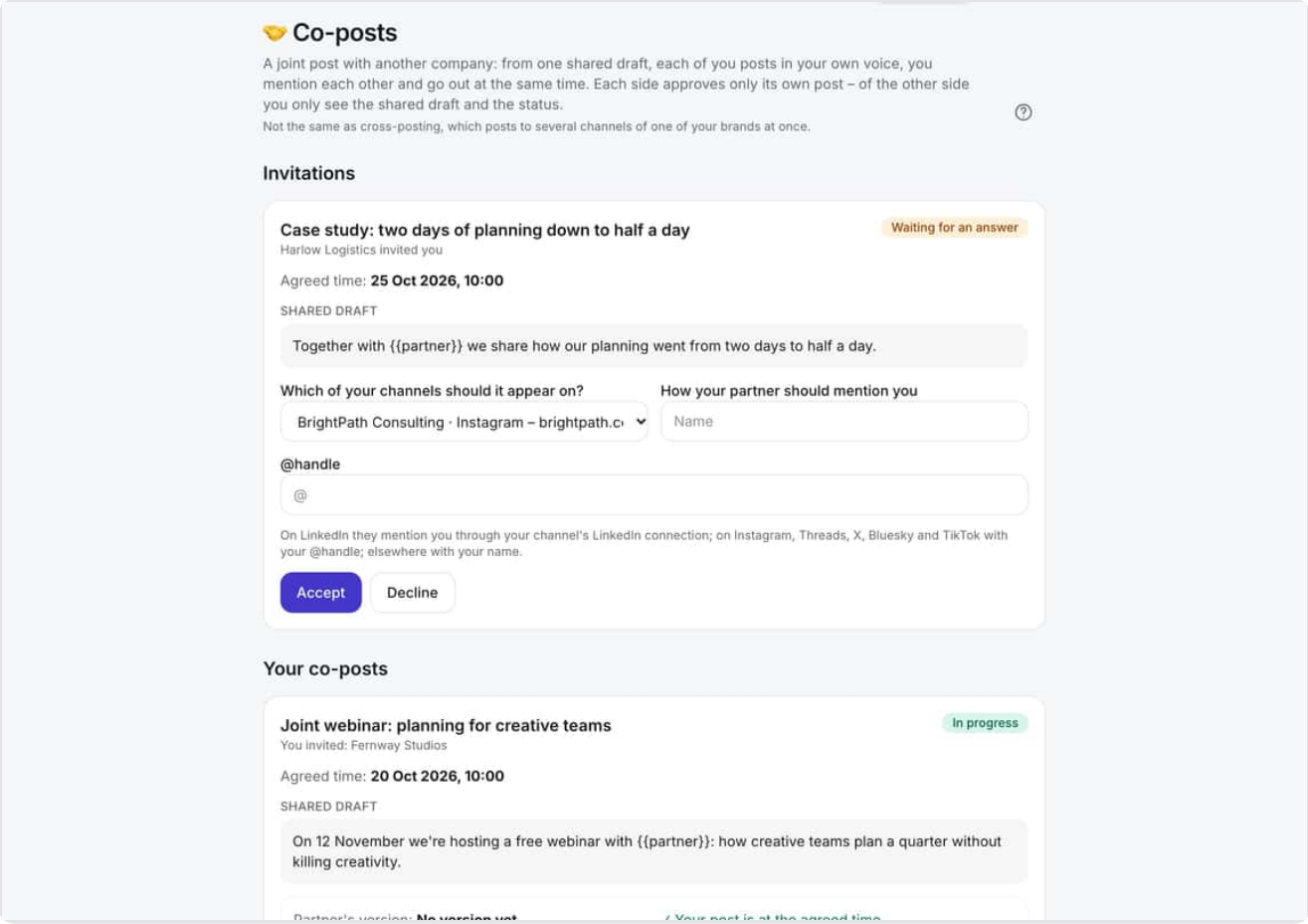


Figure 48 – Co-posts: an invitation from another company (Accept / Decline) and your own running co-post.

1. Open a draft and scroll to the **Co-post** card. Enter **Your partner's e-mail address**, what the post is about under **Shared draft** and the agreed time, then **Send invitation**. A partner without Sayweek gets a sign-up invitation from you.
2. Your partner picks a channel on the **Co-posts** page and clicks **Accept** (or **Decline**).
3. On your post, **Move it to the agreed time** puts it at the agreed time and **Mention my partner** inserts the mention (on LinkedIn via your partner's connection, on Instagram, Threads, X, Bluesky and TikTok their @handle, elsewhere their name).

> i Your partner only sees the shared draft, the agreed time and the status – nothing else from your workspace; of their post you only see whether it's a draft, approved or published.

Coming soon in the editor

- **Video studio** – music from a royalty-free library or your own audio, captions from speech, trimming, filters and text on your video, rendered as a vertical Reels-ready file while the original stays untouched. It isn't available yet; it appears on the video section of the editor once it is switched on.
- **Comment → DM** – for directly connected Facebook Pages and Instagram accounts: when someone comments a keyword (e.g. LINK) under the post, they get your text and link once in a private message. It becomes available after Meta's approval; until then the editor says “available after Meta approval”.

The post language

Posts are written in the brand's language, not the app's. The language label in the header (**Post language: English – brand language**) shows it, and if the post is editable you can switch this one post here: **Translate into …**, **Rewrite in …** or **Only change the language (keep the text)**. If the post language differs from your interface, a bar explains why. What you've typed isn't lost: it's saved before the switch, and **Rewrite in …** asks first (“The new version replaces the text you typed. Continue?”).

A published post

For a published post the editor is read-only: the attached image or video still shows in the **Image** section. Below the content, the **Results** panel shows the post's latest daily measurement.



Figure 49 – A published post: the Results panel (the latest daily measurement, or a line saying there is none yet).

1	**Results**	The numbers fetched from the network (e.g. impressions, reach, reactions, comments – whatever the network provides). If nothing is measured yet: “Nothing measured yet – the stats refresh daily.”
2	**Open on the network ↗**	Opens the post on the network, in a new tab.
3	**Details in Statistics →**	Takes you to the Statistics page (Analytics and what Sayweek learned chapter).

Replies on Threads

For a post published directly to Threads, the post's page shows the **Replies on Threads** panel with the conversation as a thread (**Refresh**, **Open on Threads ↗**). You can reply to the post or to any reply (**Reply** → **Send reply**; 500 characters), ask for **Reply ideas**, and hide other people's replies (**Hide** / **Unhide**) – the author of a hidden reply isn't notified.

> **i** Reading replies needs a new Threads permission that Meta is still reviewing. Until then, or when the sign-in has expired, the panel shows the **Reconnect Threads** hint with a **Reconnect Threads** button.

Q Why can't I edit the post?

Only ideas, drafts and failed posts are editable. Revoke an approved post first with **Revoke (back to draft)**; a published post can't be changed any more.

05 Your voice and team voice

Settings → Brand rules and samples · Brands & channels · Client names · Menu: Team voice

Whether posts really sound as if you wrote them comes down to four things: the brand rules, the brand's tone note and topics, your sample posts, and what Claude learns from your edits. This chapter shows where you set them – and what **Team voice** means for an individual user.

Brand rules and samples

Claude gets the text on the **Settings → Brand rules and samples** page word for word, unchanged, every time it writes a post or an idea. This is where the tone, the audience, banned topics, structure per brand and a few sample posts that are truly your style go.

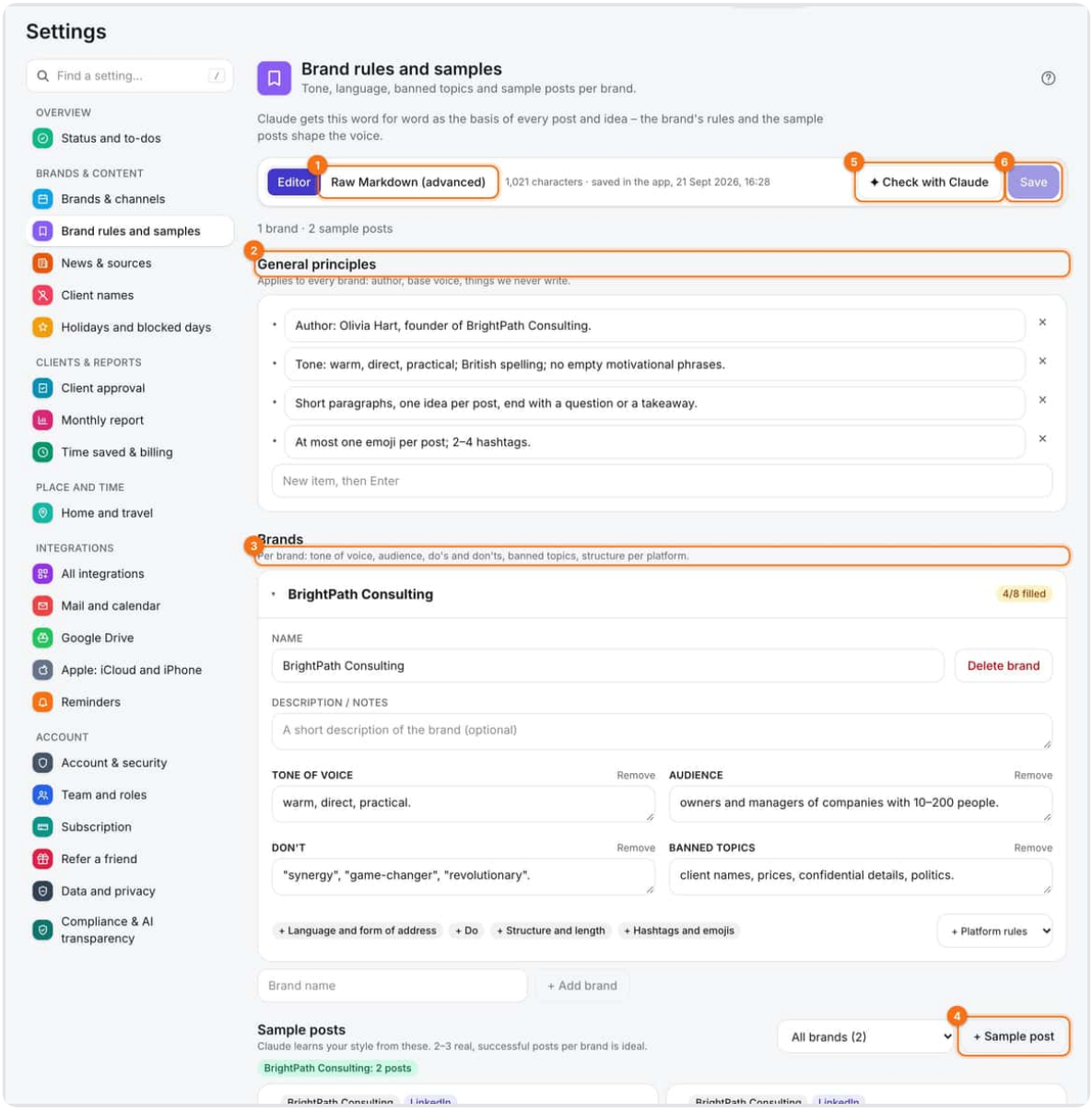


Figure 50 – Brand rules and samples: the Editor view with general principles, per-brand fields and sample posts.

1	**Editor / Raw Markdown (advanced)**	Two views of the same text – edit in either, the other always matches.
2	**General principles**	What applies to every brand: author, base voice, things we never write.
3	**Brands**	Per brand: **Tone of voice**, **Audience**, **Language and form of address**, **Do**, **Don't**, **Banned topics**, **Structure and length**, **Hashtags and emojis** – above the fields, how many are filled (e.g. 5/8 filled). Rules per platform: **+ Platform rules**.
4	**Sample posts**	**+ Sample post** → text, brand → **Add**. 2–3 successful posts per brand is ideal (with fewer: "few – 2–3 is ideal").
5	**Check with Claude**	Claude reads it the way it will when writing posts and tells you per brand what's there, what's missing, what's unclear and where it contradicts itself.
6	**Save**	The next generation already uses it. Next to it: the character count, when you saved, and whether there are unsaved changes.

Filling in the rules

1. Open **Settings → Brand rules and samples**.
2. In the **Editor** view, fill in **General principles**.
3. Under **Brands**, fill in your brand's fields. If a brand exists in the app but has no rules yet, a warning appears with an **Add** button.
4. Under **Sample posts**, add 2–3 posts per brand.
5. Click **Save**, then, if you like, **Check with Claude**.

> ✔ **Tip**
> If you've been writing your posts in a Claude project: switch to **Raw Markdown (advanced)**, paste the project's Instructions, and below a "## Sample posts" heading add 2–3 posts – or load it from a file (**Load file...**, .md or .txt, up to 1 MB). **Load template** gives you a skeleton to fill in; **Reset to default** goes back to the sample text (the saved text is deleted).

> ! **Note**
> While the sample text is still here, the Weekly plan shows a yellow warning bar and posts aren't written in your style. This is the first thing worth filling in.

The brand's tone note, content pillars and banned words

The per-brand settings are on **Settings → Brands & channels**, in the brand's block, under **Edit brand**.

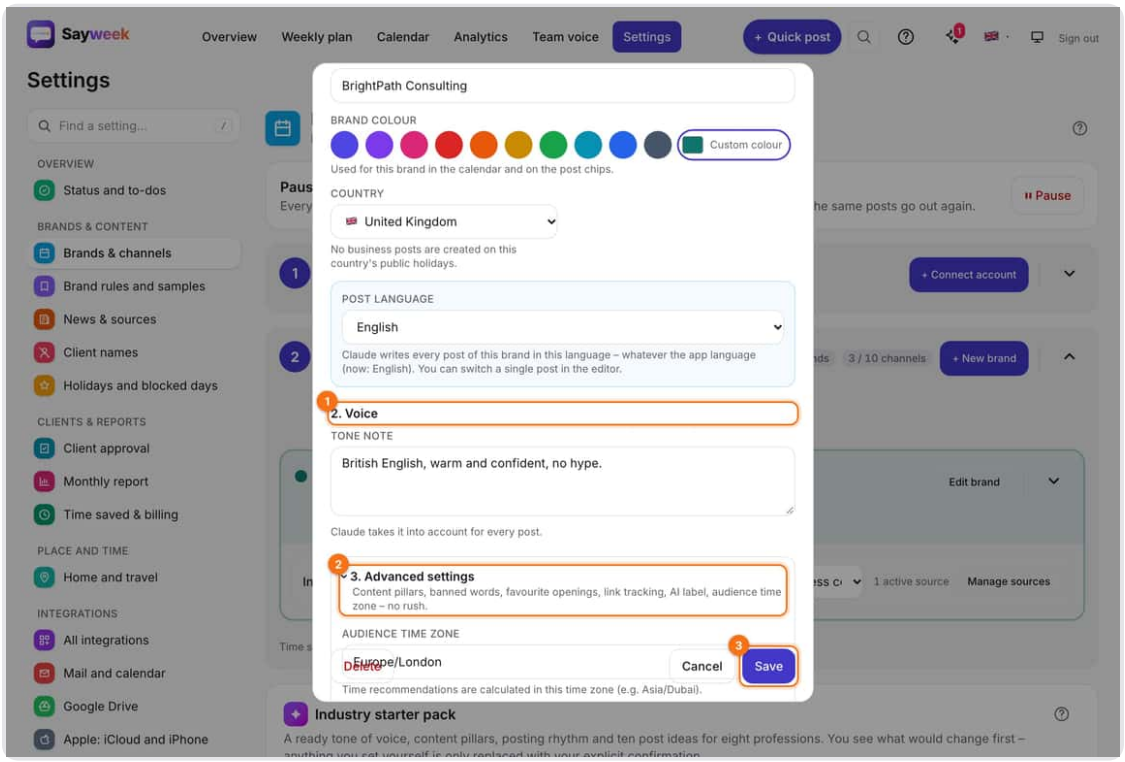


Figure 51 – Editing a brand: basics, voice and the expanded advanced settings.

1. Basics	**Company / brand** (pauses on public holidays) or **Person** (may post on holidays), name, colour, country, **Post language**.
1 **2. Voice**	**Tone note** – Claude takes it into account for every post (e.g. “always formal”).
2 **3. Advanced settings**	Expandable: **Audience time zone**, **Content pillars**, **Banned words**, **Opening and closing line library**, **Link tracking (UTM + short link)**, **AI label**.
3 **Save**	The change applies from the next post written. **Delete** deletes the brand with its channels and posts – only use it if you're sure.

- **Content pillars** – how your posts should be split across topics (e.g. Practical tip 40%, Client story 30%, Behind the scenes 30%). Claude always writes for the pillar that's falling behind; the weekly plan's **Topic balance** shows it. Quick start: **Suggested 4 pillars**. If the total isn't 100%, it's scaled when you save.
- **Banned words** – comma-separated. Claude avoids them, and if one slips in anyway, the post can't be approved.
- **Opening and closing line library** – your favourite first lines and sign-offs (**Opening** / **Closing**). Claude follows their structure but never copies them word for word.
- **Audience time zone** – time recommendations are calculated in this time zone (e.g. Asia/Dubai).
- **Link tracking** and **AI label** – UTM parameters and click counting for links; AI disclosure details are on the **Compliance & AI transparency** page (Data and privacy chapter).

Sample posts and the story bank (Ideas → From news)

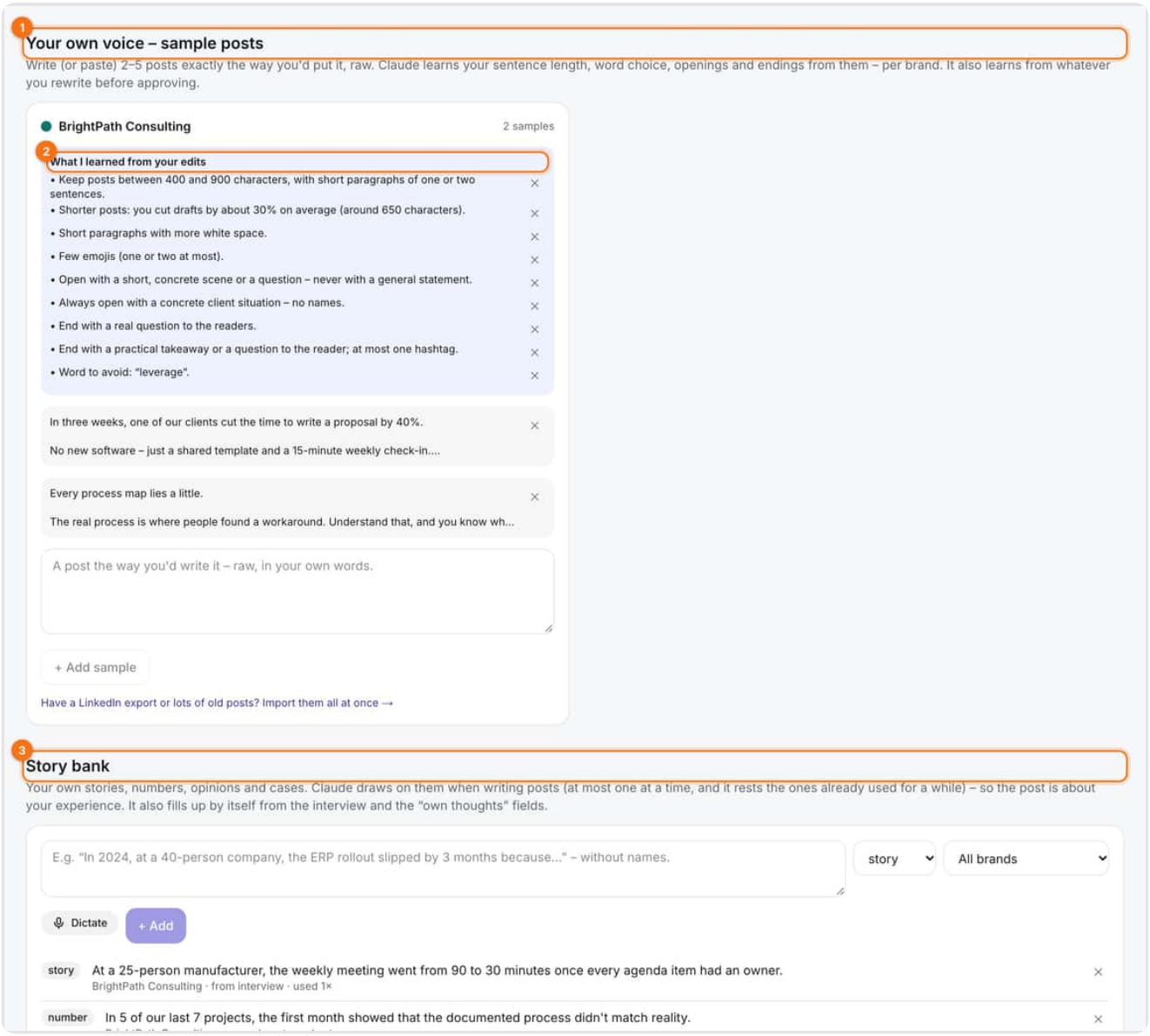


Figure 52 – Your own voice – sample posts and the Story bank at the bottom of Ideas → From news.

1 **Your own voice – sample posts**	2–5 posts per brand, exactly as you'd write them, raw (at least 40 characters) → **+ Add sample**. Claude learns your sentence length, word choice, openings and endings from them. Delete a sample with ×.
2 **What I learned from your edits**	When you substantially rewrite Claude's draft before approving, the difference becomes style rules; delete one you don't want with × (**Don't follow this**).
3 **Story bank**	Your own stories, numbers, opinions and cases (without names!). Claude draws on them when writing – at most one at a time, and it rests the used ones for a while. It also fills itself from the interview and the "own thoughts" fields.

> i There are two kinds of “sample posts”: the ones in the **Brand rules and samples** text (Claude gets them word for word with the rules) and the **Your own voice – sample posts** list (Claude gets the brand's 4 latest samples when writing). Both teach your voice – good examples in either are enough. What exactly Sayweek has learned, and how to switch it off, is in the “What Sayweek learned” chapter.

Quick start from your past posts

If you've posted before, Sayweek doesn't need weeks to learn your voice: the **Quick start from your past posts** card (**Settings → Brands & channels**) reads your old posts, and the drafts sound like you from day one. The posts become the brand's voice samples, and with learning switched on Claude also writes up to 8 style rules from them.

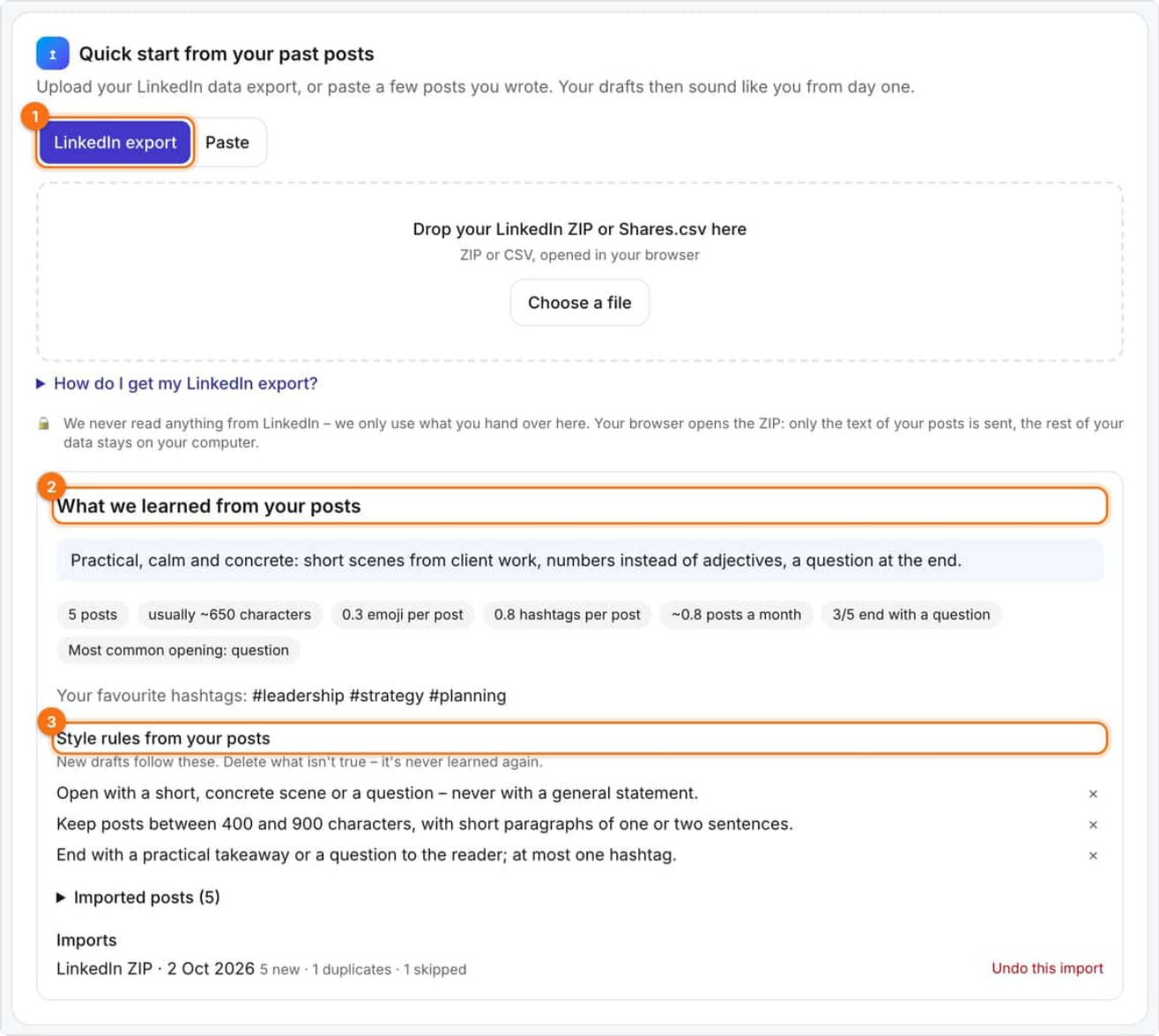


Figure 53 – Quick start from your past posts: the LinkedIn export tab, what we learned, the style rules and the imports.

1	**LinkedIn export / Paste**	Drop the LinkedIn ZIP (no need to unzip it) or Shares.csv, check the preview, then import. On **Paste** you can paste several posts at once, separated by a line of --- or two empty lines – 5–20 posts already say a lot.

2	**What we learned from your posts**	A one-line summary of your voice and the statistics: number of posts, typical length, emojis and hashtags per post, posting rhythm, closing questions, the most common opening, your favourite hashtags.
3	**Style rules from your posts**	The rules new drafts follow. deletes one – a deleted rule is never learned again. Below: **Imported posts (n)** (each can be deleted) and the imports, with **Undo this import**.

1. On LinkedIn: **Me → Settings & Privacy → Data privacy → Get a copy of your data**, and pick your posts (or the full archive). LinkedIn e-mails a download link – usually within minutes, the full archive within 24 hours.
2. In Sayweek pick the brand on the card, drop the ZIP on the **LinkedIn export** tab and click the import button.

> **i** Your browser opens the ZIP: only the text and date of your posts reach Sayweek, everything else (connections, messages) stays on your computer, and nothing is read from LinkedIn. Duplicates and shares under 40 characters are dropped; one import keeps at most 300 posts (500 per brand in all).

Client names

The rule is that a post **must never contain the name of a client or a person**. Claude avoids the names (companies, people) added on **Settings → Client names**, and if a generated or self-written text still contains one, the app warns you before approval. For ideas coming from e-mails, it masks these names too.

1. Open **Settings → Client names**.
2. Type the name (e.g. “Northwind Ltd” or “John Sample”).
3. Click **Add**. Remove a name with ×.

Team voice – what does it mean for an individual user?

Team voice (menu: **Team voice**) is for turning one company update (a new client, an event, a job opening) into a post for every colleague, in their own voice, for their own LinkedIn. Colleagues work with the **Contributor (Team voice)** role, in separate seats.

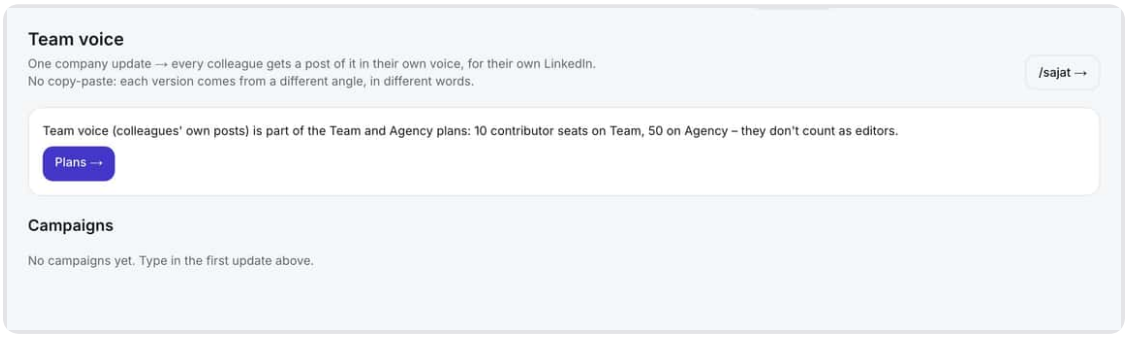


Figure 54 – The Team voice page on the Pro plan: the feature is part of the Team and Agency plans.

> **! Note**
>
> Team voice **is part of the Team and Agency plans** (Team: 10, Agency: 50 contributor seats). On Solo and Pro the page says so, and **Plans →** takes you to Subscription; during the trial you can try it with 2 contributors. Even then the page shows a **Campaigns** section (“No campaigns yet. Type in the first update above.”) and a **/sajat →** link, although on Pro there's no news box to type into – you can safely ignore them.

For an individual user, the closest thing to team voice is the editor's **Colleague versions** section: for a LinkedIn company page or Facebook page post you can select other LinkedIn channels of the workspace (e.g. your own personal profile), and **Write versions** writes a first-person version in each one's own voice – each goes to its own waiting list for approval. This is available on every plan.

> i The full Team voice workflow (news box, campaign board, sharing finished posts with the team, the contributors' own page) is described in the Agency manual and the Team member & contributor guide.

06 Approval and scheduling

Editor · Settings → Postiz · Home and travel · Holidays and blocked days

Sayweek never publishes a post without approval. This chapter describes what happens from the approve button to publication: posting days and times, time zones and travel, public holidays, test and live mode, pausing publishing, publishing right away, and what to do when something didn't go out.

A post's life cycle

Idea → Draft	Claude writes it (or you do); the post becomes a **Draft** – to review.
Draft → Queued	After **Approve and schedule**, the app prepares the send-out.
Queued → Approved	On a Postiz channel the post is already scheduled in Postiz; on a direct channel it waits for its time.
Approved → Published ✔	It goes out at the set time.
… → Error	If sending finally fails. After fixing, it can be approved again.

Approving

1. Open the **Weekly plan** – the header shows how many posts are to review (or use **Awaiting approval** on the Overview).
2. Open the post (**Edit**).
3. Clear up the questions and fix the red blockers until the **Approval** card says **Ready to approve** (“All set – ready to approve.”).
4. Click **Approve and schedule** in the action bar at the bottom – unsaved changes are saved first automatically.

> ✔ **Tip**
> Not decided yet but don't want to lose the work? **Save as draft** saves without approving or scheduling – even while blockers remain.

The message tells you what happened: **Approved and sent to Postiz.**, **Approved – queued for Postiz.**, in test mode **Sent to Postiz as a draft (test mode, it won't be published).** Quicker routes: the **Approve** button on the weekly plan card (if the post has no blockers), and **Approve** in the calendar's quick view.

> i Approving and publishing need an active trial or subscription. If the trial has ended, the editor says: “Your trial has ended – pick a plan.”

Revoking

Revoke an approved post that hasn't been published yet with the editor's **Revoke (back to draft)** button (in the weekly plan: **Revoke**). On a Postiz channel it's also deleted from Postiz and becomes a draft again – then you can edit it. Revoking doesn't delete an already published post from the network.

Test and live mode

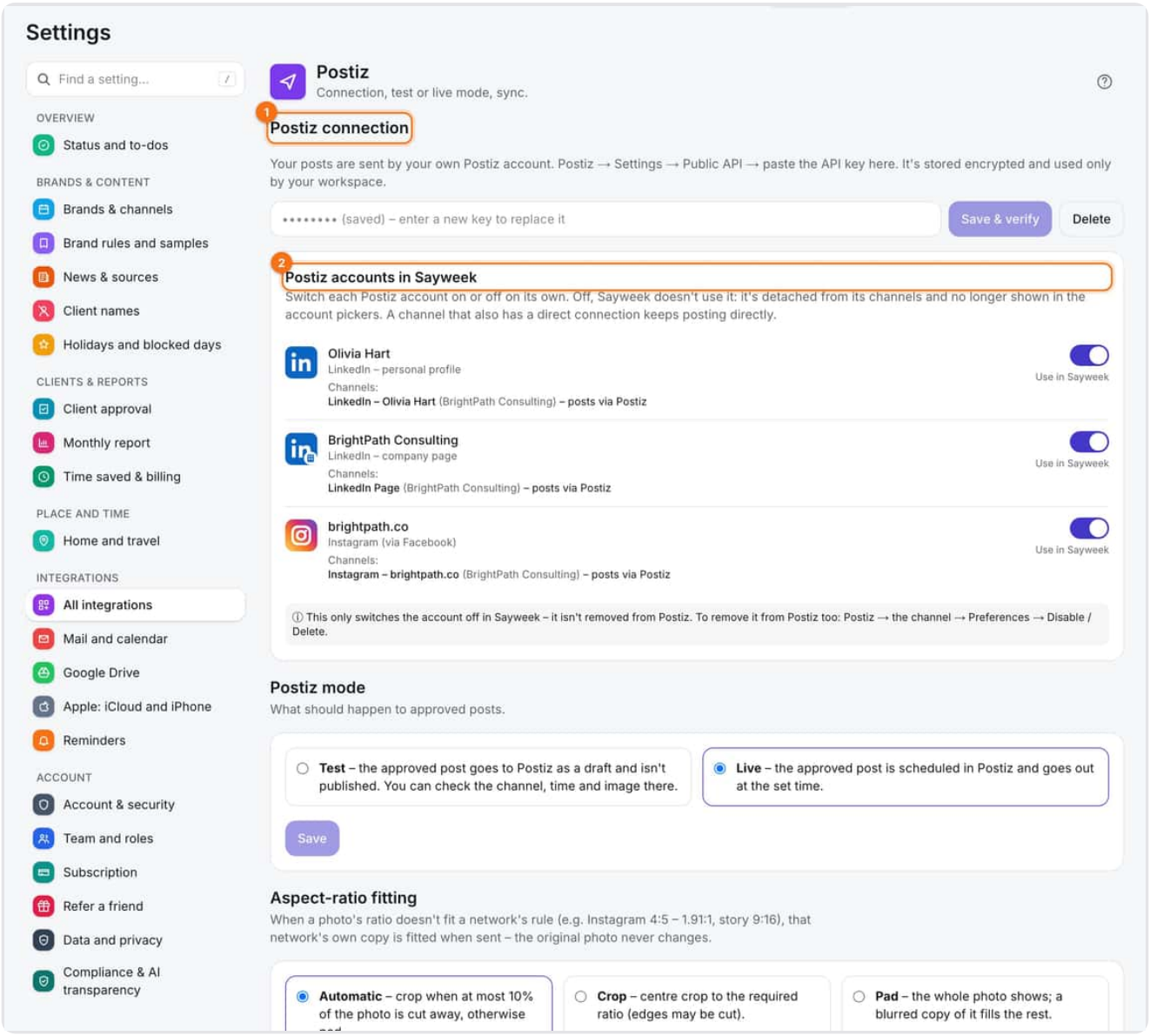


Figure 55 – Settings → Postiz: the Postiz connection and the accounts connected in Postiz.

1 **Postiz connection**	Your own Postiz account's API key (**Postiz API key** → **Save & verify**). Stored encrypted.
2 **Postiz accounts in Sayweek**	The accounts connected in your Postiz; per account the **Use in Sayweek** switch (Channels chapter).

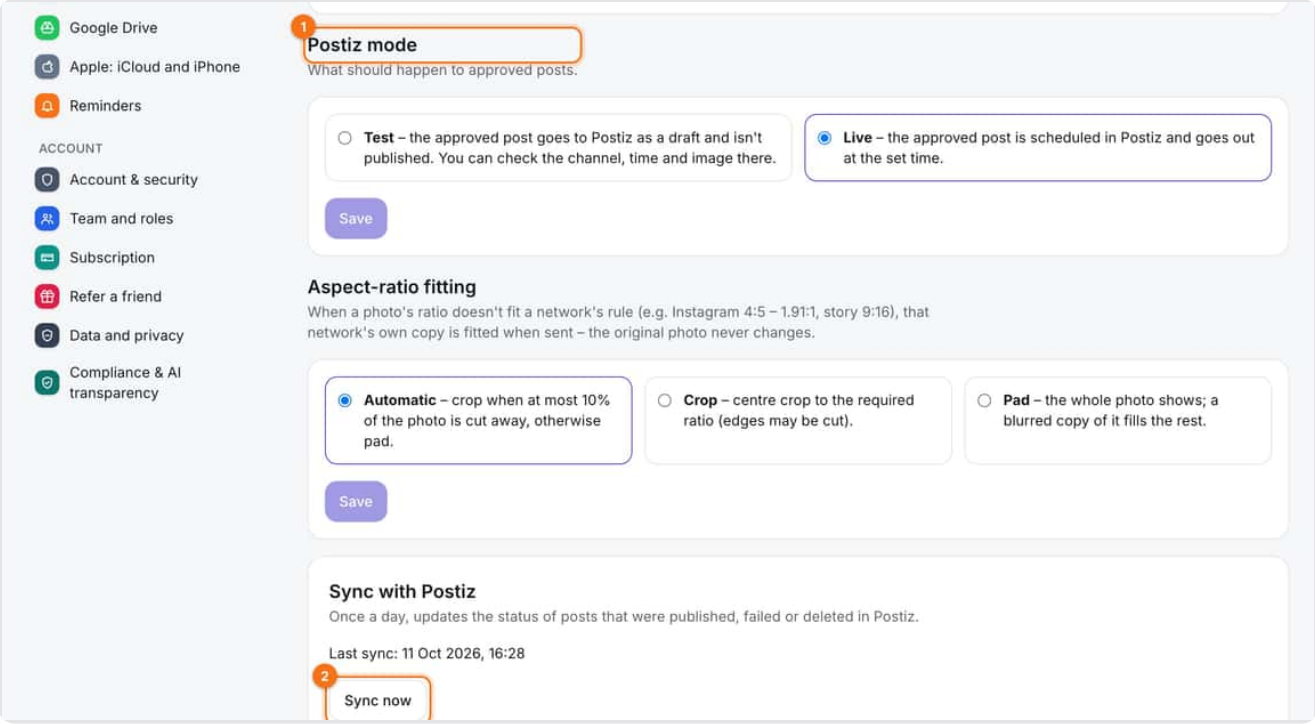


Figure 56 – Postiz mode (test or live) and sync, further down the same page.

1	**Postiz mode**	**Test** – the approved post goes to Postiz as a draft and isn't published; **Live** – it's scheduled in Postiz and goes out at the set time.
2	**Sync with Postiz**	Once a day, updates the status of posts published, failed or deleted in Postiz; **Sync now** right away.

> **! Note**
> The Postiz mode also applies to directly connected channels (e.g. LinkedIn): in test mode their approved posts don't go out either. A new workspace starts in test mode – to go live, choose **Live**, click **Save** and confirm ("In live mode, every post approved from now on really gets published on LinkedIn/Instagram.").

You can also switch a single approved post in the weekly plan: **Set live** (schedules it live in Postiz; an Instagram post without an image can't be set live) or **Revoke live** (sets it to draft in Postiz – it won't be published but stays). The card then says **Draft in Postiz** or **Scheduled live**.

Pause publishing

Pausing stops, with a single click, every post that's already scheduled but hasn't gone out yet – on every channel, via Postiz and on directly connected channels alike. For example if your company is hit by bad news, or a scheduled post would suddenly come at a bad time.

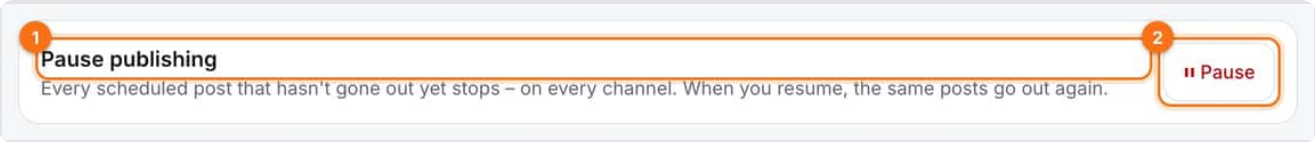


Figure 57 – Settings → Brands & channels: the pause card on top of the page.

1	**Pause publishing**	Every scheduled post that hasn't gone out yet stops – on every channel. When you resume, the same posts go out again.

2	**Pause**	Pauses publishing after you confirm. While paused, the **Resume** button takes its place.

1. Open **Settings → Brands & channels**.
2. At the top, on the **Pause publishing** card, click **Pause**.
3. At the question (“Pause publishing? Every scheduled post stops until you resume.”) click **Yes**.

- Every approved post due more than five minutes from now goes back to draft – in Postiz too; direct channels send nothing either.
- New approvals only go out as drafts while publishing is paused.
- The card says “Paused since … – nothing goes out.”, and a bar on every page of the app says: **Paused: no post goes out until you resume.** Its **Details** link takes you to the card.
- Resuming: the **Resume** button on the bar or the card. The same posts go live again if their time hasn't passed; move the ones whose time has passed to a new time.

> ! **Note**
> Anything due within five minutes may already be on its way. If a Postiz post couldn't be stopped, the app tells you – check that one in Postiz.

Publish now

The editor's **Publish now** button (on a phone **Post now**) sends the post out immediately, after confirmation (“It goes out to … right away. Are you sure?”). The channel's rhythm rules (break, count) and the time don't count then, the other checks (e.g. banned words, image) do. A post sent this way becomes an **Extra**: it doesn't count towards the channel's weekly plan. Only the workspace owner can publish right away – as an individual user, that's you. In test mode or while publishing is paused, the post doesn't go live even then.

What happens at the set time?

How the post goes out depends on the channel's publishing route (set up in the Channels chapter):

- **Directly** – for LinkedIn, Facebook, Instagram, YouTube, TikTok, Bluesky, Threads, Google Business Profile and Pinterest, Sayweek sends it itself through the network's official interface, without Postiz.
- **Via Postiz** – on approval the post goes to Postiz (scheduled when live), and Postiz publishes it. Every other network (e.g. X or Telegram) goes this way.
- If a channel has both routes set up, the direct one is used.

If something didn't go out

- If handing over to Postiz fails temporarily, the app retries on its own (up to five times); meanwhile the post is **Queued**, and the Overview says: “N approved posts are waiting for Postiz – retrying automatically.”
- If it finally fails, the post becomes **Error**, the editor shows the error message, and the Overview says: **N posts failed to go out → Take a look**. Fix it (e.g. image, length, connection) and approve it again.
- If a post's time passed without it being published, the list says **Didn't go out** – move it to a new time (↻ **Move to another time**) or delete it.
- If it was deleted in Postiz, the next sync puts it back to draft, with a note saying so.

> **Tip**
> Detailed troubleshooting (an expired sign-in, a missing permission, etc.) is in the FAQ and troubleshooting chapter.

Posting days and times

Every channel has its own weekly schedule: on which days and at what time a post should go out. This becomes the weekly plan, and the app checks its warnings against it – it never puts a post on another day by itself.

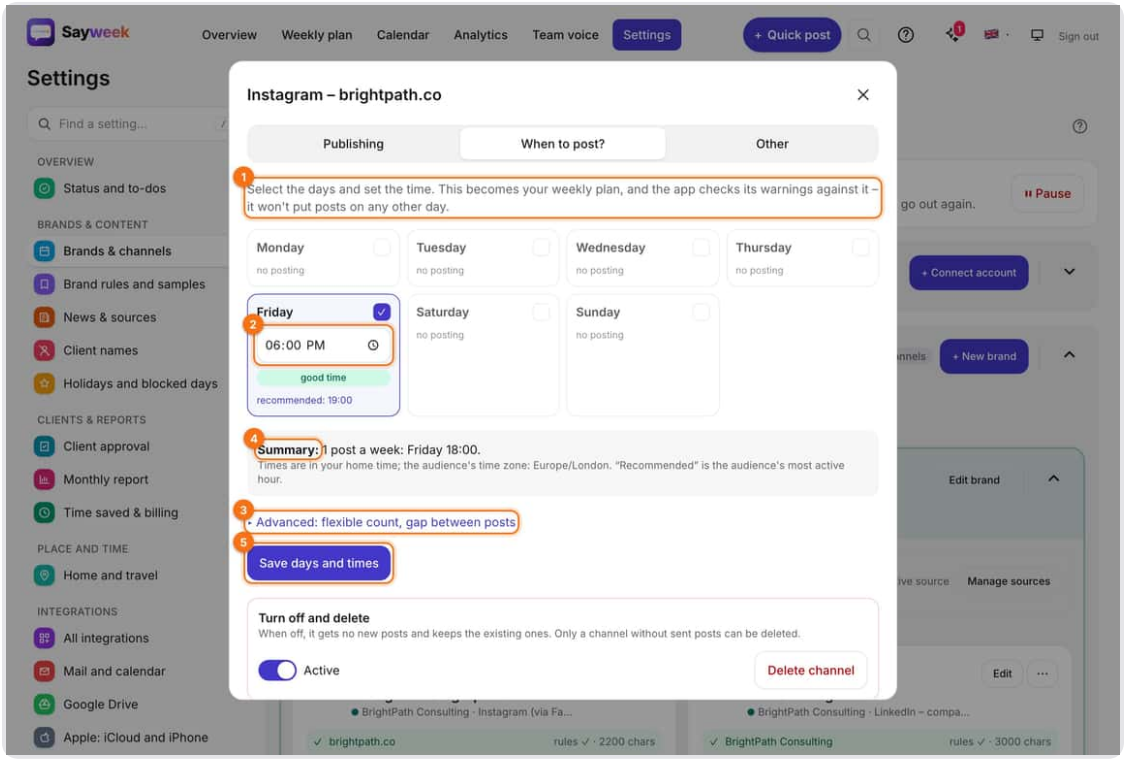


Figure 58 – A channel's "When to post?" tab: days, times, recommended hours and the rhythm.

1	**Days**	Click the days you want to post on.
2	**Times**	One time per selected day; the **recommended: …** link takes the audience's most active hour. Next to it, what time that is for the audience (**For the audience: …**).
3	**Advanced: flexible count, gap between posts**	**On every selected day** (one post on each selected day), or **Flexibly** (this many posts **per week** / **per month** from the selected days); **Gap between two posts**: at least this many days.
4	**Summary**	E.g. "1 post per week: Tuesday 09:30."
5	**Save days and times**	Saves the schedule; the weekly plan follows right away.

Setting it up

1. Open **Settings → Brands & channels**.
2. On the channel, click **Edit**.
3. Choose the **When to post?** tab and set the days and times.
4. Click **Save days and times**.

The app rates every time slot (**good time**, **average time**, **weak time**) in the brand's audience time zone. If there are weaker slots, **Improve times** at the top of **Brands & channels** moves them to the best hour within the day – the days stay. If it suggests another day, accept it with **Move it** (posts not yet sent move too).

Time zone and travel

Time slots always mean the local time of the place where you are that day. If you have a 9:30 slot and you're in Dubai, the post goes out at 9:30 Dubai time. Without a trip leg, home time applies.

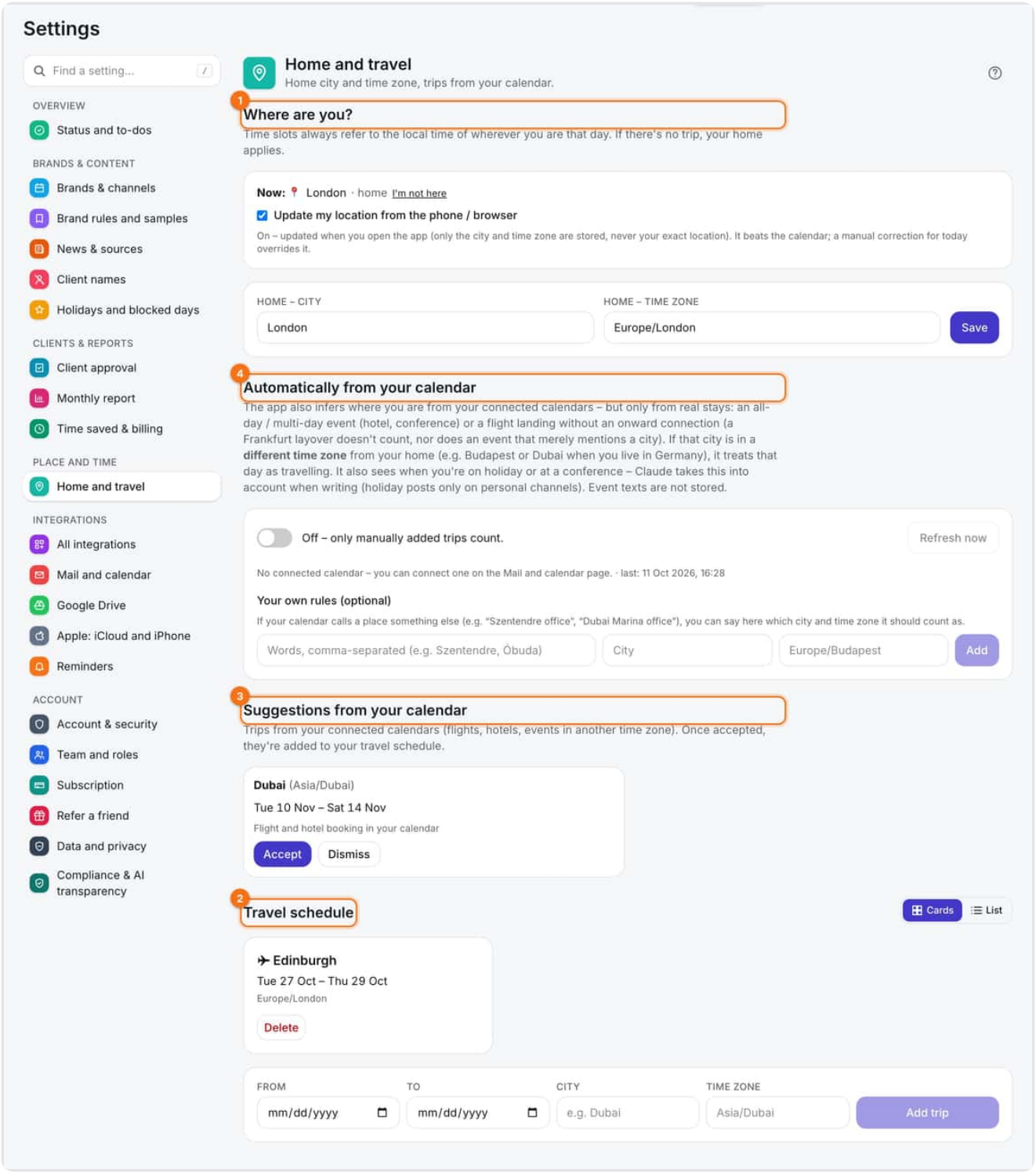


Figure 59 – Settings → Home and travel: home, travel schedule, suggestions and automatic location from your calendar.

1	**Where are you?**	At the top the **Now:** line (**city · source · I'm not here**, see below) and the **Update my location from the phone / browser** switch; below them **Home – city** and **Home – time zone** (e.g. Europe/London), **Save**.
2	**Travel schedule**	**From**, **To**, **City**, **Time zone** (e.g. Asia/Dubai) → **Add trip**. Remove a trip with **Delete**.
3	**Suggestions from your calendar**	Trips in your connected calendars (a flight, a hotel, an event in another time zone): **Accept** / **Dismiss**.
4	**Automatically from your calendar**	When on, it refreshes every 6 hours by itself; **Refresh now** right away. Under **Your own rules (optional)** you can say which word counts as which city.

On travel days the calendar shows the city (e.g. **Vienna**), and a post's quick view also shows what time the audience sees it if the brand's audience is in another time zone (**Audience time zone** in the brand settings). The app doesn't store event texts – only where you are and when.

The line – how Sayweek knows where you are

At the top of the Overview, in the Week plan header, in the quick post's **When** step and on **Settings → Home and travel**, a line shows where you are today and how Sayweek knows – for example **Barcelona · from your phone's location · I'm not here**. When there are several sources, this order decides:

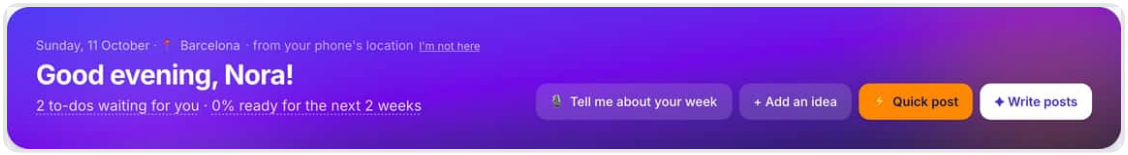


Figure 60 – The Overview header: today's date and the line – the city, the source (from your phone's location) and the I'm not here button.

Which source wins?

1. **From your phone's location** – the city your phone or browser reported within the last 12 hours.
2. **Set by you** – what you typed in the **I'm not here** dialog or in the **Travel schedule**. If you correct it after the phone's location came in, your correction stands until the phone reports a different city.
3. **From your calendar** – only real stays count: an all-day or multi-day event (hotel, conference), or a flight landing when you don't fly on. A Frankfurt layover or an event that merely mentions a city doesn't count.
4. **Home** – if there's nothing else, your home city and time zone.

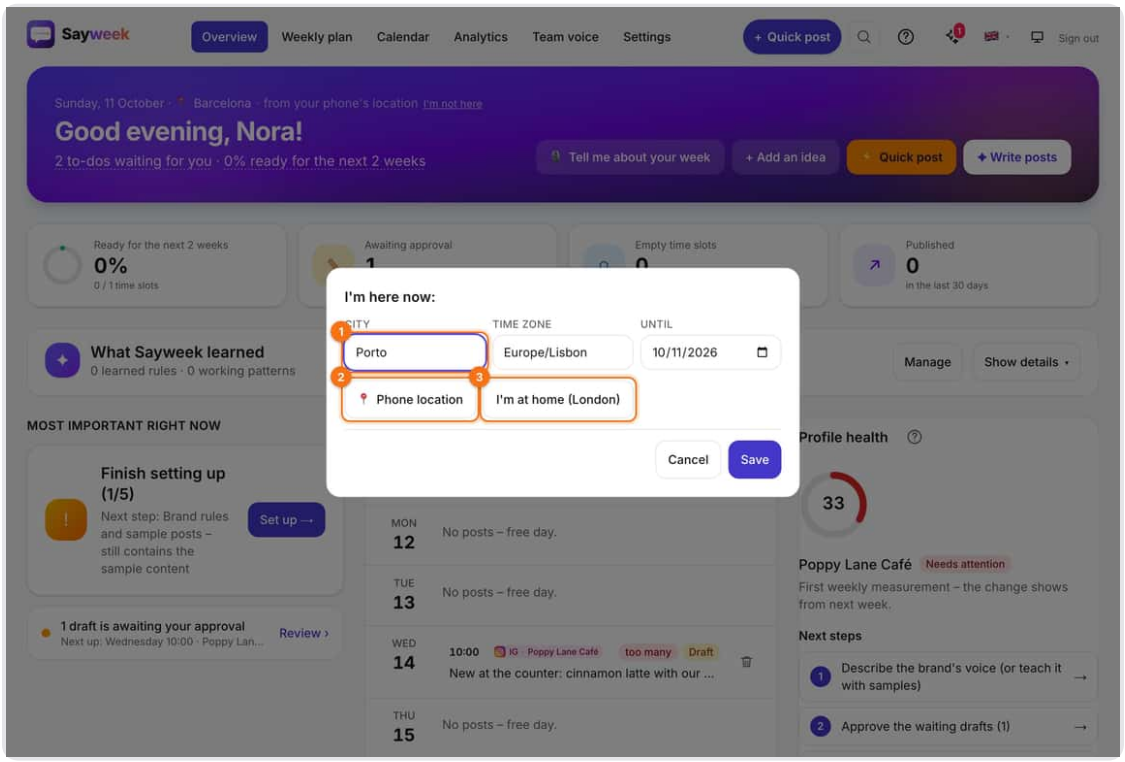


Figure 61 – The I'm not here dialog (I'm here now:): once you type the city, the time zone fills in by itself; next to it the Phone location and I'm at home buttons.

1	**I'm not here**	Opens the **I'm here now:** dialog. Type the **City** (e.g. Barcelona) – the **Time zone** fills in by itself, but you can change it –, the day in **Until** (today by default), then **Save**. The correction is saved as a trip leg and applies everywhere right away.
2	**Phone location**	Asks your phone or browser for your location now (if you've allowed it).
3	**I'm at home (city)**	Sets you back to your home.

i The **Update my location from the phone / browser** switch is on by default and applies to the whole workspace. The iPhone and Android apps update your location when opened (at most every half hour) – the phone asks for permission. In the browser a card asks first: **Use your location to show your city?** – after **Yes, use it** the browser's own permission prompt follows, after **Not now** it doesn't ask again. Only the city and time zone are stored, never your exact location. When it's off, only typed-in trips and the calendar count.

i Connecting a calendar is covered in the Integrations chapter; you can also set the workspace's home time zone under **Settings → Account & security → Language & time zone**.

Public holidays and blocked days

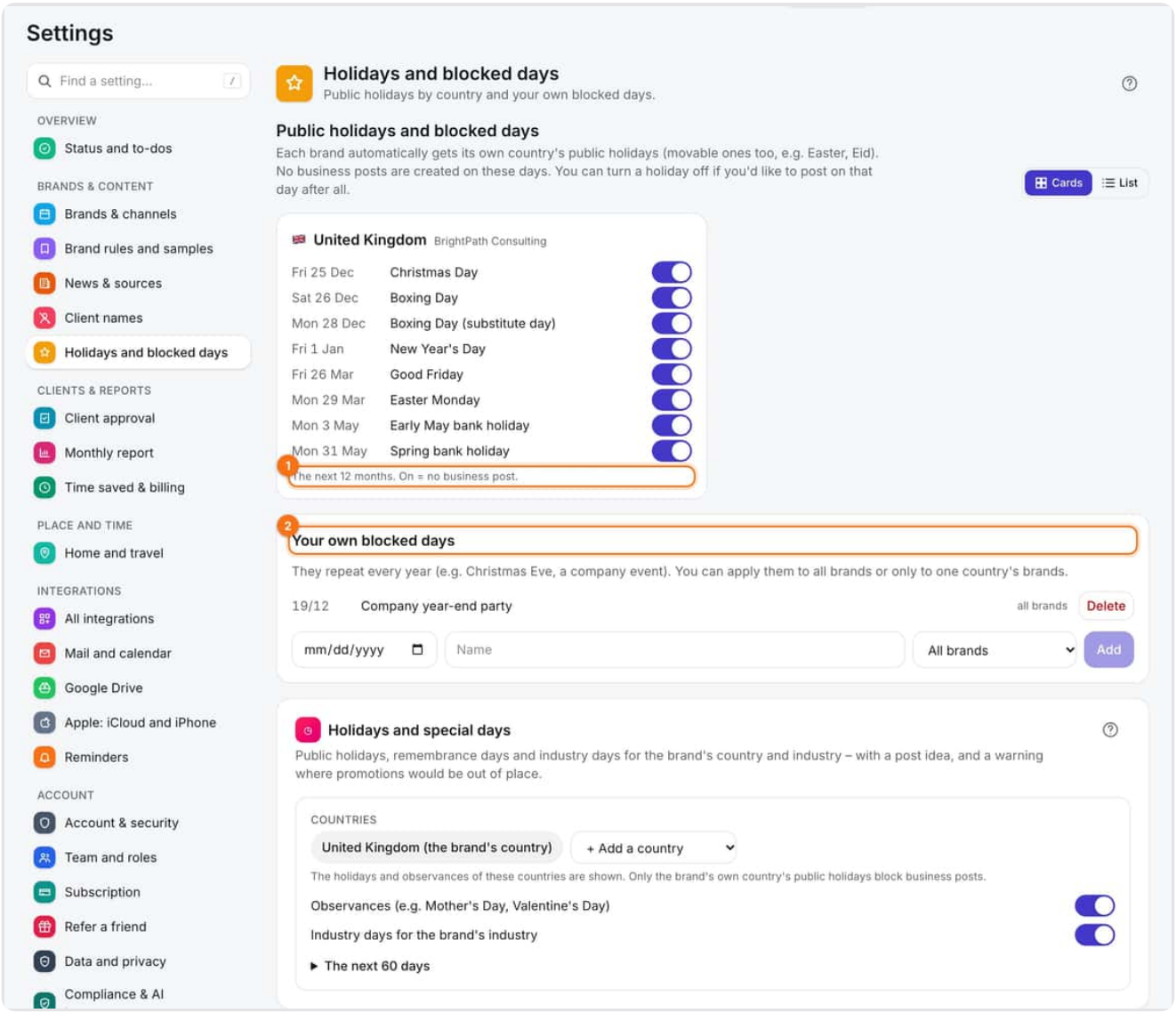


Figure 62 – Settings → Holidays and blocked days: per country, the next 12 months' holidays and your own blocked days.

1	**Public holidays per country**	Every brand automatically gets its own country's public holidays (moving ones too, e.g. Easter). The next 12 months are shown; switched on, there's no business post that day. If you still want to post on a holiday, switch it off.
2	**Your own blocked days**	They repeat every year (e.g. Christmas Eve, a company event): **Date**, **Name**, **Applies to** (**All brands** or only one country's brands) → **Add**.

> i Blocking applies to business (**Company / brand**) brands; for a personal brand only a warning appears. If you still want a post on a blocked day, tick in the editor: **I know it's a public holiday, but I still want to schedule it.**

Two-step approval and client approval

Two extras for when you don't decide about posts alone:

- **Two-step approval** (**Settings → Team and roles**, only an owner can switch it on): an editor's approval then only submits the post ("Sent for approval – the owner will be notified."), and it only goes out with an owner's approval. Solo and Pro have one user seat, so this makes sense when a ghostwriter or assistant works with you on a bigger plan.
- **Client approval** (**Settings → Client approval**, from Pro and during the trial): a no-login link for your client, your boss or a legal colleague – they see the next 6 weeks of the selected brands' posts and can approve, request changes or comment per post. To create one: **New approval link** → who it's for, brands, **Can also approve (not just comment)**, **Valid for:** (30 days, 90 days, 1 year, until revoked) → **Create link** → **Copy** (you only see the link once). On Solo the page says: "This feature is available on the Pro plan or higher."

If the client left a comment, the post's editor shows a **Client feedback** section: reply there (the client sees it on the link) and resolve it. A client's approval doesn't publish the post by itself – your approval is needed too. If you change the post after the client approved it, the editor and the client's link both show ↻ **changed since the client approved it**, and the client can approve it again. The client's side is described in the Client approver guide.

Multi-step approval chains

When several people have to see a post before it goes out – say a legal colleague, a manager and finally the client – an approval chain follows exactly that order. Everyone is notified (push and e-mail) when it's their turn, and the post is scheduled only after the final step. Set it up under **Settings → Client approval**, in the **Approval chain** section (owners).

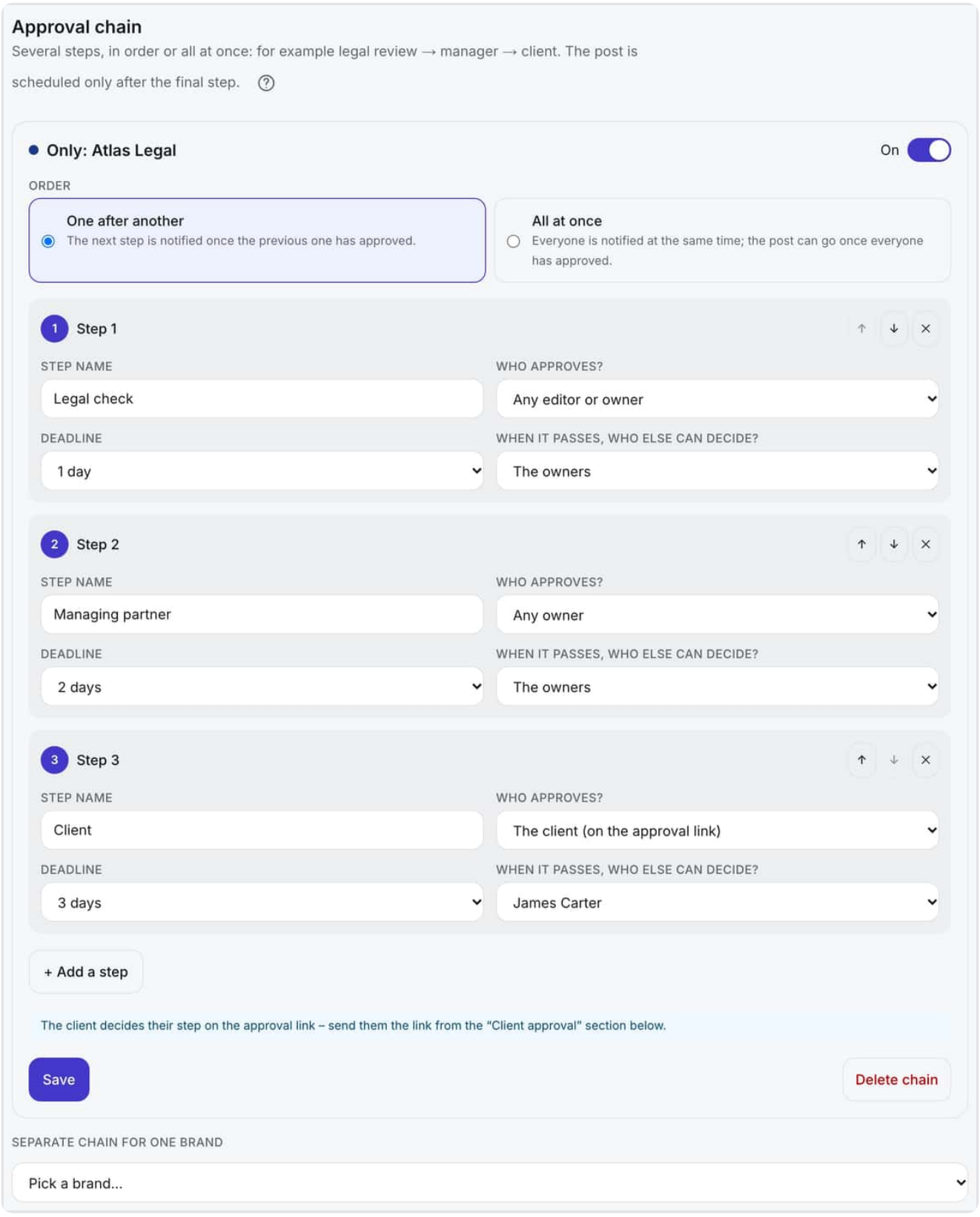


Figure 63 – An approval chain for one brand: three steps in order, each with its approver, deadline and stand-in.

Start from a template: legal → manager → client	Fills in a three-step chain; **Empty chain** starts from scratch. **Separate chain for one brand** – a brand without its own chain uses the default (**All brands (default)**).

Order	**One after another** (the next step is notified once the previous one approved) or **All at once**.
Step name · Who approves?	**Any owner**, **Any editor or owner**, one specific person, or **The client (on the approval link)**.
Deadline · When it passes, who else can decide?	A reminder goes out before the deadline (at most 24 hours before); once it passes, the person chosen here – or the owners – can decide the step too.



Figure 64 – The Approval chain card in the editor: the first step approved, the second one waiting – "Your turn".

- The first **Approve and schedule** submits the post and starts the chain. Each person approves their own step on the post's **Approval chain** card (**Approve this step** / **Request changes**), from the phone, or – the client – on the approval link.
- A request for changes ends the round; after fixing it you submit again and the steps start over. An approval holds for the content that person saw: if the text or image changes afterwards, that step waits for approval again.
- With two-step approval on, an owner step is added at the end automatically if the chain has none. Everything is in the post's history (**History**).

Approving without internet (offline mode)

Sayweek keeps the next three weeks of posts on your device. If the connection drops, a bar appears at the bottom ("No internet connection.") – its **Offline mode** button opens the coming weeks' posts day by day.

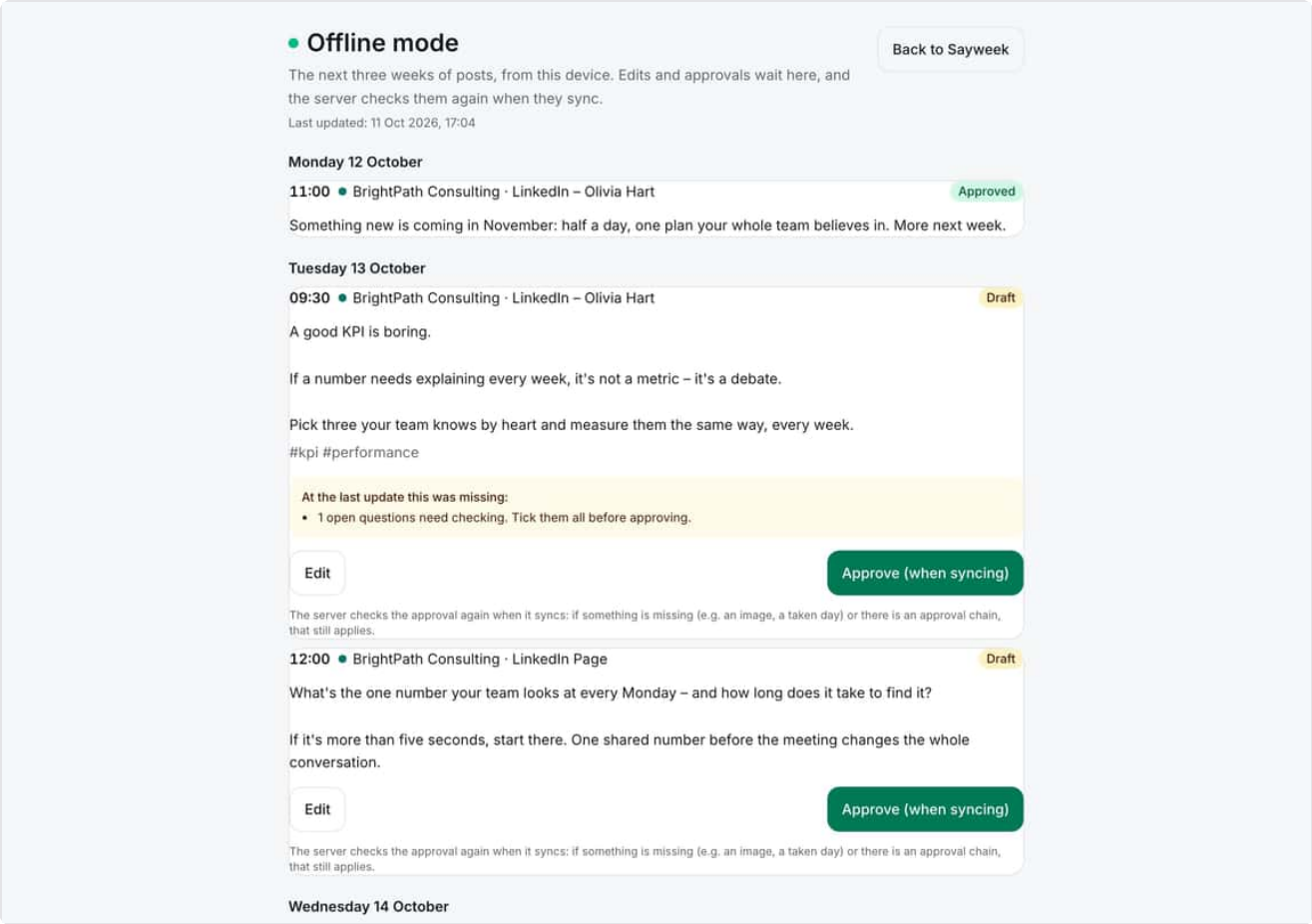


Figure 65 – Offline mode: the coming weeks' posts, with Edit and Approve (when syncing).

- **Edit** fixes the text, hashtags and first comment; **Approve (when syncing)** approves. Everything waits on the device and syncs as soon as you're back online (**Sync now** starts it right away).
- When it syncs, the server checks every offline approval with the same rules as online (a missing image, a taken day, an approval chain). It holds only for the text you saw; if the post was also edited elsewhere, you see both versions side by side and choose.
- The offline data belongs only to your account on that device: it's deleted when you sign out. Open Sayweek once online on the device – that's when the posts are saved.

> **Coming soon**
>
> - **Approve from Slack and Teams:** posts waiting for approval arrive as cards in your team channel – **Approve**, **Request changes**, **Open** – with the same checks as in the app. The settings are already in the Slack and Microsoft Teams panels (**Approve from chat**); the feature becomes available once it is switched on for the Sayweek Slack app.

07 Calendar

Menu: Calendar (/naptar)

The **Calendar** shows all posts of all your brands in one place, by day, week, month or list. It's the best place to see what's ready and where a post is missing – and the most convenient place to move posts: just drag them.

Views and navigation

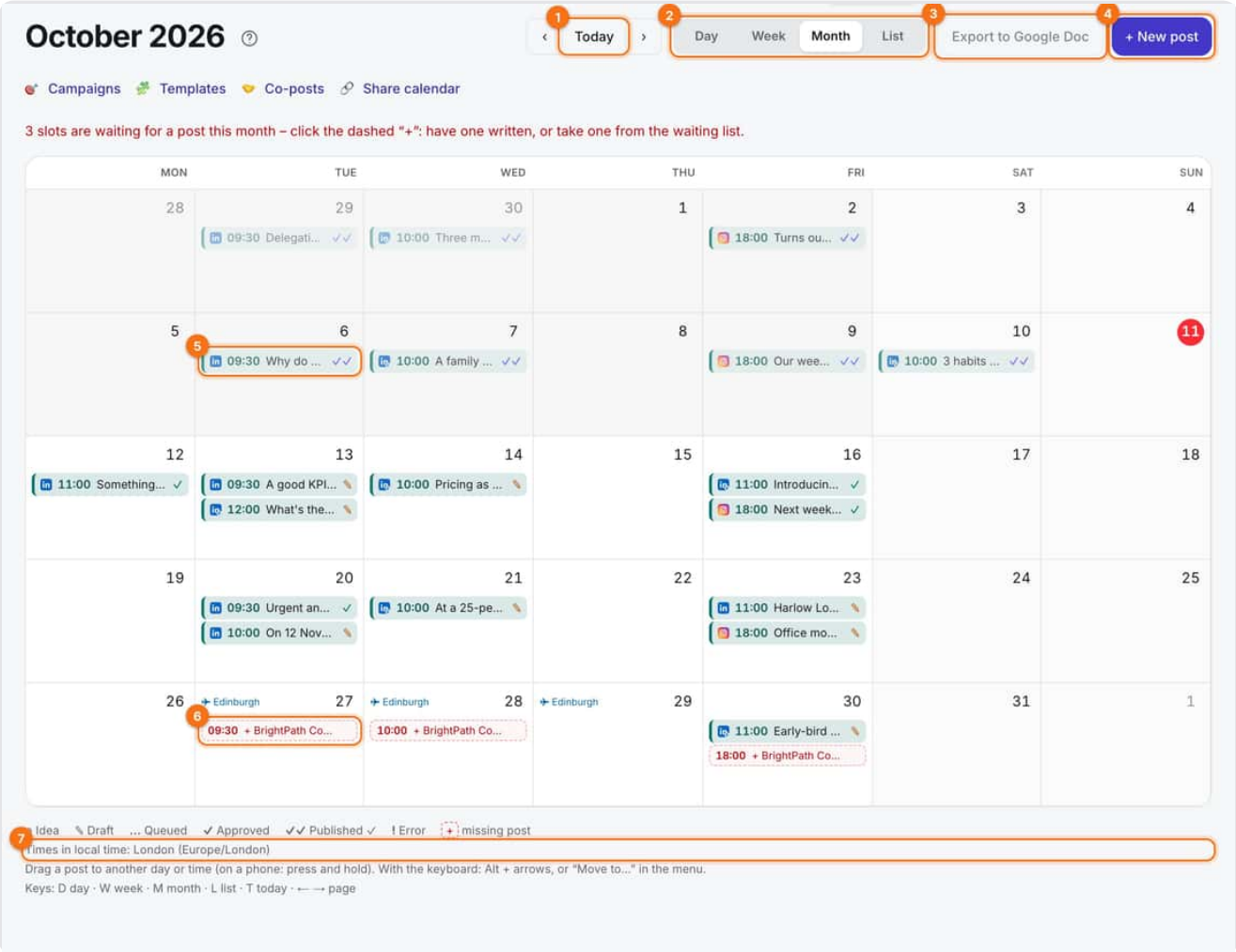


Figure 66 – The Calendar's month view: paging, view switcher, new post, missing slots and the legend.

1 **Paging and Today**	Page with **‹** and **›**, jump back to today with **Today**. Above it, the month / week title.
2 **View**	**Day** (one day by the hour), **Week** (seven days on an hourly grid), **Month** (default), **List** (by day, one below the other).
3 **Export to Google Doc**	In month view, the month's posts into a Google Doc – only active with a connected Google Drive (Integrations chapter).

4	**+ New post**	The same window as in the weekly plan.
5	**A post in the calendar**	Time, status mark and the first line, in the brand's colour. If a day can't fit everything: **+N more**.
6	**Missing post**	A red, dashed **+**: by the channel's rule there should be a post here. Click it to get one written (**Write it here now**), or put one in from the waiting list.
7	**Legend**	The status marks (○ Idea, Draft, … Queued, ✓ Approved, ✓✓ Published ✓, ! Error), which place's time the times are shown in, and the keys.

With several brands, the brand picker next to the view switcher (**All brands**) shows only one brand's posts – with one brand it doesn't appear. Holiday and blocked-day names show on the day, and on travel days the city (e.g. **Vienna**). If the month has missing slots, a red line above says: “N slots are waiting for a post this month…”.

On a phone there's a day strip above the month, with the selected day's posts below; you can also swipe left and right to page.

Quick view of a post

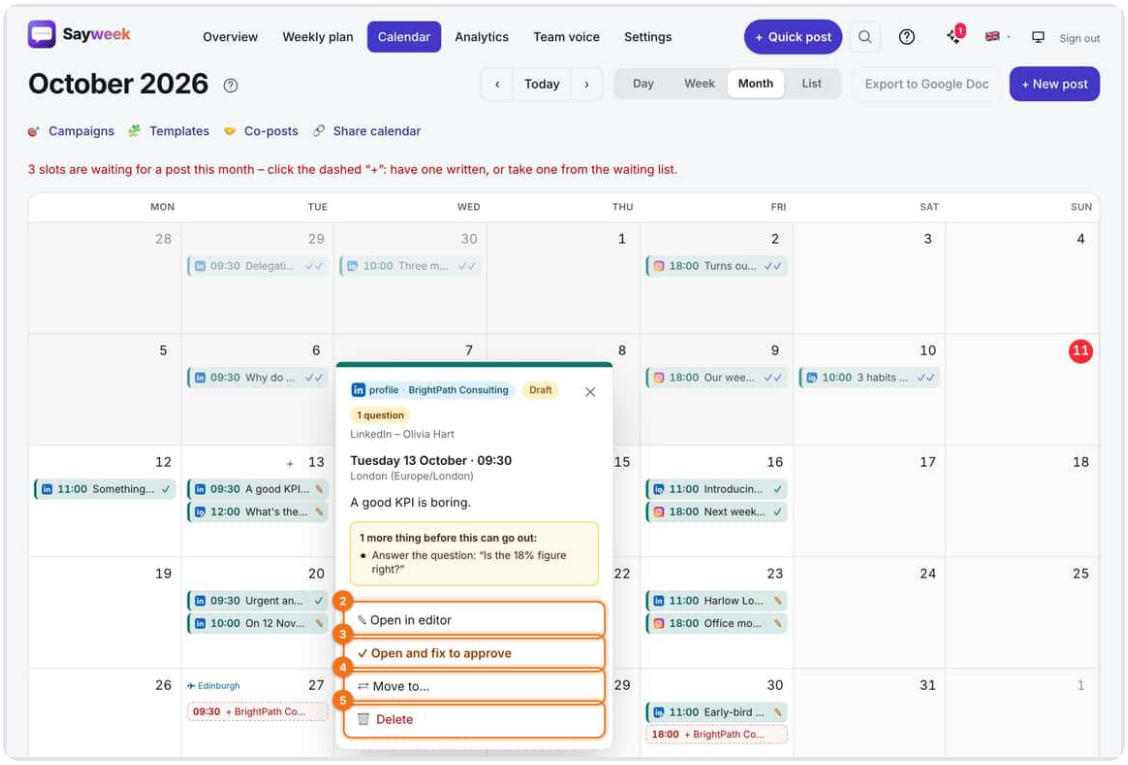


Figure 67 – The quick view that opens when you click a post, with its actions.

	Preview	The post's text, image, status, channel and time; if the brand's audience is in another time zone: **For the audience: …**.
2	**Open in editor**	The full editor.
3	**Approve**	Only for a written post without blockers; otherwise **Open and fix to approve** (with the number of open questions).
4	**Move to…**	Exact day and time (see below).
5	**Delete**	For a post with text it asks first (**Delete this post?** → **Move it instead**).

For a published post the quick view says: “Already published – nothing to do with it in the calendar.”; for a post going out right now: “Being sent right now – it can't be moved.”

Moving by dragging

1. Grab the post and drag it to another day – in **Week** and **Day** view to another time as well, in 15-minute steps. On a phone, press and hold the post first.
2. Let go. If you change your mind, Esc cancels the drag, or drop it back on its original spot.
3. If the new place clashes with the channel's rule, the **Move it here anyway?** window shows why (e.g. “The channel's posting days: Tuesday.”), and you decide: **Move anyway** or **Cancel**.
4. After moving, a message appears with **Undo** – it puts the post back where it was.

The rule clashes the calendar tells you about: the channel already has a post that day and the rule asks for a break; two posts too close together; not a posting day; above the weekly / monthly count; a blocked day / holiday. If the post is already scheduled in Postiz, Sayweek moves it there too (creates it at the new time, deletes the old one).

> ! **Note**
> A published or outgoing post can't be moved, and you can't move a post into the past or to within a few minutes from now. Where the channel already has a post sent to Postiz, another one can't go.

Moving to an exact date

1. Click the post and choose **Move to...**.
2. Set **Day** and **Time** – in local time; the app checks the channel's rule.
3. Click **Move**.

With the keyboard

> ✓ **Keys in the calendar**
> - `D` day, `W` week, `M` month, `L` list, `T` today
> - ← and →: paging
> - Alt + arrows on a selected post: move it one day (in week/day view up/down by 15 minutes)
> - Shift + F10 or the context-menu key: the selected post's quick view

Your post calendar in your own calendar (iCal)

To see your planned and published posts in Google Calendar, Outlook or Apple Calendar, create a subscription link: **Settings → All integrations → iCal / ICS** – **Subscribe to your post calendar (iCal)** → **Create link**. The calendar is read-only, refreshes hourly and shows the posts (without ideas) of the last 30 and the next 90 days. The set-up steps are in the Integrations chapter.

> ! **Note**
> Anyone with the subscription link can read the post texts – don't share it publicly. If it got out, disable it with **New link (old one stops)** or **Revoke link**.

A shareable calendar for your client

Your client wants to see what goes out and when – without the post texts? **Share calendar** on the Calendar page (or **Settings → All integrations → iCal / ICS**) creates a secret, read-only link per brand or client: a web page and a calendar subscription that updates by itself.

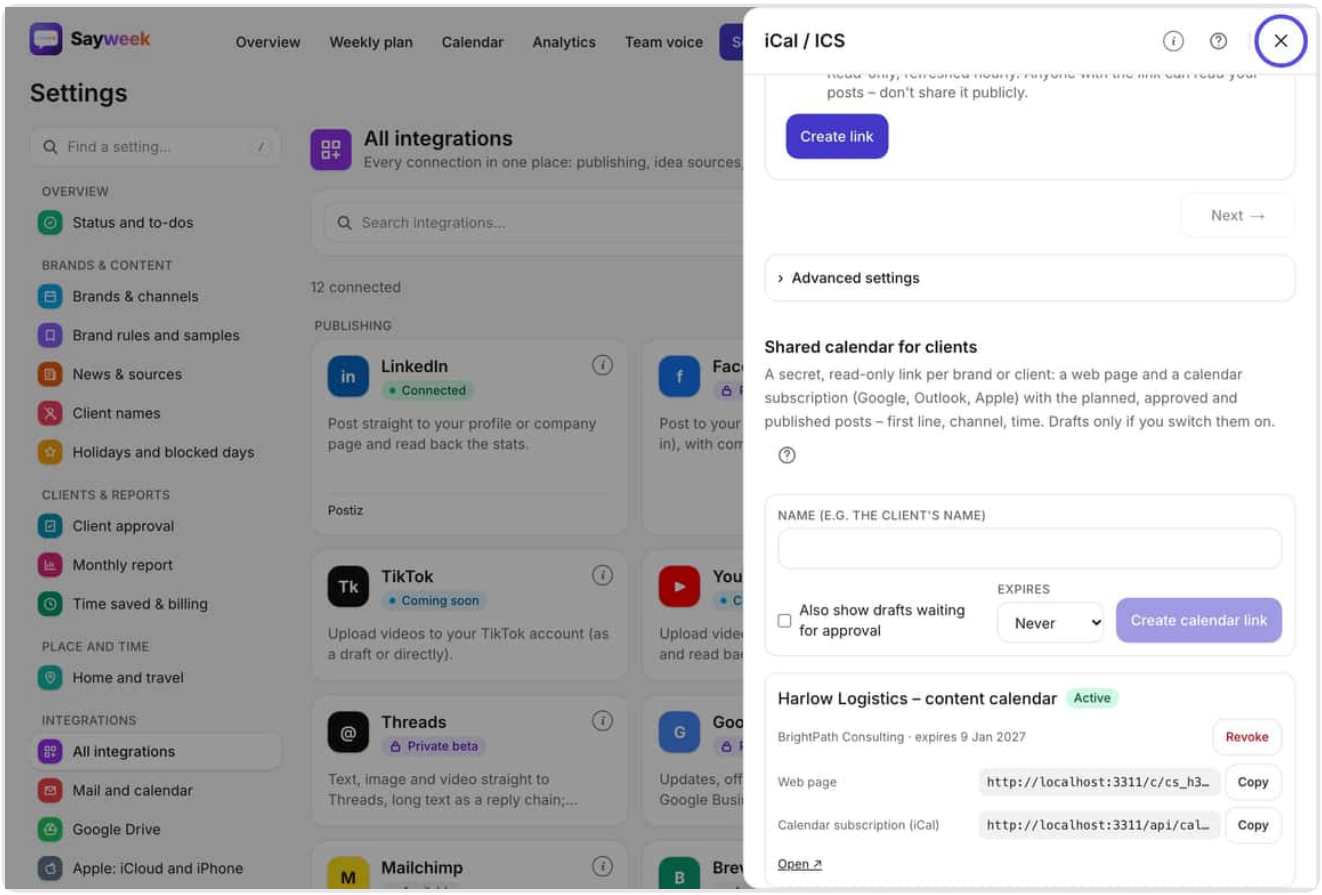


Figure 68 – Shared calendar for clients: a new link (name, drafts, expiry) and an active link with its two addresses.

1. Under **Shared calendar for clients**, name the link (e.g. the client's name), pick the brands and, if you like, an expiry.
2. Click **Create calendar link**, then **Copy** the **Web page** or the **Calendar subscription (iCal)** address and send it.

- It shows scheduled, approved and published posts of the last 30 and the next 120 days – the first line, the channel and the time, never the full text. Drafts only if you tick **Also show drafts waiting for approval** (as tentative events).
- Times arrive time-zone-correct, also around daylight-saving changes; your client sees them in their own time zone.

> **! Note**
> Anyone with the link can see the calendar. When it's no longer needed, click **Revoke** – the web page and the subscription stop at once.

Campaign planner

A launch or an event needs a story, not a single post. The campaign planner (**Calendar → Campaigns**, /kampanyok) turns your goal, dates and key messages into a series of connected posts over several weeks, in your open time slots.

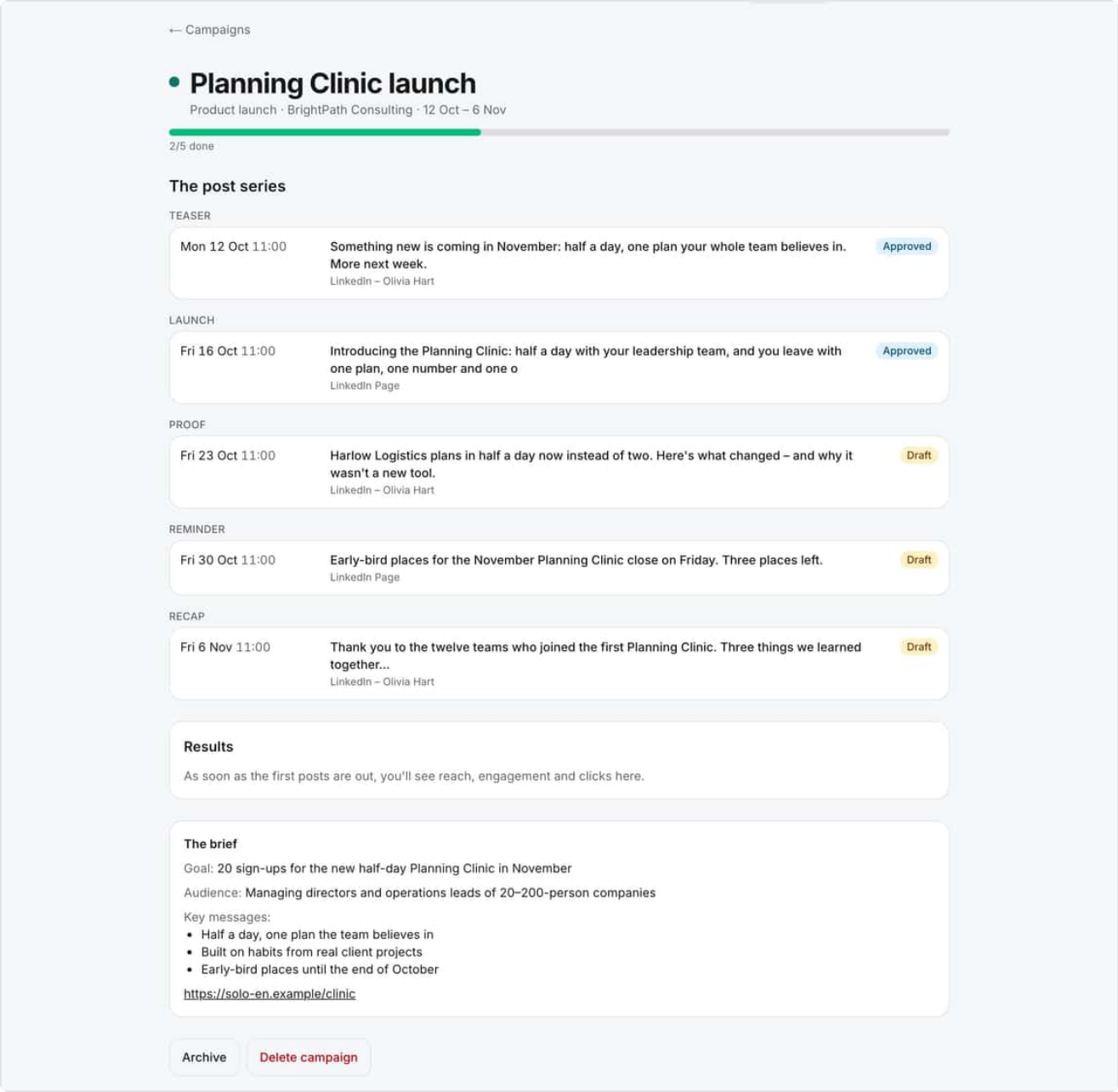


Figure 69 – A campaign: the series by phase with each post's status, the results and the brief.

1. Click **New campaign**: name, type (**Product launch**, **Event** or **Promotion**), goal, audience, dates and one key message per line.
2. **Preview the plan** shows which post lands on which day and channel – and says if a phase has too few open slots.
3. **Create the campaign and write the posts** – Sayweek writes the drafts one after the other.

- The phases: **Teaser** (curiosity before the start), **Launch** (the big day, on every chosen channel), **Proof** (an example or result – no invented numbers), **Reminder** (before the deadline), **Recap** (what happened, thanks, what's next).

- Posts only go into the weekly plan's open slots, so channel rules, blocked days and the one-post-a-day rule apply. Each post waits for your approval on its own.
- The campaign page shows the progress, the status of every post and – once they're out – reach, engagement and clicks; the editor's campaign tag leads back here, and Analytics shows results per campaign.

Holidays, observances and industry days also appear in the day headers of the Calendar; ⚠ marks the days with no promotion (Overview and weekly plan chapter).

08 Brands, channels and connecting your networks

Settings → Brands & channels (/beallitasok?tab=csatornak) · Postiz

A **brand** = name, language, tone and country (e.g. your companies or your personal brand). Every brand has its own **channels** (LinkedIn profile, company page, Instagram…), and per channel you set the posting days, times and how the posts go out. This is where you connect your social accounts.

The page layout

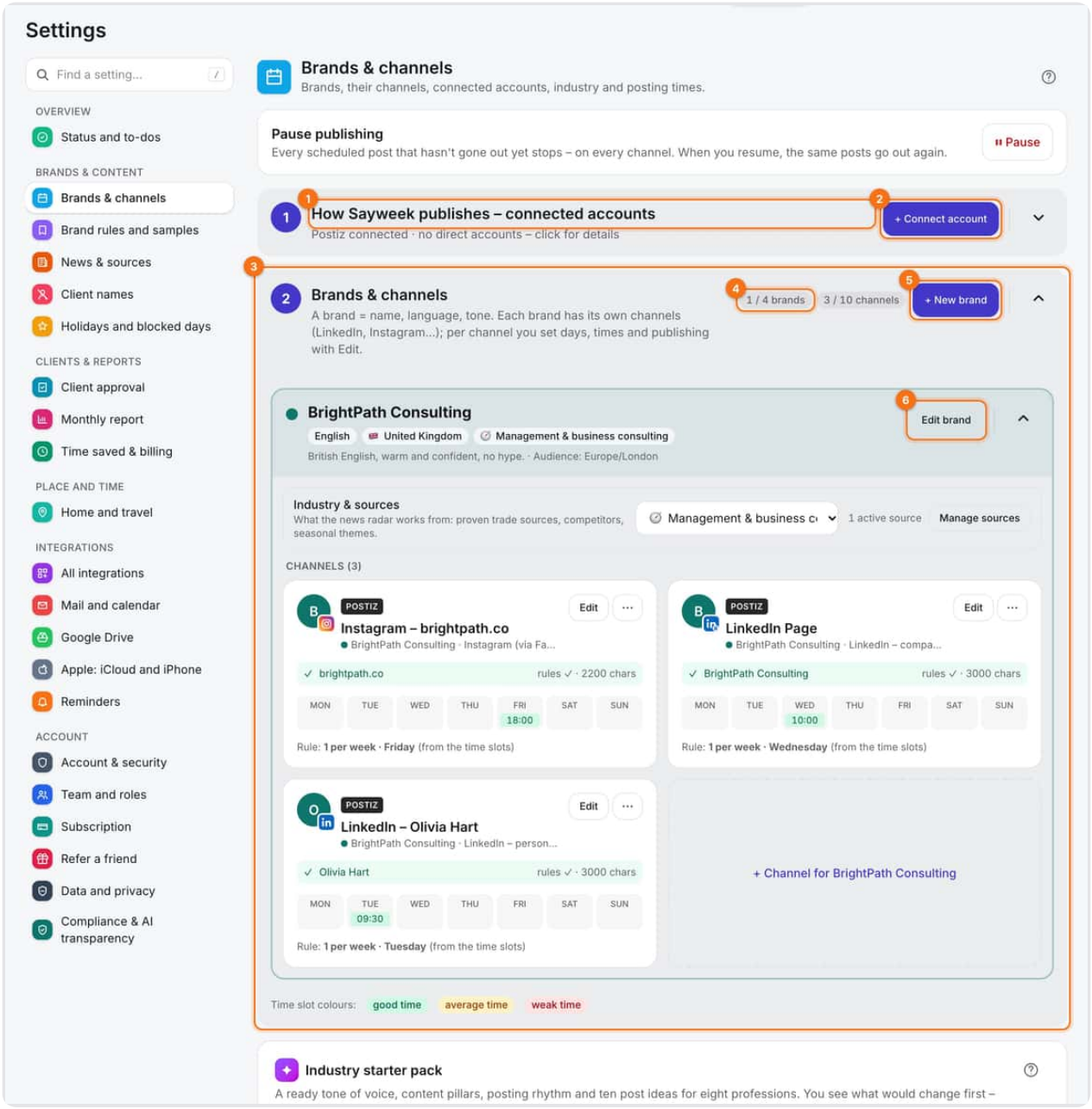


Figure 70 – Brands & channels: 1. the connected accounts, 2. the brands and their channels with the plan's limits.

1	**1. How Sayweek publishes – connected accounts**	The publishing routes: Postiz and the directly connected accounts (LinkedIn, Facebook / Instagram, YouTube, TikTok, Bluesky, Threads, Google Business Profile, Pinterest). Collapsed it's one line: e.g. “Postiz connected · 2 direct accounts”.
2	**+ Connect account**	Connect a new account (see below).
3	**2. Brands & channels**	The brands and their channels. As long as there's no publishing route at all, this part is locked (“First set up how Sayweek publishes (step 1)”).
4	**Limits**	E.g. “1 / 4 brands” and “3 / 10 channels” – your plan's limits (see below).
5	**+ New brand**	The brand wizard.
6	**Brand block**	Name, language, country, tone and the channel cards: publishing route, time slots, **Edit**; **Edit brand** and the **Channel for ...** tile.

Further sections at the bottom of the page: **Cross-posting (channel groups)**, **Brand graphics (brand kit)** and the settings for the learned voice (“What Sayweek learned” chapter).

Directly or via Postiz?

There are two publishing routes, chosen per channel (**Edit → Publishing**):

Directly	Sayweek posts through the network's official interface, without Postiz: **LinkedIn** (personal profile and company pages where you're an admin or content manager), **Facebook page** and **Instagram** (one Meta sign-in; for Instagram only a professional account linked to a Facebook page), **YouTube**, **TikTok**, **Bluesky** (with an app password), **Threads**, **Google Business Profile**, **Pinterest**. Each can only be connected when it's switched on on the Sayweek server – otherwise the card says **Not switched on yet**, and the **Which account do you want to connect?** window says “Not available yet: ... approval is in progress. Until then, publish via Postiz.” (in the screenshot only Bluesky can be connected).
Via Postiz	With your own Postiz account's API key you can post to every network Postiz knows – including those without a direct connection (e.g. **X**, **Telegram**). Scheduling happens in Postiz.

If a channel has both routes set up, the direct one is used. Some things only work with a direct connection: publishing a LinkedIn PDF carousel automatically, Instagram and Facebook videos, YouTube and TikTok, and the comments on the Ideas → **Networking** tab.

Connecting an account

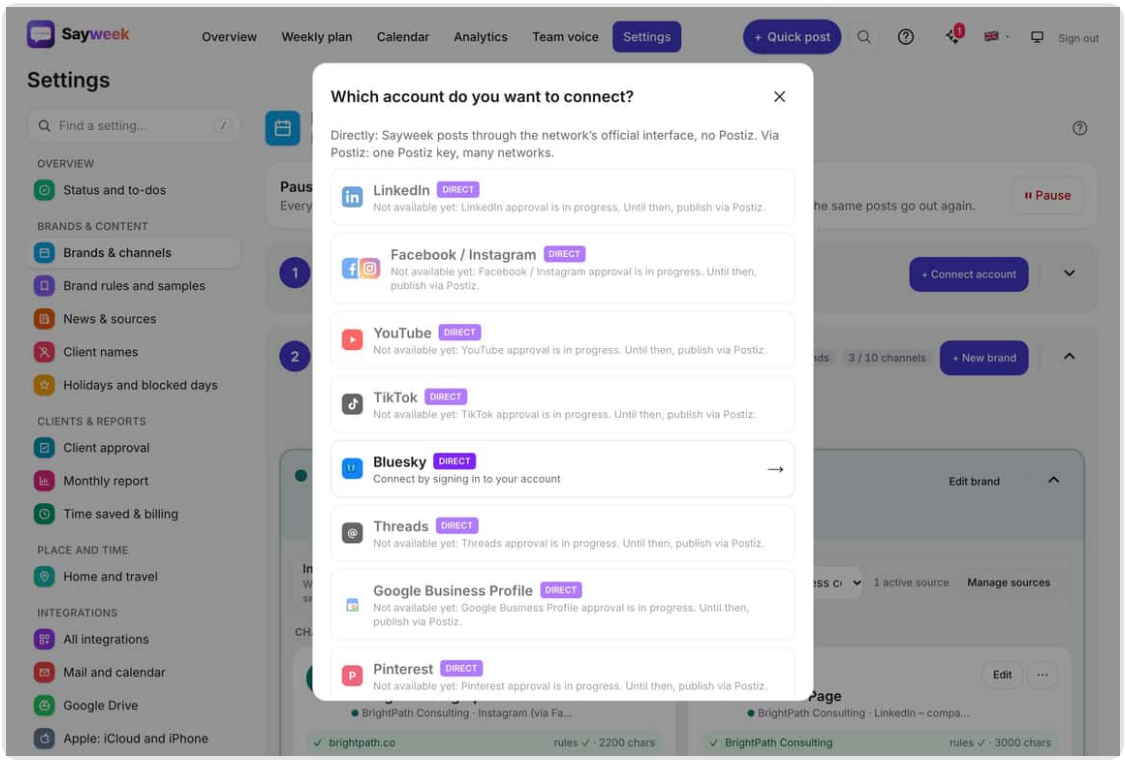


Figure 71 – The “Which account do you want to connect?” window: direct connections and Postiz.

Step by step

1. Open **Settings → Brands & channels**.
2. In the **How Sayweek publishes – connected accounts** bar, click **+ Connect account**.
3. In the **Which account do you want to connect?** window, choose the network (e.g. **LinkedIn** or **Facebook / Instagram**).
4. Sign in on the network and allow Sayweek access (on Facebook, also pick the pages). Bluesky has no sign-in window: you need your **Handle** and an **App password** created in Bluesky – never enter your account's real password.
5. Back in Sayweek, in the **What should we do with the new account?** window, tick which accounts you're putting to use now (each becomes a channel) and choose: **New brand for these** (the brand wizard starts with the accounts pre-selected) or **Add to an existing brand** (days and times, **Save**) – or **Later**.

The direct LinkedIn connection is available in Sayweek: one sign-in connects your personal profile and the company pages where you're an admin or content manager. If a colleague signs in with their own LinkedIn account for Team voice, that sign-in is theirs alone – company channels don't use it, and disconnecting it deletes it.

A connected account's card shows its name, its pages (e.g. “2 pages”, “1 FB page, 1 IG account”) and how long the sign-in is valid. When it's about to expire: “Expires soon – reconnect” → **Reconnect**. The **Put to use (N)** button puts accounts without a channel to use.

When you come back from signing in, the **How Sayweek publishes – connected accounts** area is open, so the new account is right there.

> i If your brand already has a channel posting to the same network (via Postiz or with no publishing route), the **What should we do with the new account?** window switches that one by default: “Switch the existing channel to direct: …” → **Switch to direct**. The channel keeps its name, schedule, rules and every post – no duplicate channel; the Postiz link stays too, until you switch the Postiz account off. If the channel already has posts scheduled in Postiz, the window also shows **Send the N already scheduled posts directly too** (ticked by default): Sayweek deletes them from Postiz and sends them directly at the same time. If you want a new channel instead, click **Create a new channel**. You can also switch later: **Edit → Publishing → Directly**, and under **Where should it post directly?** pick the profile, page or location.

Switch to direct: posts scheduled in Postiz

If a channel got a direct connection but its earlier approved posts still wait in Postiz's queue, Postiz would still send them. Sayweek shows this and switches them:

- In the channel editor (**Publishing** tab): “N posts are still scheduled in Postiz – they go out through Postiz.” → **Switch to direct (N)**.
- In the weekly plan, the **Scheduled in Postiz** label and the **Switch to direct** button next to the post; in the post editor, a notice with the same button.

After you confirm, Sayweek deletes the post from Postiz and sends it directly at the same time; the text, image, approval and pause stay. A post it can't move (e.g. because something the direct route needs is missing) stays on Postiz, and the message says why for each one. You can run it again.

Connecting Postiz

1. In Postiz, open Settings → Public API and copy the API key.
2. In Sayweek, open **Settings → Postiz** and paste the key into the **Postiz connection** panel (**Postiz API key**).
3. Click **Save & verify**.
4. The **Postiz accounts in Sayweek** panel lists the accounts connected in your Postiz; the ones without a channel can get one in a new or existing brand under **Use your Postiz accounts**.

In the **Postiz accounts in Sayweek** panel, the **Use in Sayweek** switch decides per account whether Sayweek uses it. Switched off, it's unlinked from its channels and doesn't show in the account pickers – it isn't deleted from Postiz. If a channel would be left without a publishing route because of this, the app warns you first.

A new brand

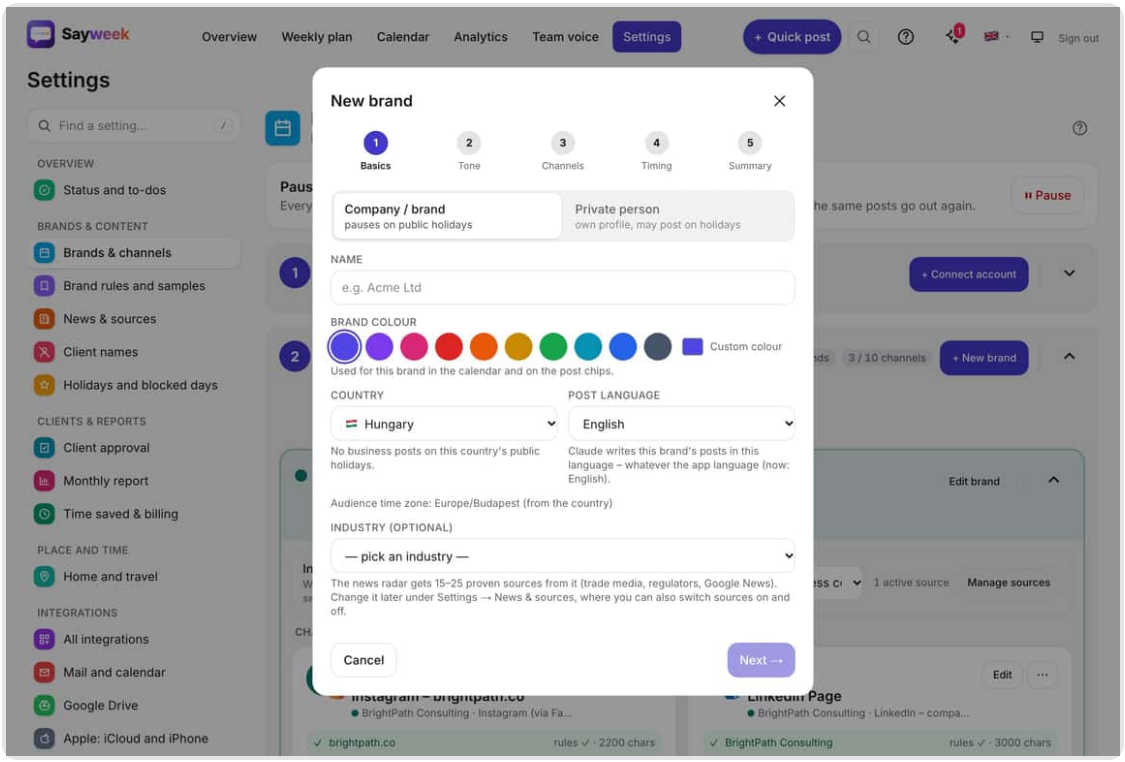


Figure 72 – The new brand wizard: Basics, Tone, Channels, Timing, Summary.

1. Click **+ New brand**.
2. **Basics**: **Company / brand** (pauses on public holidays) or **Private person** (own profile, may post on holidays), **Name**, **Country**, **Post language** and, if you like, **Industry (optional)** – the news radar gets 15–25 proven sources from it. The audience time zone comes from the country.
3. **Tone**: **Tone note (optional)** – click an example (“casual, direct”, “formal, professional”…) or write your own.
4. **Channels**: tick one or more connected accounts (in the **Directly** / **Via Postiz** groups) – each becomes a channel – or choose **Channel later**.
5. **Timing**: pick the posting days and the time.
6. **Summary**: check it, then click **Create**. If something failed, **Retry the failed ones** repeats it.

Content pillars, banned words, favourite opening lines and link tracking can be set later under **Edit brand** (Your voice chapter).

Setting up a channel

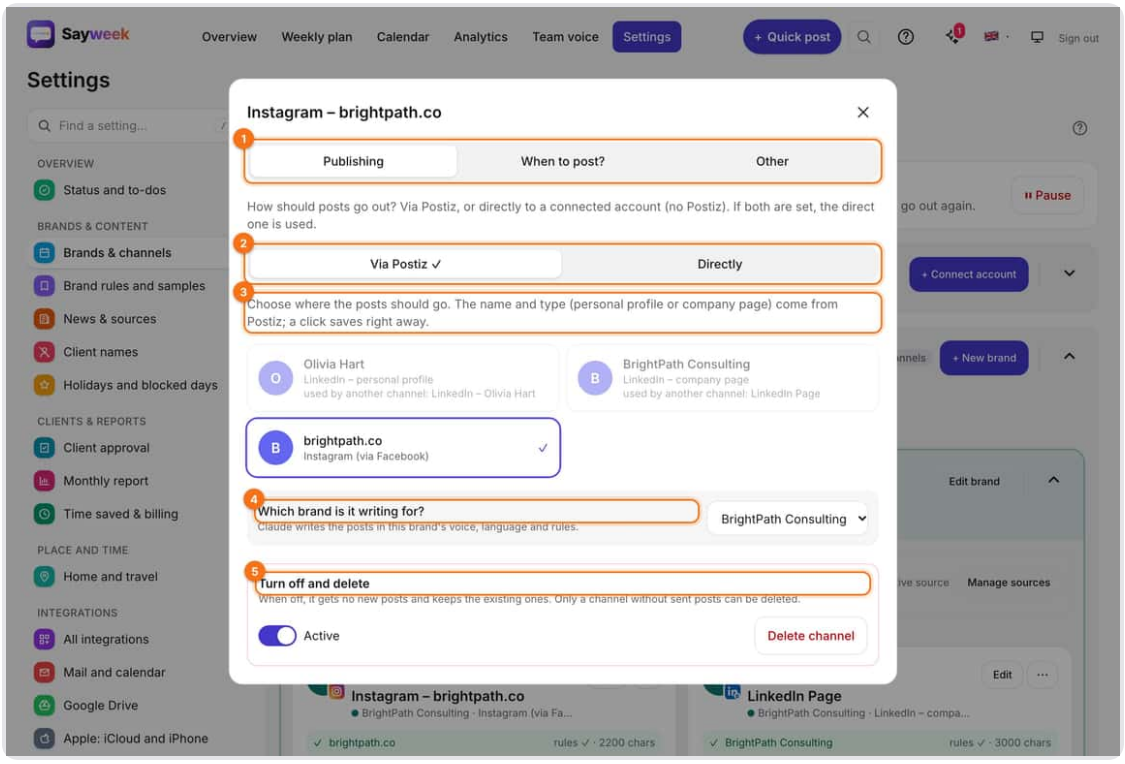


Figure 73 – The channel editor, Publishing tab: via Postiz or directly, the account and the brand.

1	**Tabs**	**Publishing**, **When to post?** (Approval and scheduling chapter) and **Other**. For an existing channel the editor opens on **When to post?**.
2	**Via Postiz / Directly**	Which route the posts take. The route already set has a ✓.
3	**Account**	Via Postiz: the list of Postiz accounts (a click saves right away; “used by another channel: ...” shows when it's taken). Directly: **Where should it post directly?**
4	**Which brand is it writing for?**	Claude writes the channel's posts in this brand's voice, language and rules. This is where you move the channel to another brand – the choice is saved right away.
5	**Turn off and delete**	At the bottom of the editor on every tab: the **Active** switch and the **Delete channel** button (see below).

On the **Other** tab: **Name in the app** (only shown in the lists), and for Postiz channels the fetched Postiz rules (character limit) with a **refresh now** link. At the bottom of the editor, on every tab, is the **Turn off and delete** part: the **Active** switch (switched off, the channel gets no new posts and keeps the existing ones) and the **Delete channel** button.

Quick actions on the channel card

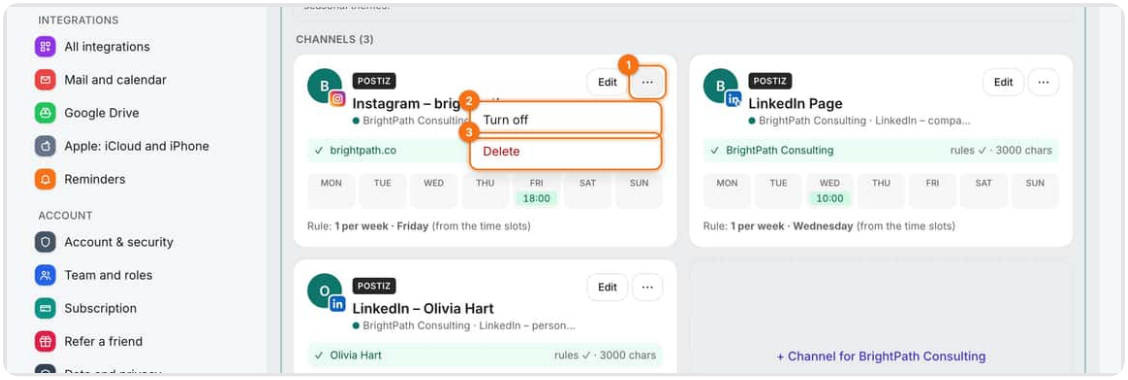


Figure 74 – The channel card with the ··· menu: turn off and delete without opening the editor.

1	···	The menu button next to **Edit** (**Actions – …**).
2	**Turn off / Turn on**	When off, the channel gets no new posts and keeps the existing ones.
3	**Delete**	Deletes the channel and its posts after you confirm. If the channel already has a sent post, the app doesn't delete it but shows the reason on the card with a **Turn it off instead** button.

If two channels of one brand post to the same directly connected account, both cards show a warning: “The same account on two channels – posts may go out twice.” The **Merge into …** button (after you confirm) moves one channel's drafts and posting times to the other, then deletes the duplicate.

Add a new channel in the brand block with the **Channel for …** tile. For a channel without Postiz (YouTube, TikTok, direct connection) choose **Channel without Postiz (YouTube, TikTok, direct connection)**, and after creating it pick the connected account under **Publishing → Directly**.

> ✔ **Tip**
> You can also move a single post to another channel: on the post's card in the weekly plan, **Move to another channel** → target channel → **Move**. With **Let Claude rewrite it in the target brand's language and tone (the topic stays)** the text is adapted too. The post goes on the same day of the target channel if that slot is free – otherwise on its next free time.

Moving a channel to another brand

With more than one brand, drag a channel onto another brand's block: on a computer grab the card (or its handle), on a phone press and hold the handle, then let go over the target brand (“Drop it on another brand's block”). The same is in the channel's ··· menu: **Move to brand…**. Before you confirm, Sayweek says how many scheduled posts and drafts move with it – from then on they are written in the new brand's voice; posts already published stay unchanged in the history. Take a channel out of its cross-posting group first. Moved the wrong one? **Undo** in the notification puts it back.

Disconnecting and deleting

- **One channel's direct publishing**: **Edit → Publishing → Turn off direct publishing** – then the posts go via Postiz again (if a Postiz account is assigned); otherwise the channel doesn't post until you choose again.
- **One channel's Postiz assignment**: if the channel posts directly but a Postiz account is also assigned, **Remove Postiz link** removes the assignment for this channel only.

- **A connected account**: **Delete** on the account's card, with confirmation. Its channels fall back to Postiz (if a Postiz account is assigned), otherwise they stop posting. Deleting the Meta account disconnects all its pages and Instagram accounts.
- **The Postiz key**: **Settings → Postiz → Postiz connection → Delete** – without a key, channels posting via Postiz can't go out; direct channels aren't affected.

> ! **Note**
> Deleting a brand deletes its channels and posts too; deleting a channel deletes its posts. A channel with sent posts can't be deleted. If you only want a pause, switch the channel off (**Turn off** in the card's ••• menu, or the **Active** switch in the editor); publishing for the whole workspace is stopped by the **Pause publishing** card (Approval and scheduling chapter).

> i Connecting and disconnecting accounts is for owners and editors; in an individual workspace, that's you.

Regulated industry safety net

If a brand works in a regulated industry – financial services, insurance, healthcare, pharma, legal, real estate or food supplements – switch on the safety net on its row of the **Regulated industry safety net** card (**Settings → Brands & channels**, also on **Compliance & AI transparency**). Sayweek then checks every post for typically banned or risky claims (guaranteed returns, “risk-free”, healing claims, before-and-after, superlatives without proof…), adds the required notice and writes drafts without the banned claims from the start.

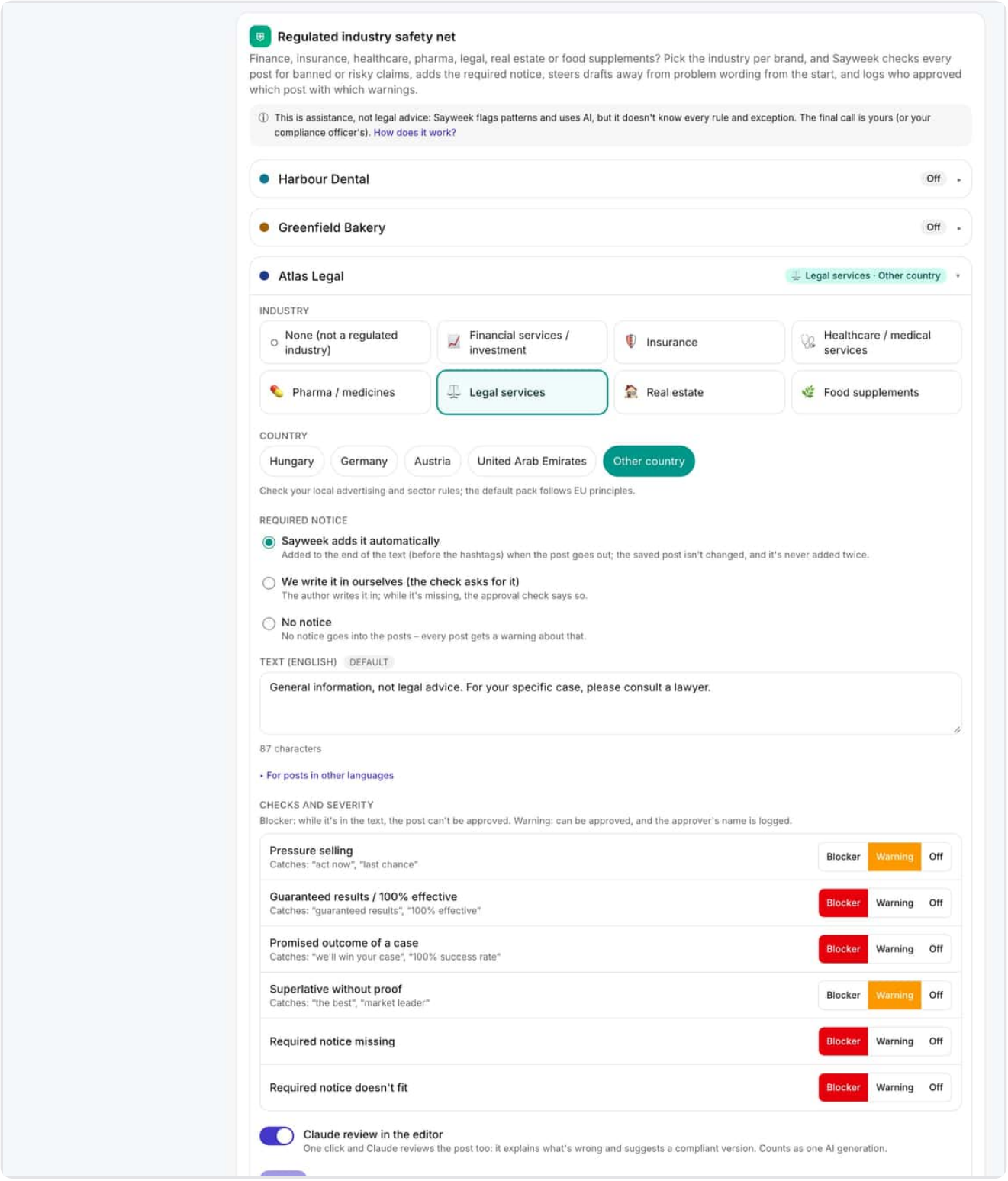


Figure 75 – The safety net of a law firm brand: industry, country, required notice and the severity of each check.

Industry	The industry profile of the brand (**None (not a regulated industry)** switches it off).
Country	Hungary, Germany, Austria, United Arab Emirates or **Other country** – it decides the default notice and the background information.

Required notice	**Sayweek adds it automatically** (at the end, before the hashtags, when the post goes out), **We write it in ourselves (the check asks for it)** or **No notice**. The text can be edited; **For posts in other languages** sets it for posts not in the brand's language.
Checks and severity	**Blocker**, **Warning** or **Off** per rule. A blocker stops approval and publishing; a warning asks for a confirmation and logs the approver's name.
Claude review in the editor	Shows the **Claude review** button on the editor's Compliance check card.

The **Compliance audit trail** (Settings → Compliance & AI transparency) downloads a CSV for a period and brand: who approved each post and when, the industry profile, the warnings they saw and the notice that went out.

Hiring mode

When a brand is recruiting, the **Hiring mode** card (Settings → Brands & channels) puts together a short campaign for the open role: a job post, a "day with us" post, a team story, an employer-brand post with a team photo and – for a campaign of a week or more – a reminder before the deadline.

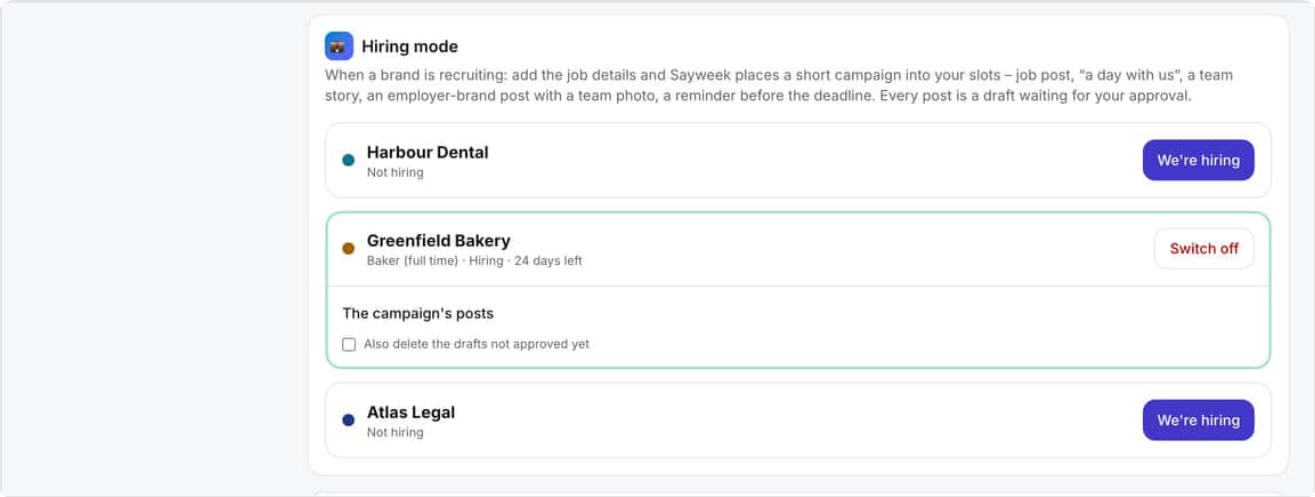


Figure 76 – Hiring mode: one brand with an active campaign (with Switch off), the others with We're hiring.

1. In the brand's row click **We're hiring** (owners and editors).
2. Fill in **Role** and, if you have them, **Application link**, **Location** and **What you offer**; pick the **Hiring ends** date (from tomorrow, up to 120 days).
3. If you like, tick the box to ask colleagues to share it in their own voice (Team voice – Team and Agency plans).
4. Click **Suggest the campaign**: the posts go into the brand's free slots as drafts, at most one a day – each one only goes out after your approval.

> i The campaign stops by itself the day after **Hiring ends** (you get a notification). **Switch off** ends it earlier; with **Also delete the drafts not approved yet** the unapproved drafts go too. For the team story, the post asks you a question – ask a colleague, and get their permission before naming them.

Industry, country and the evergreen setting

- The brand's **industry** and **country** make the “Compared to similar businesses” group on Analytics closer to yours (Analytics chapter).
- **Automatic monthly suggestion** (evergreen): after 3, 6 or 12 months – or Off – the brand's best older post comes back once a month as a fresh draft in the next empty slot.

Your plan's limits

Brands and channels per plan

Solo	1 brand · 3 channels
Pro	4 brands · 10 channels
Trial	2 brands · 4 channels

The limits show as small chips in the **Brands & channels** header (e.g. “3 / 10 channels on your plan”). Above 80% a hint appears (“Only 1 more channel fit on your plan.”), and at the limit, instead of **+ New brand** or a new channel, a window with the bigger plan's offer (**See plans**). When connecting a new account, the **What should we do with the new account?** window also tells you how many channels still fit.

> i If the workspace uses more brands or channels than the limit (e.g. after changing plan or at the end of the trial), the excess is **paused** – nothing is deleted: the posts stay, but they aren't written and don't go out. **Choose what stays active** lets you decide what stays active; on a bigger plan the paused ones restart by themselves. In the editor, the affected post says: “This channel is paused by your plan's limit.”

Cross-posting (channel groups) – in brief

If you'd post the same thing in several places (e.g. a LinkedIn profile and the company page, or Instagram and Facebook), in a channel group a post written for one channel also appears on the others, adapted to each (length, hashtags, aspect ratio). Set up: **Cross-posting (channel groups)** → **+ New group** → brand, at least two channels, **Lead channel** (star), **Timing** (**All at once** or staggered) → **Save**. A channel can only be in one group. The details are in the Agency manual.

09 Integrations

Settings → All integrations

Integrations are Sayweek's connections to other services: where ideas come from (e-mail, calendar, meetings, CRM), where you take images for your posts from, where you want notifications, and how you reach Sayweek from code or an AI assistant. All of them are optional – Sayweek works fully without them. This chapter covers the All integrations page and the connections that matter most in practice. Connecting social networks (LinkedIn, Meta, Postiz) is covered in the chapter on channels.

The All integrations page

Open **Settings → All integrations**. Every connection is a card, grouped into **Publishing**, **Ideas & sources**, **Design & media**, **Analytics**, **Notifications to other apps** and **Developer**. Within a group the cards always keep the same order; the label on each card and the filters at the top tell you which state each one is in.

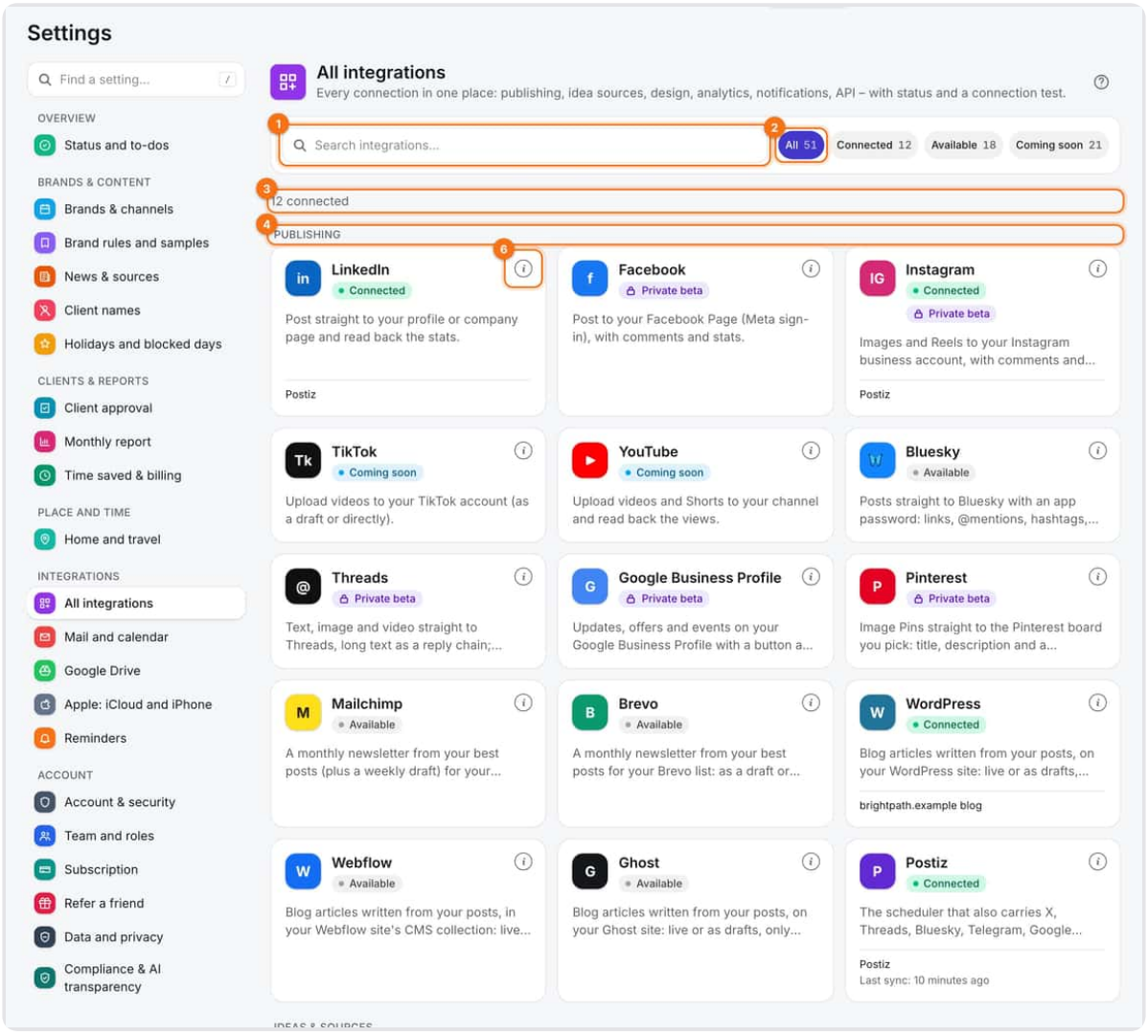


Figure 77 – The All integrations page: search, status filters, summary and the grouped cards.

1	**Search integrations…**	Filters as you type by name, feature or keyword (accents don't matter). It also searches the card descriptions and the names of connected accounts.
2	**Status filters**	**All**, **Needs attention**, **Connected**, **Available**, **Coming soon** – each button shows its count. A filter only appears when at least one card has that status.
3	**Summary**	E.g. “3 connected · 1 needs attention” – one glance tells you whether everything is fine.
4	**Groups**	The card groups. A card shows the logo, name, status, a one-line description, the connected accounts, the time of the last activity and – if needed – what to do, in amber.
5	**Microsoft 365 / Google Workspace**	One shared card for the Microsoft and the Google features (“2 of 4 features on”), with a dot per feature showing its status. See below.
6	**“i” button**	Top right of each card: opens the About window (what Sayweek sends and reads, permissions, data storage, disconnecting).

What the statuses mean

Statuses

Connected	Set up and working. The card shows the account name and the time of the last sync or event.
Needs attention	Set up, but something needs fixing. The card says what to do in amber: “The sign-in has expired – reconnect it.”, “The sign-in expires within a week – reconnect now so nothing stops.”, “The last run reported an error – check the details, then run the test.”, “Assign a brand…”, “Choose where it should work (board, database or property).” and so on.
Available	Can be connected now.
Coming soon	Not switched on on this server yet (the provider keys are missing), or not built yet. You can request it – see below.
Private beta	Waiting for the platform's approval; until then only invited test accounts can connect it. **Notify me when available** puts you on the list.

> i The catalogue also has a **Requires a higher plan** status, but no card gets it today: plan limits show up in the features themselves (for example, on the Solo plan AI assistants and the API can only read – see below).

The detail panel

Click a card and the integration's panel opens at the side (at the bottom on a phone). Every panel is built the same way, top to bottom:

- **Header** – the integration's name, next to it the **i** (About) and **?** (help article) buttons, and close.
- **One status card with one main action** – e.g. **Not connected** with the **Connect** button; when something has to be chosen (a table, a property, a folder), the picker sits right there; when everything is fine, **Done** ✔ and one sentence about what happens next. When something needs fixing, this card says so (in amber), and **Configure** → takes you to the place to fix it.
- **Set-up step by step** – when connecting takes more than one step (e.g. for an API key: 1. copy the key, 2. paste it and save), the panel shows a wizard, one step at a time (see below).

- The integration's **own lists and settings** – e.g. the cards of connected accounts or channels, filters, a brand picker.
- **Advanced settings** (collapsed by default) – the details: **What it does**, **Connected** (each account's last activity; for Zapier and Make the active Zaps / scenarios), the **Test connection** button, technical texts and the **What happens to my data?** privacy summary.
- **Disconnect** – a small red link at the very bottom (asks for confirmation). Directly connected publishing accounts (LinkedIn, Meta, TikTok, YouTube, Bluesky, Threads, Google Business Profile, Pinterest) can be disconnected here too; their channels then go on via Postiz if linked there, otherwise they stop.

The set-up wizard

For set-ups with several steps (AI assistants, Zapier and Make, Slack, Teams and Discord notifications, the Discord bot, webhooks, iCal, Telegram and WhatsApp, Airtable, Notion, the API-key note-takers) the panel shows one step at a time:

- A bar and a counter at the top (e.g. “2 / 4”) show where you are; finished steps turn green and you can click them to jump back. At the bottom are **Back** and **Next**, on the last step **Done**.
- When there's a choice (e.g. Claude or ChatGPT), the next steps follow it; without a choice **Next** can't be pressed (“Pick one to continue.”).
- Each step has one main button – e.g. copying the address or opening the provider's page in a new tab.
- While Sayweek waits for the connection you see “Waiting for the connection…” – as soon as it's there, it moves on by itself (“Got it ✓”); **Check now** looks right away.
- If you stop halfway, the panel reopens at the first unfinished step (the browser remembers it).
- At the end a big tick says everything works (e.g. “Done – everything works ✓”); after **Done** the panel switches to the short connected view. From there the small ↻ **Set up again** link restarts the wizard.

> ✔ **Tip**
> **Test connection** (under Advanced settings) only reads: it doesn't post or send anything. The result appears check by check (✓ /), with a **What to do:** line for errors. When a card needs attention, always run the test again after fixing it.

The About (“i”) window

Every card has a small **i** button in its corner. It doesn't open the settings but an information window – worth reading before you connect something. Shared cards (Microsoft 365, Google Workspace) have one tab per feature.

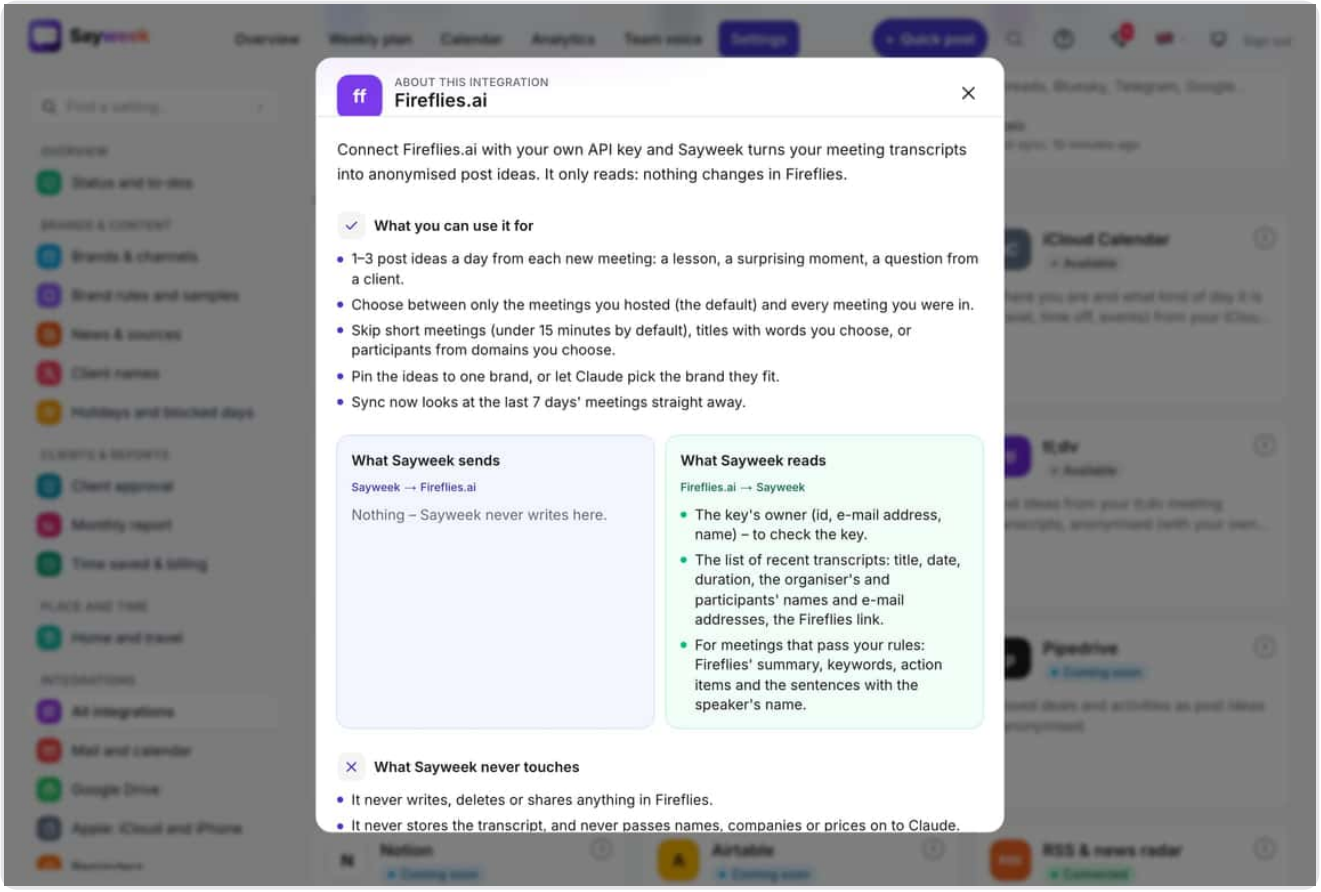


Figure 78 – The About window of a note-taker: what it's for, what Sayweek sends and reads, permissions, storage, disconnecting.

Parts of the window

What you can use it for	Concrete examples.
What Sayweek sends	What it writes or sends to the service – if nothing: “Nothing – Sayweek never writes here.”
What Sayweek reads	Exactly which data it reads (e.g. only subject, date and a redacted preview).
What Sayweek never touches	The reassuring limits: what it doesn't read, store or change.
Permissions requested	The permissions asked for when connecting, in plain words.
Data storage	What is stored, for how long and how it's protected (e.g. an encrypted key).
Disconnecting and revoking	How to end the connection in Sayweek and on the provider's side.
Requirements and limits	Account type, plan, beta or approval status, limits.

At the bottom of the window, **Open the help article** takes you to the detailed steps.

Requesting an integration

At the bottom of the list, **Integrations you can request** shows services that aren't built yet (e.g. direct X (Twitter), Salesforce) – click one to request it. If you need something else entirely, click **Request this integration** under **Need another integration?**, fill in **Which service?** and **What would you use it for? (optional)**, then **Send request**. The Sayweek team sees the requests and uses them to decide what to build

next.

Microsoft 365 and Google Workspace: one account, four features

Microsoft and Google each have one shared card. You connect the account once and switch the features on one by one – the provider only ever asks permission for what you're switching on. Sayweek only reads in both: it doesn't send, change or delete anything.

- **Microsoft 365**: **Outlook e-mail ideas**, **Outlook calendar**, **OneDrive / SharePoint photos**, **Teams meeting transcripts**.
- **Google Workspace**: **Gmail ideas**, **Google Calendar**, **Google Drive photos**, **Google Meet transcripts**.

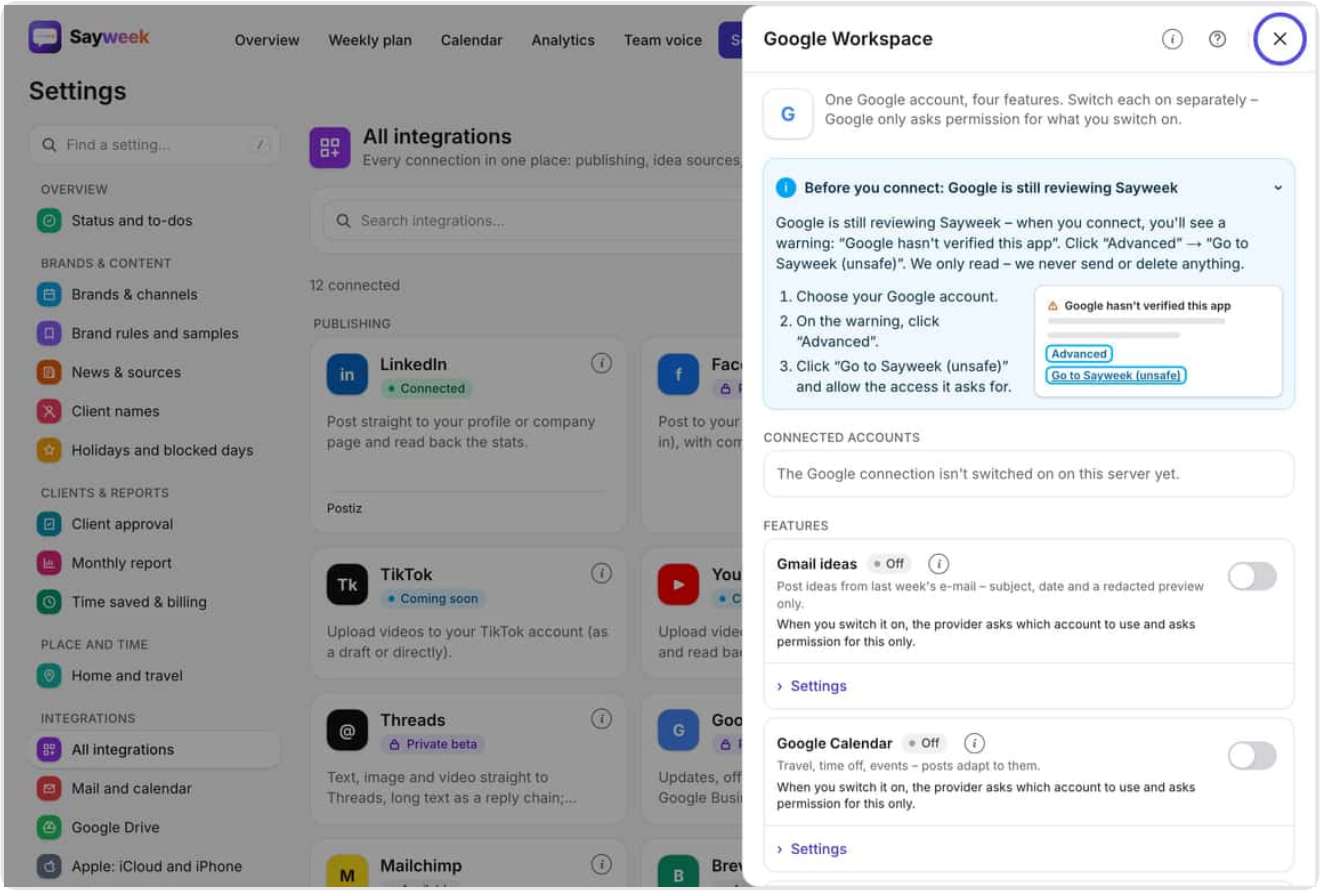


Figure 79 – The Google Workspace panel: connected accounts, then one row per feature with a switch, status and settings.

At the top of the panel is the **Connected accounts** list (per account: e-mail address, how many features use it, **Reconnect**, **Disconnect**), below it the **Features**: one row per feature with a switch, a status (**Active**, **Off**, **Needs an extra permission**, **Needs attention**, **Coming soon**...) and a **Settings** toggle. The toggle holds the feature's own settings, the **Test connection** button and help.

Connecting step by step

1. Open **Settings → All integrations** and click the **Google Workspace** (or **Microsoft 365**) card.
2. Click **Connect a Google account** (**Connect a Microsoft 365 account**) – or switch on the feature you want right away: the provider then asks which account to use.
3. Sign in with the provider and allow the access it asks for. With Google, while Google is still reviewing Sayweek, you'll see the warning "Google hasn't verified this app": Sayweek explains this beforehand, then **Continue to Google**; at Google click **Advanced** → **Go to Sayweek (unsafe)**.
4. Back in Sayweek, the account appears in the list and the feature you switched on is **Active**.

> ! **Note**
> **Disconnect** stops every feature of that account (mail, calendar, files, transcripts). If you only don't need one feature, switching off its row is enough. Ideas already created and images already taken into posts stay in both cases.

Signing in with Google or Microsoft (Account & security) is only for logging in – it gives no access to your e-mail or files. That needs the connection above.

> i **Teams transcripts** need a work or school Microsoft 365 account; with a personal (outlook.com, hotmail, live) account the row says **Not available with personal accounts**. In many companies the Microsoft 365 admin has to approve Sayweek once (**Needs your organisation's admin**): in the row's settings, **Copy message for your admin** gives you a ready e-mail with the approval link, and once the admin is done you continue with **Switch on (if your admin has approved it)**.

E-mail and calendar

From your e-mail and calendar Sayweek gets post ideas and a sense of your week: where you are and what kind of day it is (travel, time off, conference), so posts fit the local time zone and the type of day.

What the connection gives you

Gmail ideas	Every Monday it looks through the last week's e-mail (the first run within an hour of switching it on), skipping the Promotions, Social, Forums and Updates tabs, spam and trash. Only the subject, date and a redacted excerpt reach the AI, without names or e-mail addresses; e-mail text is never stored.
Outlook e-mail ideas	The same with Microsoft 365: subject, date and Outlook's short preview only. Junk, Deleted items, Drafts and Sent items are never read. In the row's settings, **Get ideas now** saves you waiting until Monday.
Google Calendar	Picks the city from event titles and locations; stores only the city and the type of day. Refreshed every six hours.
Outlook calendar	With a Microsoft account (titles and times only), or with a published ICS link in the row's settings (**Calendar via ICS link (Outlook / Microsoft 365 and others)** → **Connect**).
iCloud Calendar	On the **Settings → Apple: iCloud and iPhone** page, with an app-specific password (see the phone chapter).

Fine-tuning lives on **Settings → Mail and calendar**. The **Detailed settings** link of the Gmail and calendar rows takes you there too.

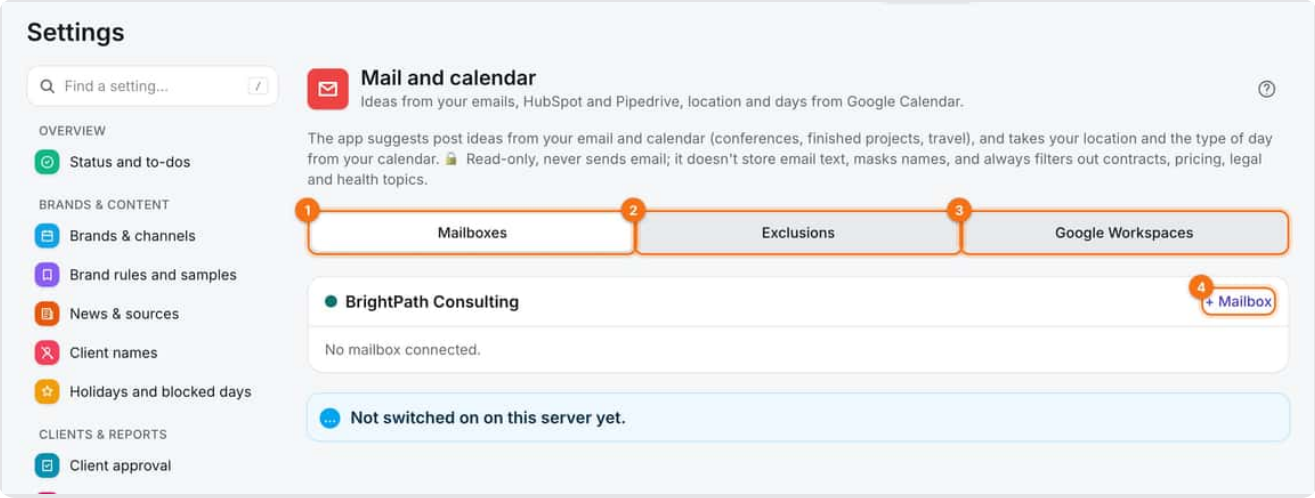


Figure 80 – Settings → Mail and calendar: mailboxes, exclusions and Google Workspace connections.

1 **Mailboxes**	Connected mailboxes per brand, with separate **Mail** and **Calendar** switches, the time of the last check and a **Recheck** button when something reports an error.
2 **Exclusions**	Label / folder, sender, domain or word in the subject – the app never even fetches these e-mails (e.g. your lawyer, accountant, bank, private mail). **Quick add:** covers the typical cases.
3 **Google Workspaces**	Your own Google Workspace client, once per company – needed when the shared Sayweek Google app may only read calendars on this server.
4 **+ Mailbox**	Connect a new mailbox to a brand.

> i Sayweek always filters out e-mails about contracts, prices, offers, health and legal matters, even without exclusions. If the Gmail switch takes you to the Mail and calendar page instead of switching on, the shared Google app on this server only reads calendars – then add your own connection under **Google Workspaces**, or forward important e-mails to your ideas address.

Ideas from e-mail wait on the **Ideas** page – how to handle them is covered in the chapter on ideas.

Meetings: Zoom, Google Meet, Teams, Fireflies, Fathom, tl;dv

A good meeting holds many posts. With a connected note-taker, Sayweek looks through the meetings of the last 3 days once a day (after 6 am home time) – the last 7 days when you click **Sync now** – and looks for 1–3 post ideas per meeting: a lesson, a surprising moment, a question from a client. One run handles at most 8 meetings.

How each tool connects

Fireflies.ai	With your own API key (app.fireflies.ai → Settings → Developer settings).
Fathom	With your own API key (fathom.video → Settings → API Access → Generate API key).
tl;dv	With your own API key; needs a Pro or Business tl;dv plan (tldv.io → Settings → Personal settings → API keys).
Zoom	Zoom sign-in; only sees the transcripts of your own cloud recordings (in Zoom: Cloud recording + Audio transcript switched on).

Google Meet	On the Google Workspace card, with a separate Google permission just for Meet transcripts; needs a Workspace plan that includes transcription.
Microsoft Teams	On the Microsoft 365 card; needs a work account and often admin approval.

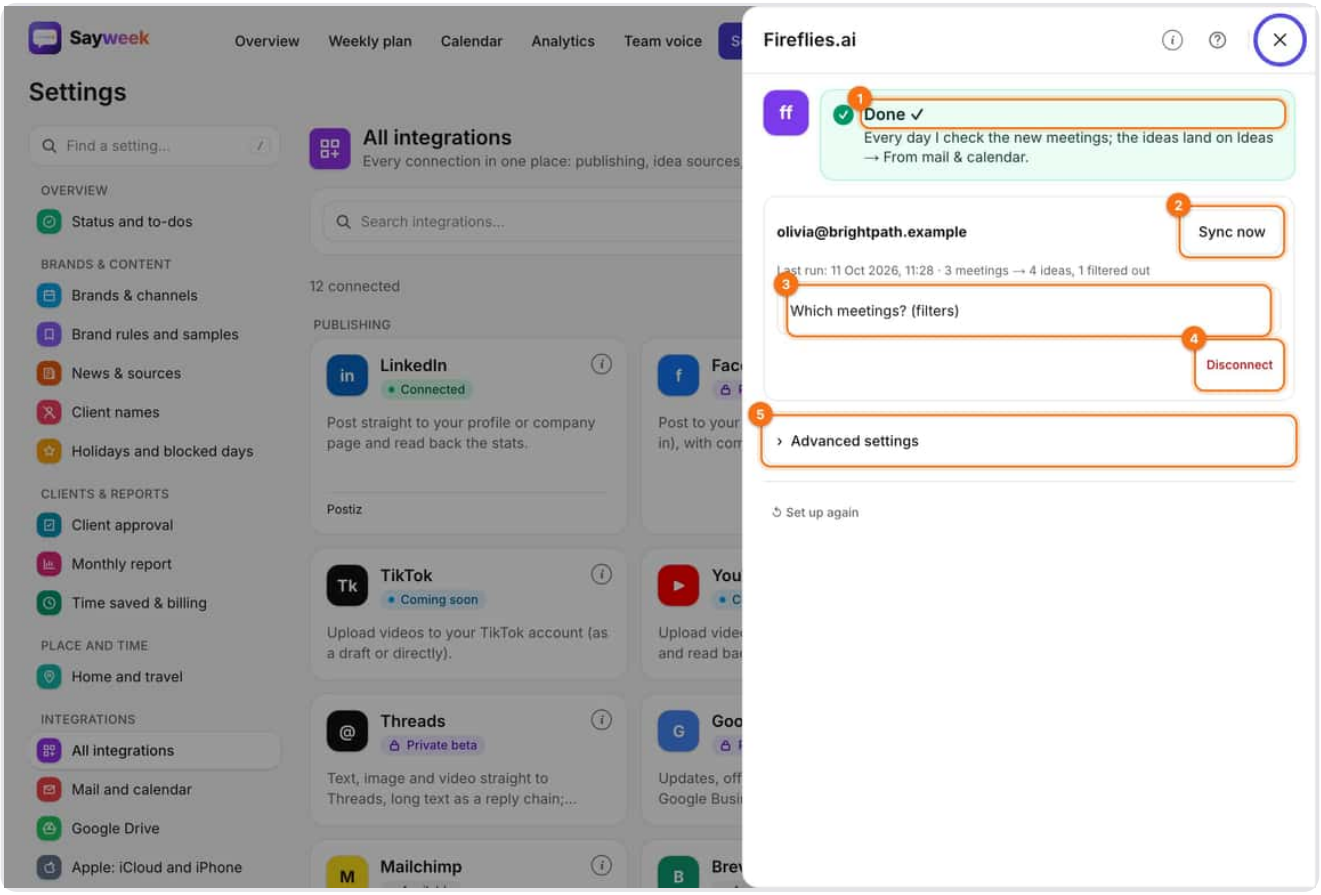


Figure 81 – The panel of a connected note-taker: status, the connection's card with the last run, filters, Disconnect and Advanced settings.

1	**Done ✓**	The status card: connected, the new meetings are checked every day. On an error it says **The last run didn't work** and why.
2	**Sync now**	Checks the last 7 days' meetings right away; below it the result of the last run (e.g. “3 meetings → 4 ideas, 1 filtered out”).
3	**Which meetings? (filters)**	Opens the filter rules (see below).
4	**Disconnect**	Ends the connection (with confirmation, owners only). Ideas already created stay.
5	**Advanced settings**	Entering a new key, the **Meeting transcript** button, how it works and how data is handled, where to get the key.

Before connecting, an API-key tool's panel shows a two-step wizard: **Copy your ... API key** (with where to find it and the **Open ... settings** button), then **Paste it here and save** (e.g. the **Fireflies.ai API key** field, **Save key**). After saving, “Fireflies.ai connected ✓” confirms it. For Zoom the main button is **Connect**. Once connected, you set what it should look at in **Which meetings? (filters)** on the connection's card, then **Save**:

- **Which meetings**: **Only the ones I hosted** (default) or **Every meeting I was in**. (tl;dv doesn't tell who owns the key, so the first option doesn't filter there; Zoom and Meet only provide your own meetings anyway.)

- **At least this many minutes** – shorter ones are skipped (15 by default).
- **Skip when the title contains (comma separated)** – e.g. “internal, 1:1, board”.
- **Skip when a participant is from** – e.g. a sensitive client's domain (Zoom and Meet have no such field because participants' addresses aren't provided).
- **Brand** – with several brands you can fix which one gets the ideas; by default **Any brand (Claude picks)**.

The connection row also shows the result of the last run (e.g. “3 meetings → 4 ideas, 1 filtered out”). Ideas land on the Ideas page with the “meeting” source.

> ✔ **Tip**
> No note-taker, or need an older meeting? Under the panel's **Advanced settings** (and on the Ideas page), **Meeting transcript** lets you paste or upload a transcript (.txt, .vtt, .srt, .docx, up to 3 MB).

> i Sayweek reads the transcript in memory only and never stores it. Before anything reaches Claude, names, companies, e-mail addresses and phone numbers are masked, speakers become “A”, “B”, and sentences about prices, contracts, health or legal matters are left out. Meetings marked private or confidential, or titled “1:1”, “interview”, “confidential”, are never opened. The same meeting never gives ideas twice. Only the owner can disconnect.

CRM: HubSpot and Pipedrive

Every Monday the CRM connection looks at the last two weeks' won and new deals, stage changes and completed meetings (for Pipedrive, calls too) and suggests 0–3 topics – for example the lesson of a finished project, without names. To connect: **+ Connect HubSpot** / **+ Connect Pipedrive** on the card, then allow access at the provider; with several brands, pick in **Brand** where the ideas should go. **Run now** gets ideas right away. The same panel is on the **Mail and calendar** page too.

> i Read-only – nothing is written back to the CRM. Before anything reaches the AI, company and person names, e-mail addresses, amounts and anything about prices or contracts are masked; no CRM data is stored, only a short-lived fingerprint so the same event doesn't come twice. If the card doesn't appear, the CRM connection isn't switched on on this server yet.

Notes and databases: Notion, Airtable

Notion	Two separate, optional features: exporting the content calendar (the last 2 and next 4 weeks of posts) to a Notion database (columns Name, Date, Brand, Channel, Status, Link; refreshed daily and on approval), and importing ideas from another database (hourly; if it has a “Sayweek” checkbox, only ticked pages come over). Sayweek only sees the pages you shared with it.
Airtable	Ideas from a chosen table (base → table → view → idea field): every morning up to 25 new records go to the ideas inbox; a checkbox or a status field (“Ready”) controls what comes over. Read-only.

> ✔ **Tip**
> If Sayweek sees no Notion database at all, open the page's ••• menu in Notion and add Connections → Sayweek. Disconnecting leaves the pages in Notion untouched.

Design and media: Canva, Figma, Google Drive, Dropbox, OneDrive, Unsplash

Once connected, these appear as buttons in the **Image** section of the post editor. Picking images is covered in the editor chapter; here it's about connecting and access.

Canva	**+ Connect Canva** → sign in. In the editor you pick a design, open a new design in the channel's size, or edit the post's image in Canva; when you come back, the image lands on the post. One Canva account per workspace. Disconnecting also revokes the permission in Canva.
Figma	**+ Connect a Figma account**. In the editor you paste a file or frame link, pick the frame, and Figma renders it at 2×. Read-only.
Google Drive	On the Google Workspace card (**Google Drive photos**). Photos from Google's file picker, and the monthly content plan exported to a Google Doc. Only files you pick and files Sayweek creates are accessible. Several Drive accounts can be connected (Settings → Google Drive).
Dropbox	**+ Connect a Dropbox account**. Images from your folders, read-only; the chosen image comes over as a JPEG of at most 2048 px.
OneDrive / SharePoint	On the Microsoft 365 card. **My files** and **Shared with me** views; read-only.
Unsplash (stock photos)	Nothing to connect: if the card is **Available**, the editor has a **Stock photo** button. The photographer's credit is added next to the image automatically, and you can also add a credit line at the end of the text. The number of searches per hour is limited.

Analytics: Google Analytics 4

With Google Analytics 4 connected, Sayweek uses the UTM parameters of your post links to show how many visitors and conversions each post brought to your website (refreshed daily, looking at the last 90 days). For this, the brand also needs **Link tracking (UTM + short link)** switched on.

1. On the **Google Analytics 4** card click **Connect Google Analytics** and allow access (read-only).
2. Pick your website's property in **Default property (all brands)**; with several brands you can set another one per brand.
3. Under **Counts as a conversion**, tick the key events that should count (if you tick none, every key event counts).
4. For the first numbers click **Refresh now**. The result appears on **Analytics → Website**.

> i As long as no property is chosen, the card **Needs attention**. Disconnecting deletes the cached visitor numbers. Sayweek never stores visitor-level data.

Notifications to other apps: Slack, Teams, Discord

The same notifications you get on your phone (awaiting approval, published, error, client feedback, reminders) can also go to a team channel. All three work with an incoming webhook address – no sign-in, and Sayweek reads nothing from the channel.

Slack	Slack → Apps → Incoming Webhooks → Add to Slack → channel → Webhook URL. Paste it on the **Slack** card, then **Save & test** – the channel receives a "Sayweek connected ✓" message.

Teams notifications (webhook)	Teams → channel → Workflows → “Post to a channel when a webhook request is received” → URL. This isn't connecting your Microsoft 365 account – notifications only.
Discord	Two independent modes in one panel: **Notifications (webhook)** to a channel, and **Ideas from a channel (bot)** – the read-only Sayweek bot suggests ideas from new messages in up to 5 chosen channels, masked. See below.

In the **Discord** panel the two modes have their own sections (**Notifications to a channel**, **Ideas from a channel**), and each shows only its own status – a bot problem never shows up in the webhook section. Setting up the bot: **Add the bot to your server** (in Discord you pick the server and allow the bot), then **Pick the channel**. On the server card each chosen channel shows whether the bot can read it (✓ **readable** / × **no access**); Sayweek checks this on saving and before every run, without reading any message.

- **Set up – hasn't run yet**: the first check starts after 7 a.m. After that the green **Done** ✔ only appears after a successful run.
- **The bot can't see this channel: …**: the bot deliberately only sees channels it's given access to. The panel lists numbered steps for Discord (Edit Channel → Permissions → add the bot → View Channel and Read Message History); then click **Try again**. While one channel isn't readable, the bot still reads the others.
- The last run and the exclusions (users, keywords) are under **Advanced settings**; one **Disconnect** per server – the bot leaves the server and the server's unreviewed ideas are deleted.

> i Webhook addresses are stored encrypted, and only the owner can set them. **Test connection** doesn't send a message here either; **Save & test** sends the test message. To remove: **Delete** on the card.

Ideas from your Slack or Teams “wins” channel

A new client, a finished project, an award – teams usually celebrate these in one channel. Sayweek turns them into post ideas, without the names of colleagues mentioned and crediting the author as the source.

- **Slack:** on the Slack card's ideas part click **Add Sayweek to Slack**, pick the workspace and up to 3 public channels (e.g. #wins), then **Save**. When someone adds a reaction to a message, it lands in the ideas box within a few hours (the emoji can be changed). Unmarked messages, private channels and direct messages are never read, and Sayweek writes nothing to Slack.
- **Microsoft Teams:** on the **Teams notifications (webhook)** card's ideas part click **Create address** and copy it; in Teams: next to the team name → Manage team → Apps → Create an outgoing webhook (name: Sayweek, callback URL: the copied address); paste the security token Teams shows into Sayweek. Then write in the channel: @Sayweek and what you'd share.

AI assistants, API and automation

The **Developer** group holds the connections for reaching Sayweek from other software. Every write creates a draft that waits for your approval – nothing is published on its own.

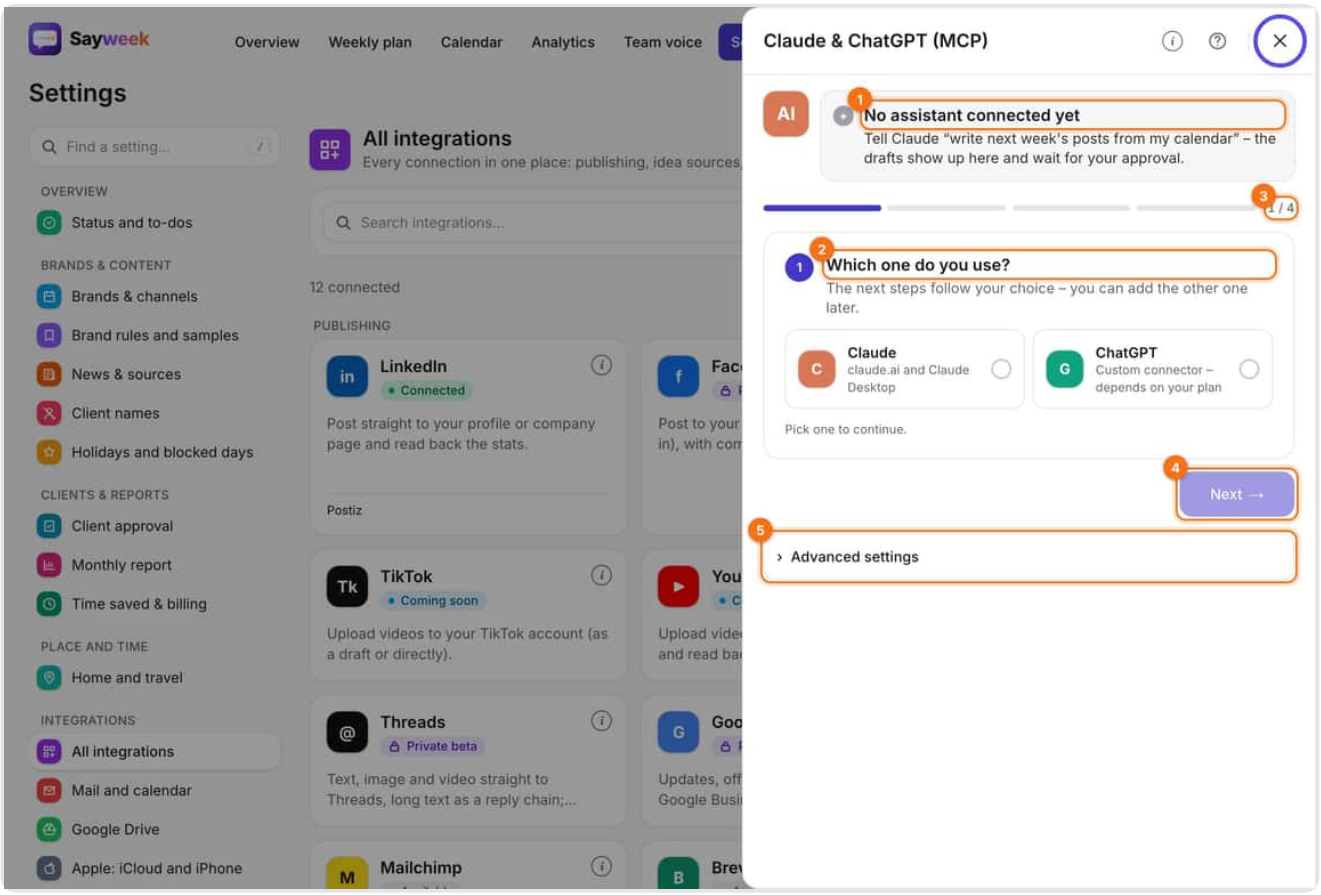


Figure 82 – The Claude & ChatGPT (MCP) panel before connecting: status, the wizard's first step and Advanced settings.

1	**No assistant connected yet**	The status card. Once connected: **Done** ✔ with the assistant's name; if your plan includes no API at all: **This needs a higher plan**.
2	**Which one do you use?**	The wizard's first step: **Claude** (claude.ai and Claude Desktop) or **ChatGPT** (custom connector – depends on your plan). The next steps follow your choice.
3	**Progress**	Which step you're on. For Claude: the choice → **Copy the Sayweek address** (**Copy address**) → **Add it in Claude** (**Open claude.ai Connectors**) → **Connect and allow**. For ChatGPT, steps 3–4 are **Turn on developer mode** and **Create the Sayweek connector**.
4	**Next**	Moves to the next step. On the last step Sayweek waits for the assistant to connect ("Waiting for Claude to connect…") and moves on by itself. Once connected, the panel shows the **Connected assistants** list with **Revoke**.
5	**Advanced settings**	The MCP server URL, the Claude Code command and Claude Desktop config, **Scoped API keys** (read / write / approve, **Create key**) and the **Approvals from assistants** switch (default **Approvals off (recommended)**).

The Developer group's cards in brief:

Claude & ChatGPT (MCP)	Sayweek can be added as an MCP server to Claude (claude.ai, Claude Desktop, Claude Code) and ChatGPT – see above.

REST API	An API key (**New key**, shown only once) for submitting ideas and fetching posts and the weekly plan. Scopes: read, write, approve. Under **OAuth apps** you can **Register an app** so people connect your own product with their Sayweek account (“Connect to Sayweek”, no key to copy); **Connected apps** lists the apps that can access your workspace, with **Revoke**.
Webhooks · n8n	Signed JSON for every chosen event (post created, approval requested, approved, scheduled, published, failed, new idea, new comment, client feedback) to your own HTTPS address – with retries, a **Delivery log** (30 days, **Payload**, **Resend**) and **Send test**. See below.
Zapier, Make	Ready-made Sayweek app with triggers (new idea, draft ready for approval, post published…) and actions (create an idea, a draft, a news source).
iCal / ICS	Your post calendar as a subscription link for Google, Outlook or Apple Calendar (read-only, refreshed hourly).

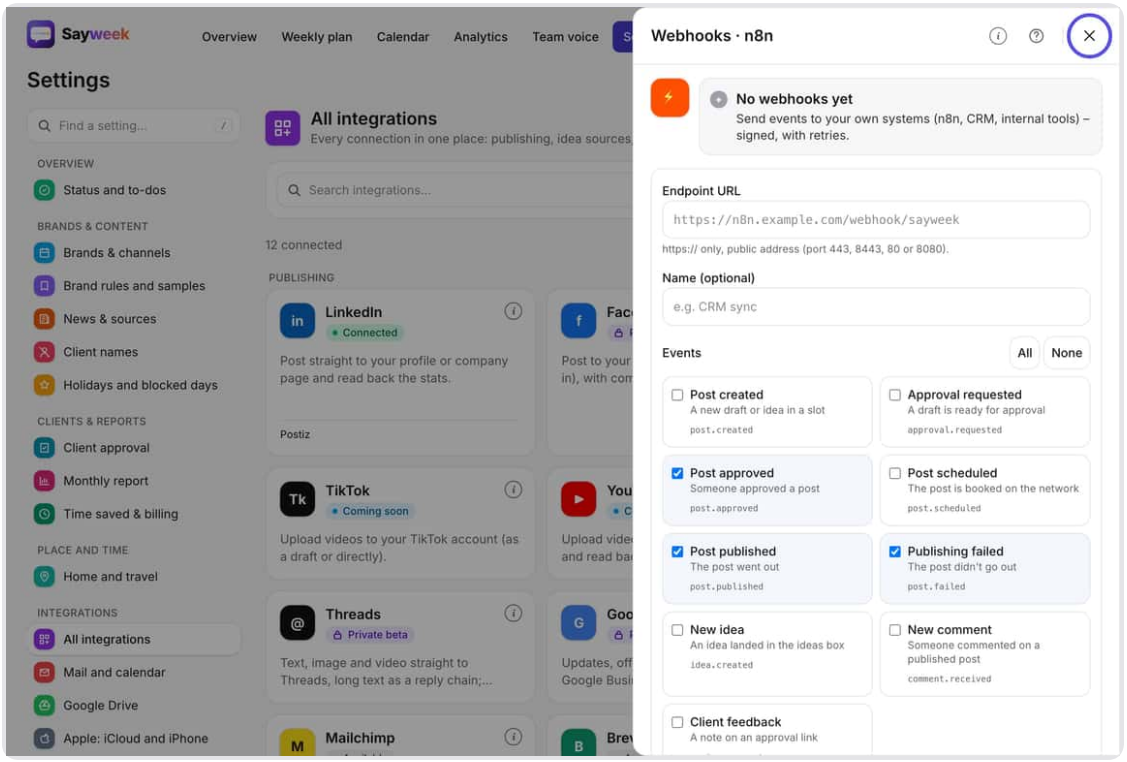


Figure 83 – The Webhooks · n8n panel: the endpoints, the events and the delivery log.

Setting up a webhook

1. Open the **Webhooks · n8n** card (owner permission needed) and click **Add webhook**.
2. Enter the receiving **Endpoint URL** (public https:// addresses only), tick the **Events** you need, then **Save**.
3. Copy the **Signing secret** – it's shown only now. Your receiver checks the **Sayweek-Signature** header with it.
4. Click **Send test**: a signed ping event goes out and you see the response at once.

> i A failed delivery is retried with growing pauses, up to 8 attempts over about a day and a half. If an endpoint keeps failing for more than a day, it's switched off and the owners are notified – fix it, then **Switch on**.

For developers, the public **developer page** (sayweek.com/developers – no sign-in needed) has the full API reference with examples, OAuth and webhook guides, rate limits, error codes and a changelog, a **Try it** console that works with your own account (writes only with **Allow writes**, and it never gets the approve scope), the OpenAPI 3.1 file and a Postman collection.

> **Note**
> **Plan:** on the Solo plan AI assistants and API keys can only read (plan, ideas, analytics) – the panel says so too. Drafts, creating ideas and generation need Pro or higher. Only the owner can create API keys, webhooks and iCal links.

> **Tip**
> If an API key or an iCal link got into the wrong hands, revoke it (**Revoke**, **Revoke link**) – everything using it stops at once. After a password reset, Claude and ChatGPT connections have to be connected again.

Task apps: ideas in, to-dos out

If you run your day from a task app, Sayweek comes to where you already work: **Google Tasks**, **Microsoft To Do**, **Todoist** and – in the iPhone app – **Apple Reminders**. There are two directions, each with its own switch, and neither does anything until you switch it on. Everyone connects their own account and sees only their own to-dos.

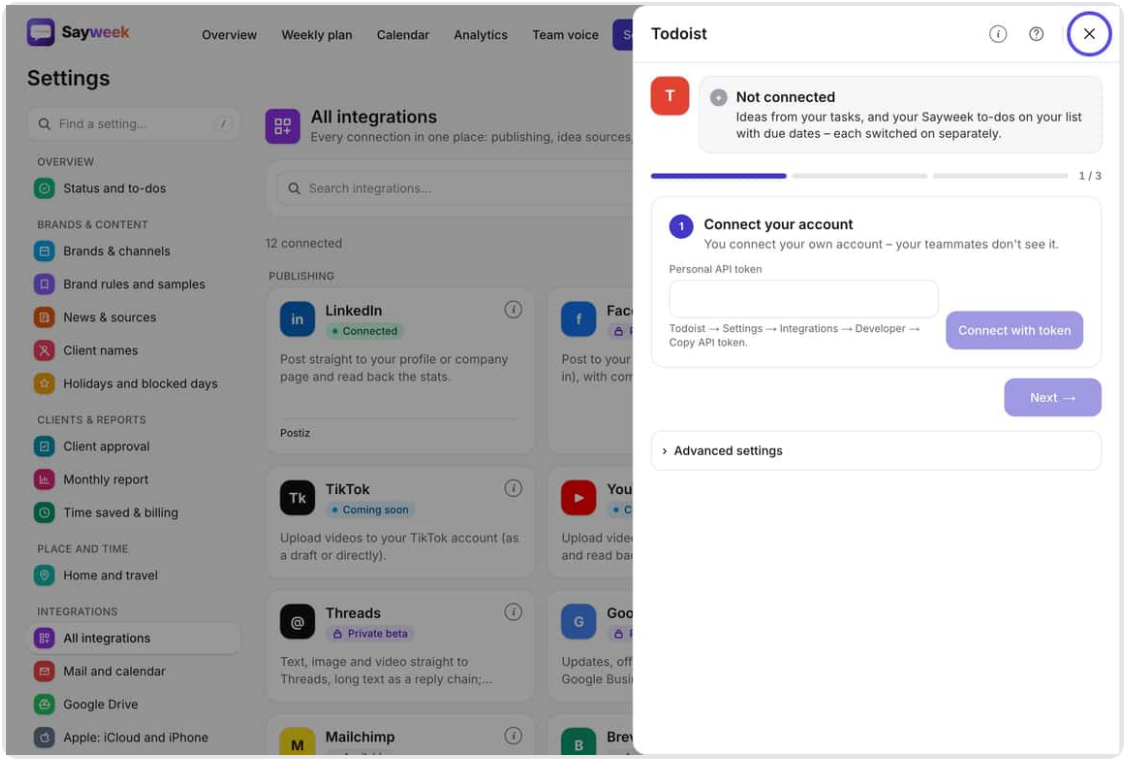


Figure 84 – The Todoist panel before connecting: connect with a personal API token, then switch on the directions.

Ideas from tasks	Tasks you add to your ideas list (by default "Sayweek ideas" – created if missing) become ideas in the ideas box about every hour, up to 10 an hour. Client names and contact details are masked, tasks shorter than 10 characters stay, and Sayweek ticks the task off.

Sayweek to-dos	On another list (by default “Sayweek to-dos”) Sayweek writes what you have to do – e.g. “Approve 7 posts by Thu 12:00”, “Record a short video before Tue 10:00”, the weekly interview, “Reconnect LinkedIn – expires in 7 days” – with a due date and a link straight into Sayweek. Titles never contain client or brand names. Once it's done in Sayweek, it's ticked off by itself.
Sync now / Test connection	**Sync now** runs both directions at once; **Test connection** only reads the names of your lists.

- **Connecting:** Google Tasks asks only for Google Tasks access; Microsoft To Do adds one permission (Tasks.ReadWrite) to your Microsoft 365 or Outlook.com account; Todoist connects with **Connect Todoist** or your personal API token (Todoist → Settings → Integrations → Developer). If a card says “Coming soon”, it isn't switched on on this server yet.
- **A tick in the task app only acknowledges a to-do:** it comes back after 24 hours if it's still open in Sayweek. Approving, uploading and reconnecting only ever happen in Sayweek.
- **Apple Notes:** the **Apple Notes** card creates a shortcut key (**Create shortcut key**, shown once) and adds the ready-made “Sayweek idea” shortcut (**Add the shortcut**). Then in Notes – or any app – Share → **Sayweek idea** sends the text to your ideas box (ideas only, no to-dos). The key can only add ideas; revoke it under **Settings → Apple: iCloud and iPhone → Connected devices**.

Calendly and Cal.com: meetings booked from your posts

If you share your Calendly or Cal.com booking link in posts, Sayweek shows which post people booked a meeting after. The bookings appear as **Booked meetings** in Business results (Analytics chapter), next to the post and in the monthly report.

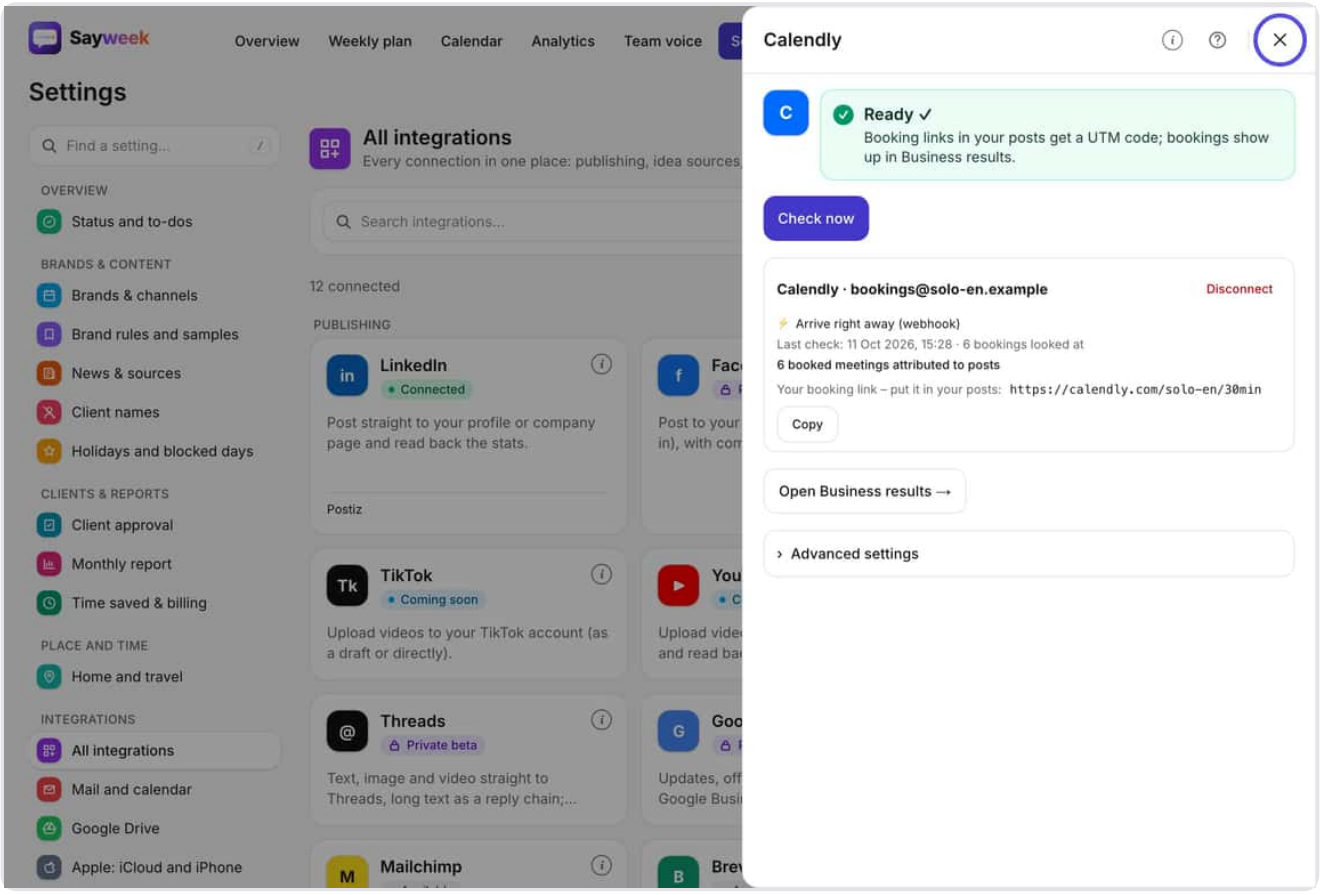


Figure 85 – The Calendly panel when connected: webhook on, the last check, the bookings attributed to posts and your booking link.

- **Calendly: Settings → All integrations → Calendly** → **Connect with Calendly** and allow access – or, if that button isn't there, a personal access token (Calendly: **Integrations → API & Webhooks → Generate new token**) and **Connect**.
- **Cal.com:** create an API key in Cal.com (**Settings → Developer → API keys**, it starts with "cal_live_"), paste it on the Cal.com card and click **Connect** – Sayweek checks it before saving. For a self-hosted Cal.com, enter its API address (https://.../api/v2) too.
- When a post goes out, the booking links in it get a UTM code (utm_content = the post's short id) – even if UTM is switched off for other links. The booking keeps it, so Sayweek knows which post it came from. A cancelled booking drops out.
- With a webhook (paid Calendly plans, Cal.com) bookings arrive right away ("Arrive right away (webhook)"); otherwise once a day – or any time with **Check now**.

> i Sayweek only reads a booking's id, time and UTM data – never the invitee's name, e-mail or answers. Disconnecting deletes the token and the webhook; bookings already attributed stay. A booking that didn't come from your post's link isn't counted: this shows a connection, not proven cause and effect.

The other integrations in brief

Mailchimp, Brevo	The approved monthly newsletter goes to your own Brevo or Mailchimp account as a draft or scheduled (Analytics chapter → Monthly newsletter). Mailchimp can also make a weekly draft from the week's published posts – Sayweek never sends it. One draft counts as one AI generation.
RSS & news radar	Per brand: industry, curated sources, your own RSS feeds and competitors – on Settings → News & sources, no account needed.
Apple Reminders & Siri	In the iPhone app: an ideas list (also via Siri) and a to-dos list – see Task apps below and the phone chapter.
Telegram, WhatsApp	Ideas by message or voice note – see the next chapters. On Telegram, **/post** also sends a quick post (text, a photo or a video up to 20 MB, with /post at the start of the caption) after a preview and your tap.
Publishing networks	LinkedIn, Facebook, Instagram, TikTok, YouTube, Bluesky, Threads, Google Business Profile, Pinterest and Postiz – connecting them is covered in the channels chapter.

10 Analytics and what Sayweek learned

Menu: Analytics (/statisztika)

The Analytics page shows everything your connected channels measure, in one place – refreshed daily. Here you see which post worked, when to post, which topic and format perform best, and also what Sayweek has learned from your edits and your results.

Before you start

- You need at least one connected channel (via Postiz or directly). Direct connections usually deliver more data.
- The first numbers appear after the next nightly refresh; platforms report results 1–2 days after publishing. A fresh post therefore says “not measured yet” – that's not an error.
- Owners, editors and viewers can see the page; Team voice contributors can't.

The Overview tab

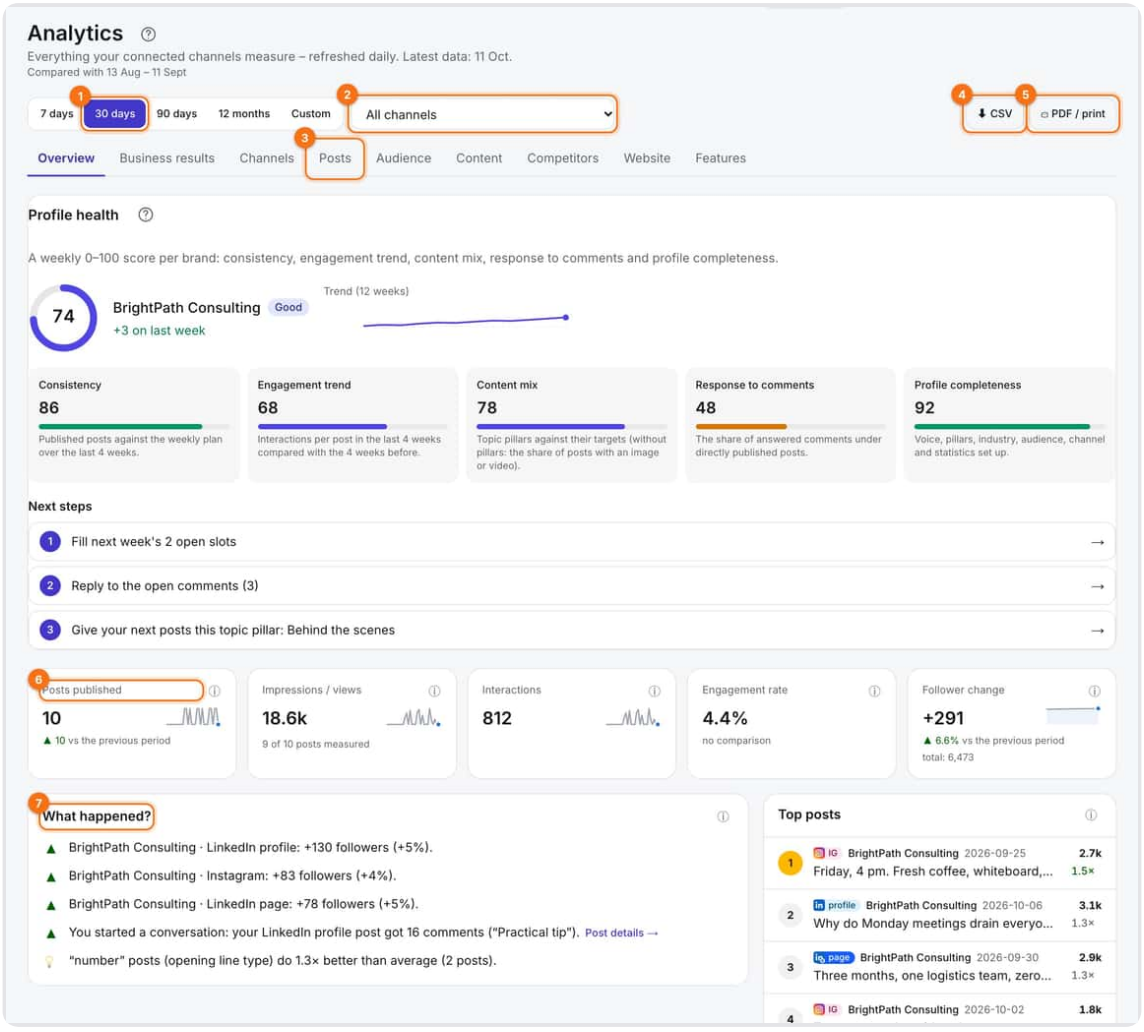


Figure 86 – The Overview tab of Analytics: period, channel filter, tabs, export, metrics and the What happened? findings.

1	**Period**	**7 days**, **30 days**, **90 days**, **12 months** or **Custom** (**From** – **To** – **Apply**). Every number shows the change against the previous period of the same length; below the title it says what it's compared with ("Compared with …").
2	**Channel (and brand)**	**All channels** narrows to one channel. **All brands** only appears when you have more than one brand.
3	**Tabs**	**Overview**, **Business results**, **Channels**, **Posts**, **Audience**, **Content**, **Competitors**, **Website**, **Features**.
4	**CSV**	The data of this view as a CSV file (e.g. for Excel).
5	**PDF / print**	The browser's print dialog – only the analytics go on the page, without the app chrome. You can save it as a PDF.
6	**Metrics**	**Posts published**, **Impressions / views**, **Interactions**, **Engagement rate**, **Follower change** – with Google Analytics also **Visitors from posts** and **Conversions**, with link tracking **Link clicks**. The icon explains each calculation.
7	**What happened?**	Automatic findings from your numbers – rule-based, not AI: outliers, trends, follower growth, best times and topics.

Further down: trend charts (impressions and interactions by publishing day, followers, number of posts), **Top posts**, the **Best times** heatmap (weekday × hour in the audience's time zone, from the measured posts of the last six months), the **Consistency – against the rule** bar and the channel summary. At the bottom, **Get even more data** shows which connection would give you more (e.g. a direct Instagram or LinkedIn page connection), with a **Set up →** link.

> ✔ **Tip**
> What does "1×" mean? Sayweek compares every post with the average of its own channel: 1× = a typical post, 2× = twice as good. That way a LinkedIn and an Instagram post can be compared. Engagement rates are typically 1–5% across platforms.

Evergreen candidates

On the Overview tab, the **Evergreen candidates** panel lists your best older posts: published at least 3, 6 or 12 months ago (the brand's setting, 6 by default) and at least 1.25 times better than a typical post on their channel – or marked evergreen by hand. **Fresh version** writes a new version (new hook, new structure, same insight) as a draft into the channel's next empty slot, or onto the waiting list. Under **Automatic monthly suggestion**, the brand's best candidate comes back by itself at the start of every month.

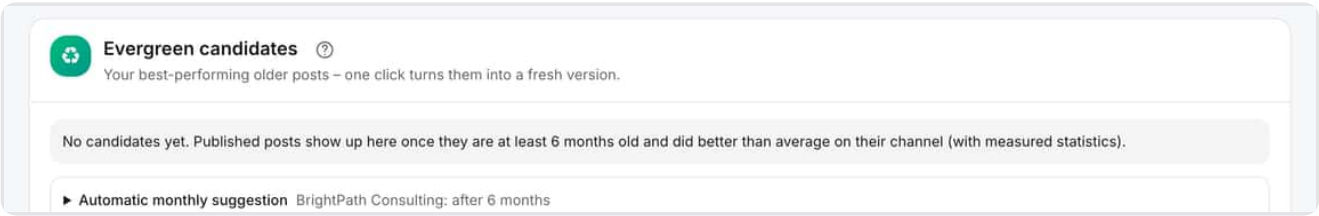


Figure 87 – The Evergreen candidates panel – empty until posts are old enough and have measured statistics.

> i The new version really is a new text: it's checked with the same similarity measure as the "very similar to another post" warning. It needs measured statistics (a direct channel connection), and every fresh version counts as one written post.

Compared to similar businesses

Also on the Overview tab, the **Compared to similar businesses** card shows what works for businesses like yours (same network, industry, country or language) – anonymous, aggregated numbers from at least 5 workspaces – and how your own posts compare.

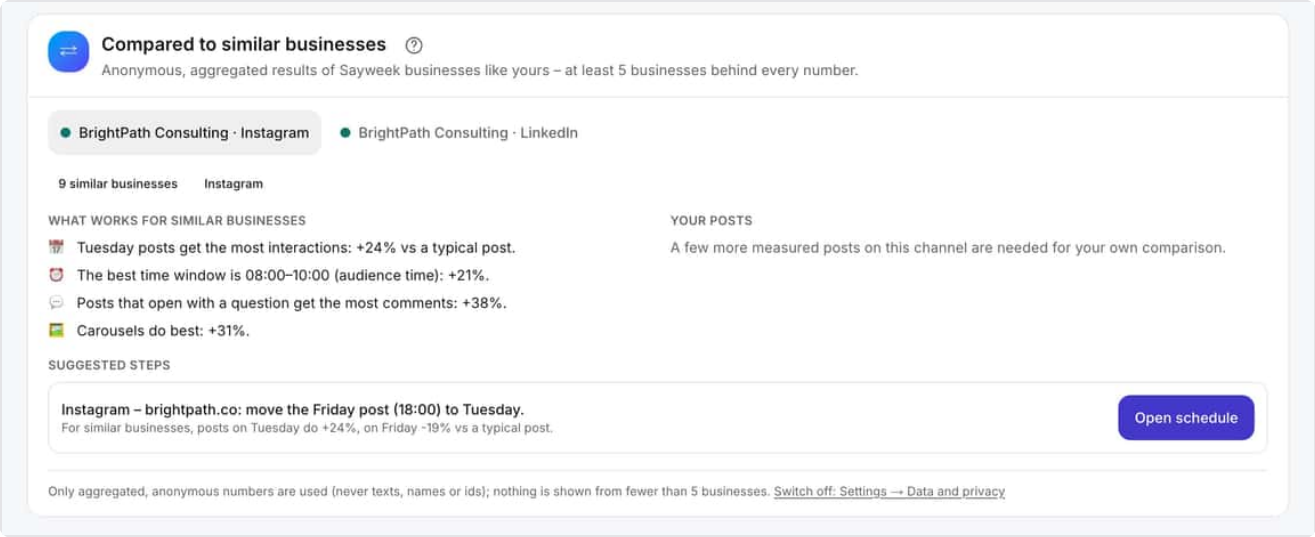


Figure 88 – Compared to similar businesses: what works in the group, your own posts and a suggested step.

- **What works for similar businesses:** the strongest day, the best two-hour window (in your audience's time), the opening that gets the most comments and the best format – in percent against a typical post.
- **Your posts:** your weaker and stronger days against your own average. **Suggested steps:** if a time slot sits on a weak day, which day to move it to – **Open schedule** opens that channel's schedule editor.
- The more the brand's card says (industry and country under Settings → Brands & channels), the closer the group. When a narrow group is too small, a broader one is shown.
- Only anonymous, aggregated numbers are made – no texts, names or ids leave your workspace. Don't want to take part? Switch off **Compared to similar businesses** under **Settings → Data and privacy**: your numbers are removed at once, and you don't see the others' either.

Business results: which post brought customers?

The **Business results** tab shows which of your posts led to a lead, a meeting or a deal in your CRM (HubSpot or Pipedrive) – per post, channel, brand and topic, with the won value.

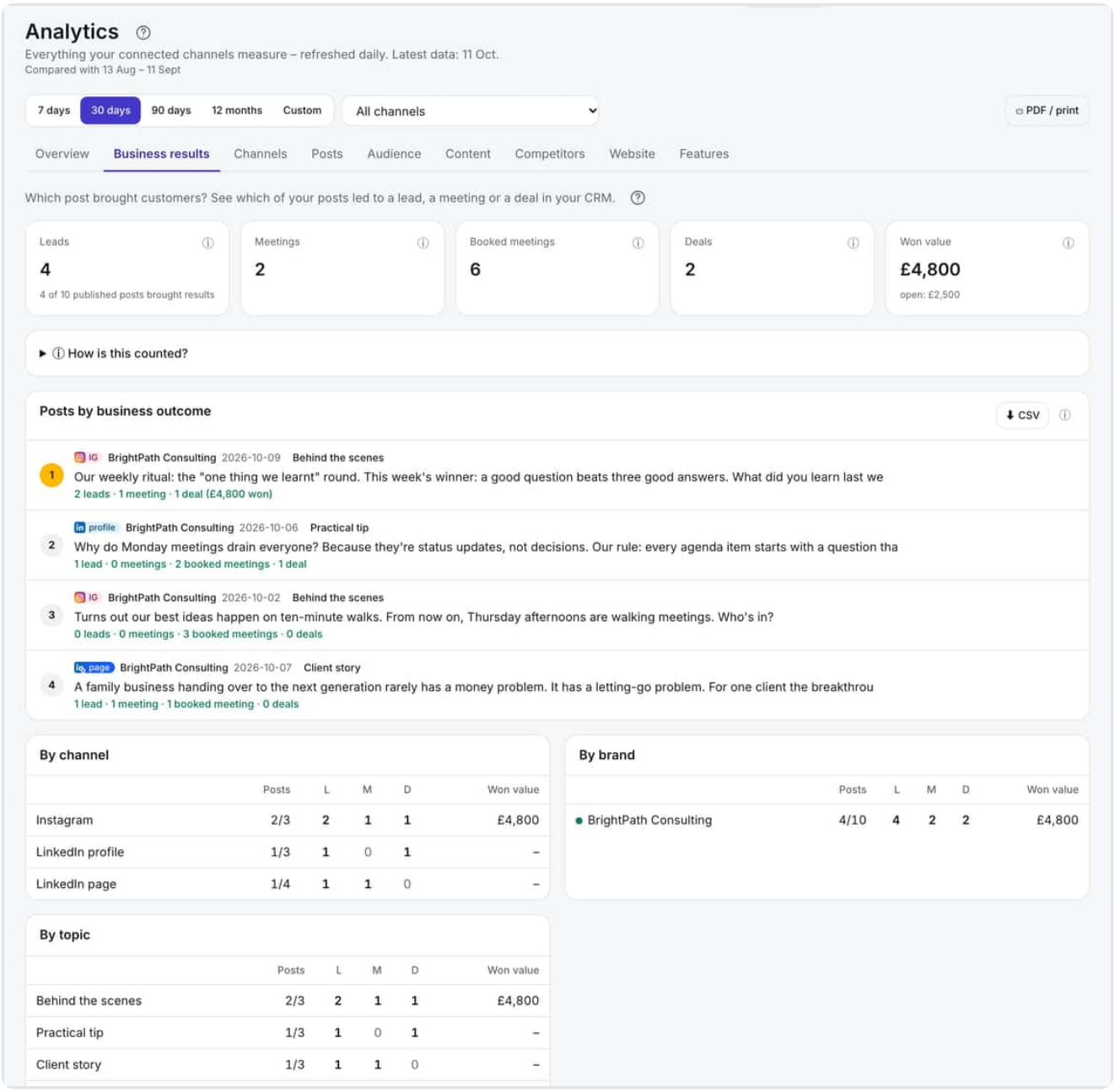


Figure 89 – Business results: leads, meetings, deals and won value, the posts ranked by business outcome, and the breakdowns.

Leads · Meetings · Deals · Won value	The totals of the period; under Won value the value of deals still open. Open and won deals count, lost ones don't.
Posts by business outcome	Your posts ranked by what they brought (e.g. “2 leads · 1 meeting · 1 deal”); click one for its details. **CSV** exports the list.
By channel / By brand / By topic	The same numbers grouped – posts with a result out of all posts, leads (L), meetings (M), deals (D) and won value.
Recently attributed	The latest CRM records linked to a post, with the source (HubSpot, UTM code or short link).
Booked meetings · Booking links	With Calendly or Cal.com connected: the meetings booked from your posts' booking links, per post (Integrations chapter). Sign-ups for a downloadable guide that came from a post show here too.

Setup and measurement	**UTM code on every link** (on by default), the connected CRMs and **Check now** (instead of waiting for the daily check).

- **How a post is linked to a customer:** links in your sent posts get a UTM code (utm_content = the post's short id). When someone arrives on your website from that link and fills in a form, your CRM stores where they came from; once a day Sayweek attributes such records to the post, and their meetings and deals count for the same post. No code, no attribution – nothing is guessed.
- **For it to work:** a link to your own website in the post, and on the website the HubSpot tracking code or form (HubSpot), or a hidden field for the page address / utm_content (Pipedrive). Only posts sent after UTM tagging was switched on can be attributed.
- On the post's page and in its details on Analytics: **Brought (attributed):** – how many leads, meetings and deals it brought. With a CRM connected, the monthly report has a **Business results (attributed)** section too.

> i This is attribution, not proof: it shows the customer arrived from your post's link, not that the post alone convinced them. Sayweek only reads from the CRM and stores only ids, type, deal status, value and date – never names or e-mail addresses (deleted after 25 months).

The Posts tab and a post's details

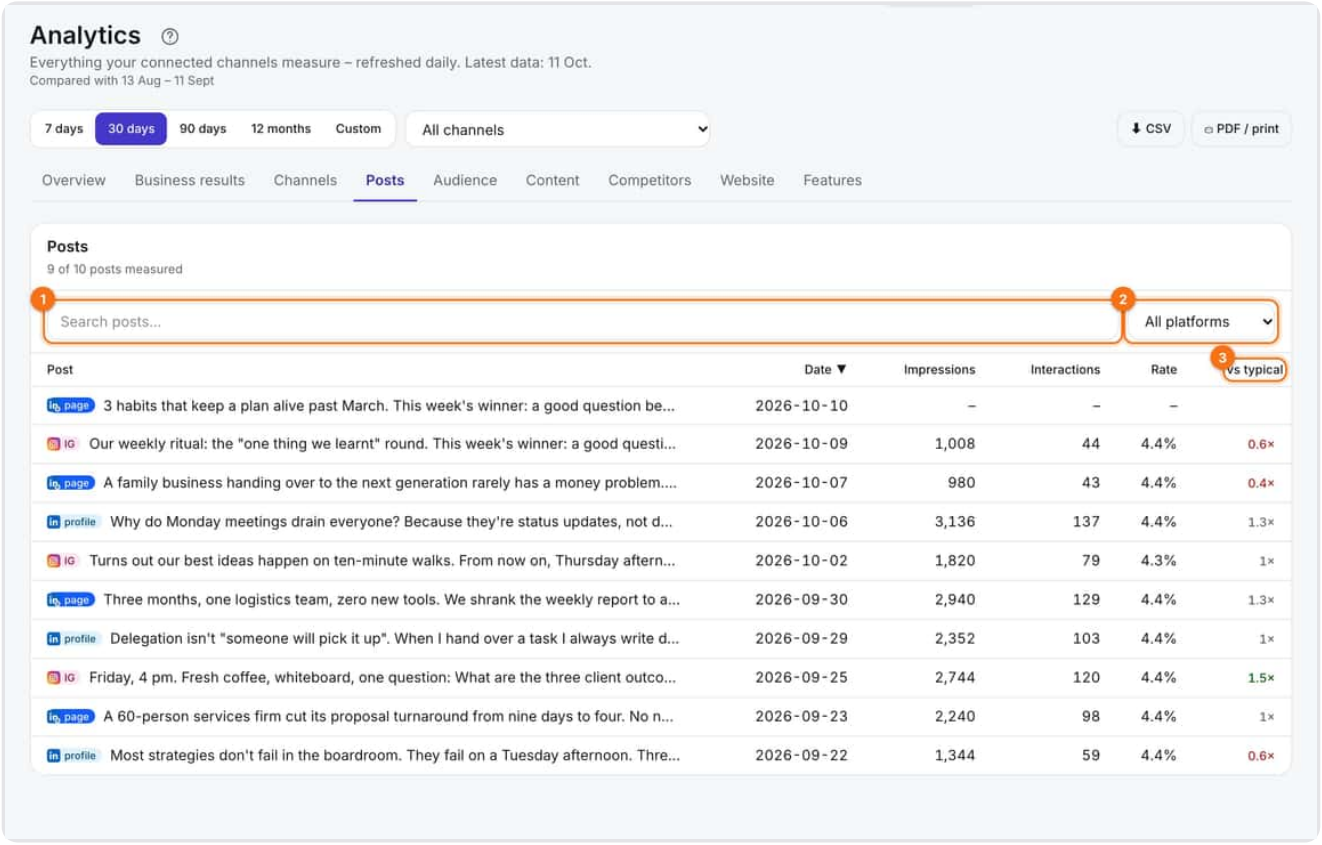


Figure 90 – The Posts tab: search, platform filter and the sortable table with the “vs typical” index.

1	**Search posts...**	Filters by the post's text.
2	**All platforms**	One platform's posts.
3	**vs typical**	The post's result against its channel's average. On larger screens click any column header to sort (Date, Impressions, Interactions, Rate, vs typical).

Click a row to open the post's details: **Day by day** (a timeline built from the daily measurements), **Reactions by type**, and with Google Analytics **Website (Google Analytics)**. From there **Open on the platform ↗** takes you to the network and **Open the post** to the editor.

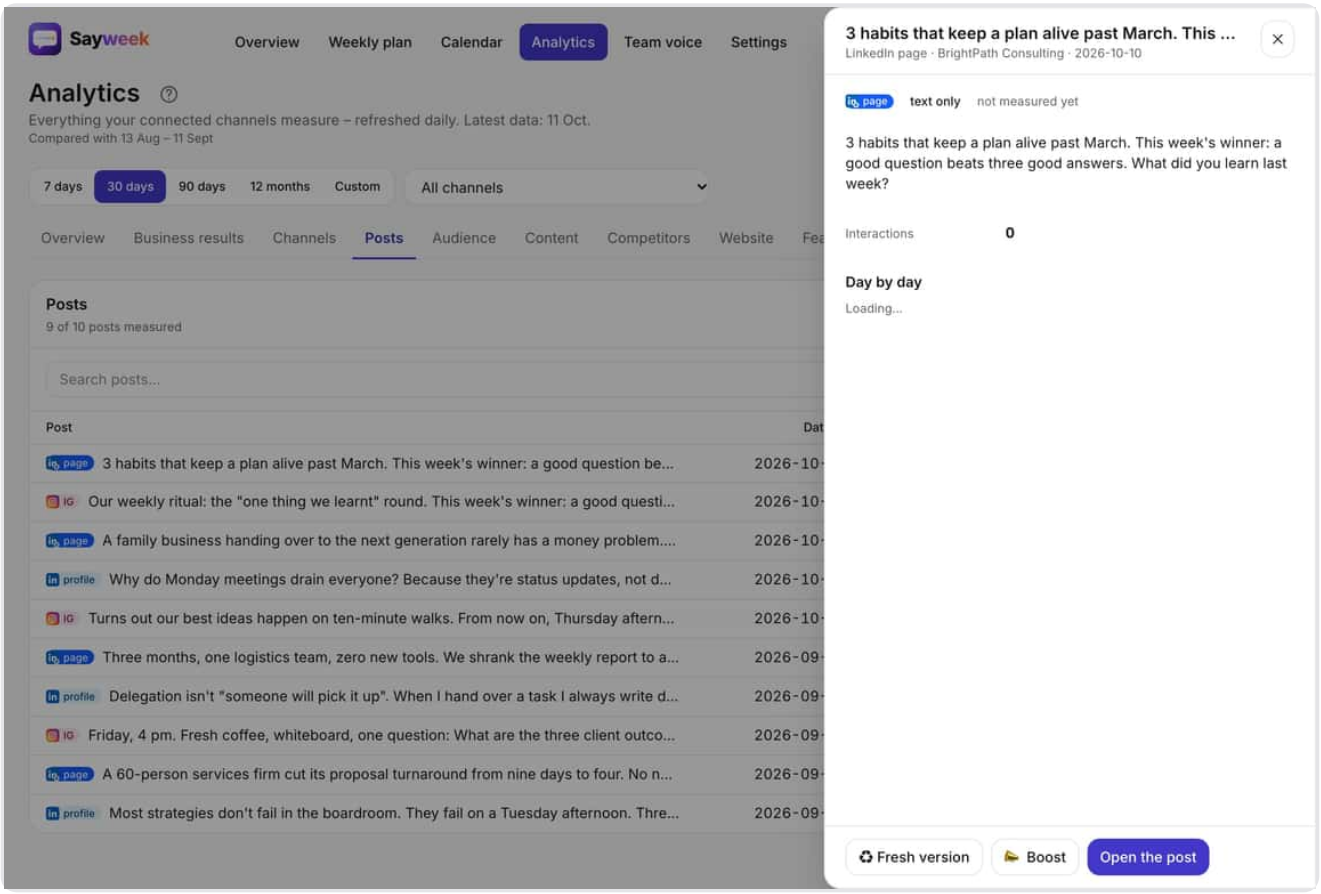


Figure 91 – A post's details in Analytics: timeline, reactions and the buttons to the platform and the editor.

The other tabs

Channels	Daily data per channel (followers, impressions, reach…) – whatever the platform provides – and the channel's top posts.
Audience	Country, city, age, gender, job function, industry – only from directly connected LinkedIn pages, Instagram and YouTube, refreshed weekly. Postiz provides no such data; Instagram shows it above 100 followers.
Content	What works by content pillar, opening type, format, length, number of hashtags and weekday. Each group needs at least 2 measured posts.
Competitors	Compares competitors based on your directly connected Instagram account (followers, engagement rate, posts per week), and holds the **Topic gap watcher** (see below). The **Audience** tab also holds the **LinkedIn profile audit** (see below).
Website	With Google Analytics 4: **Visits from posts**, **Engaged**, **Conversions**, **Revenue**, the posts that brought visitors and social visits per day.
Features	How Sayweek's features work for you: the idea-source funnel (idea → draft → published → interactions), weekly interview, Team voice, referrals, compliance, graphics and API – with its own **All data (CSV)** export.

> i What the platforms don't provide: the demographics of LinkedIn profile followers, TikTok followers, Facebook audience data (since 2024) and unique visitors of LinkedIn pages. So these don't appear in Sayweek either.

LinkedIn profile audit

On the **Audience** tab, the **LinkedIn profile audit** card checks your profile: is it clear who you help and how, do the first lines hook the reader, is there proof and a call to action – and does it match what you post about?

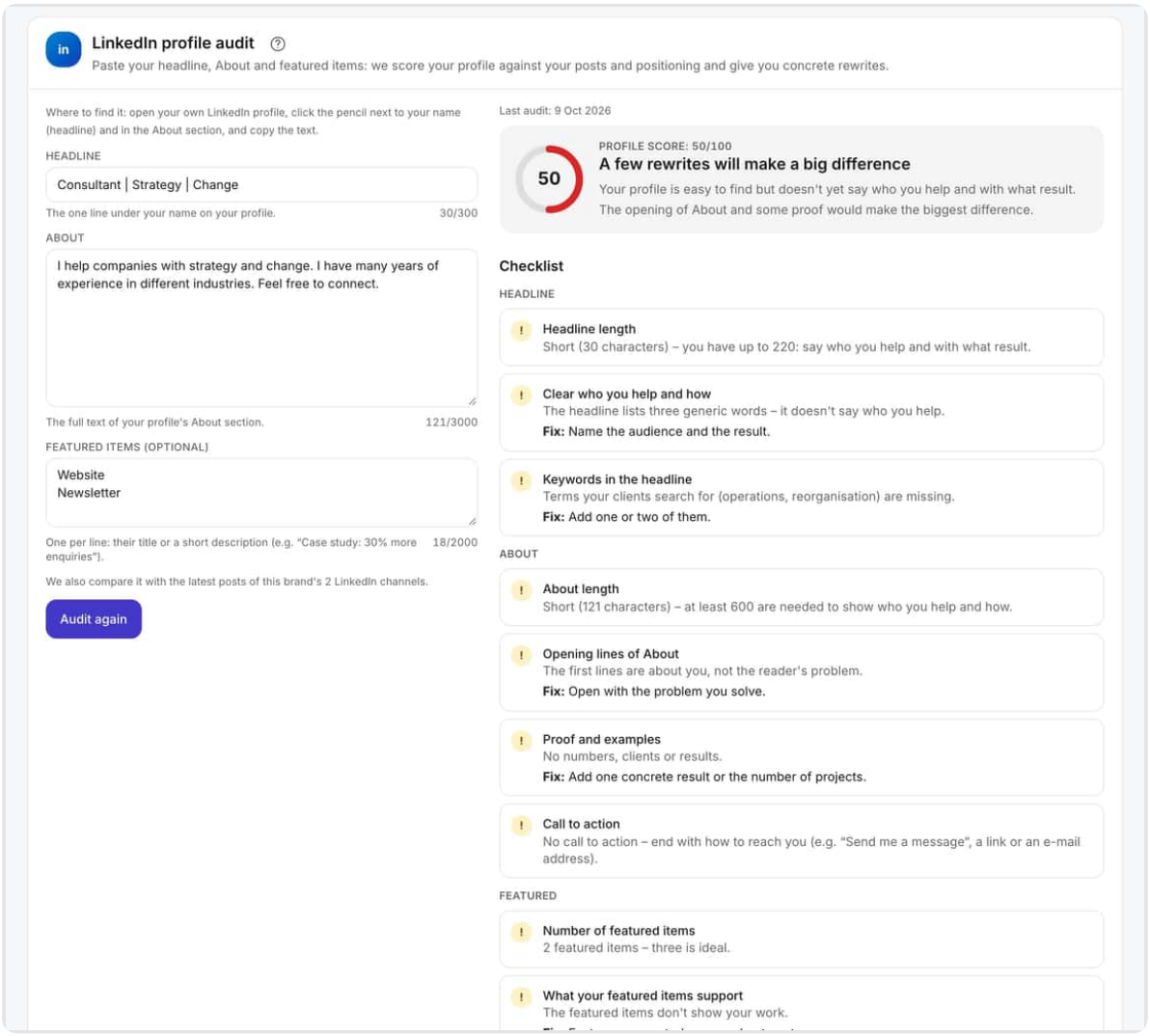


Figure 92 – The LinkedIn profile audit: the pasted profile, the score, the checklist and rewrites to copy.

1. Open your own LinkedIn profile and copy your headline (the line under your name) and the text of your About section.
2. Paste them into the card; under **Featured items** enter one item's title per line (optional).
3. Click **Audit my profile** (later **Audit again**). Within half a minute you get a 0–100 score and the checklist (headline, About, featured, posts).
4. Take the **Headline ideas**, the opening lines and the rewritten About section over to LinkedIn with **Copy**.

> i LinkedIn doesn't let apps read your profile, so only what you paste is audited, and nothing is written to your profile. No invented clients or numbers: where proof is needed you get a placeholder like [X clients]. The last audit is kept per brand.

Topic gap watcher

On the **Competitors** tab, the **Topic gap watcher** reads the public content of up to 3 competitors per brand and compares it with your own posts and topic pillars.

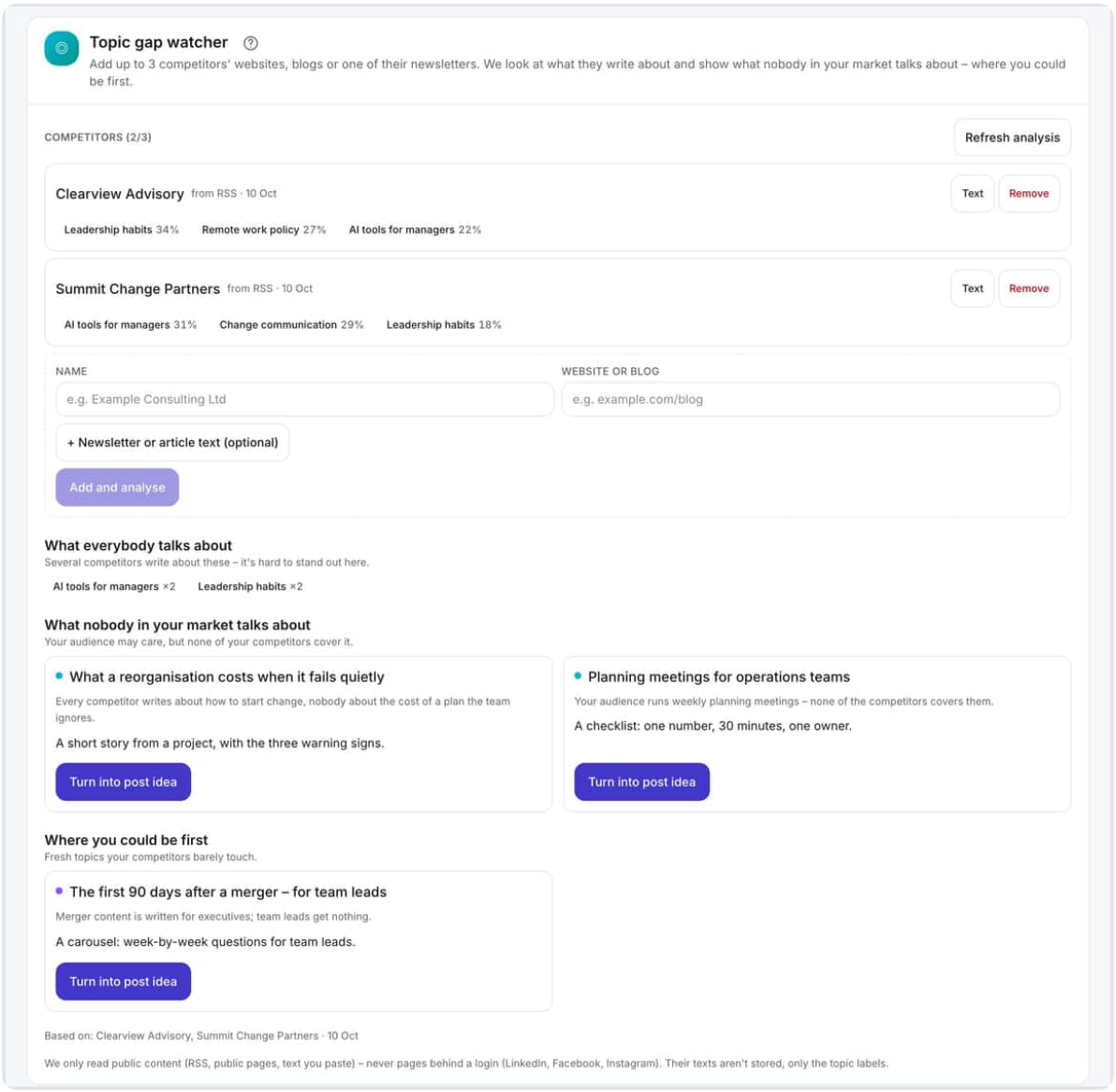


Figure 93 – The Topic gap watcher: two competitors with their topics, then what everybody talks about, what nobody does and where you could be first.

1. Enter the competitor's name and website or blog; if they have a newsletter, **+ Newsletter or article text (optional)** lets you paste it. Click **Add and analyse**.
2. Look at their topics, then the three lists: **What everybody talks about**, **What nobody in your market talks about** and **Where you could be first**.
3. On an idea, click **Turn into post idea**: it goes into the ideas box with a slot suggestion.

> i Only public content is read (RSS feeds, public pages, robots.txt respected) and what you paste – never pages behind a login (LinkedIn, Facebook, Instagram). Competitors' texts aren't stored, only short topic labels. The analysis refreshes weekly; **Refresh analysis** runs it at once. Sayweek doesn't copy their posts – it suggests what they don't cover, from your own experience.

Profile health

At the top of the **Overview** tab (and, compact, on the home page) the **Profile health** card gives each brand a 0–100 score, refreshed every week, with a 12-week trend and three concrete next steps. The Monday summary e-mail includes it too.

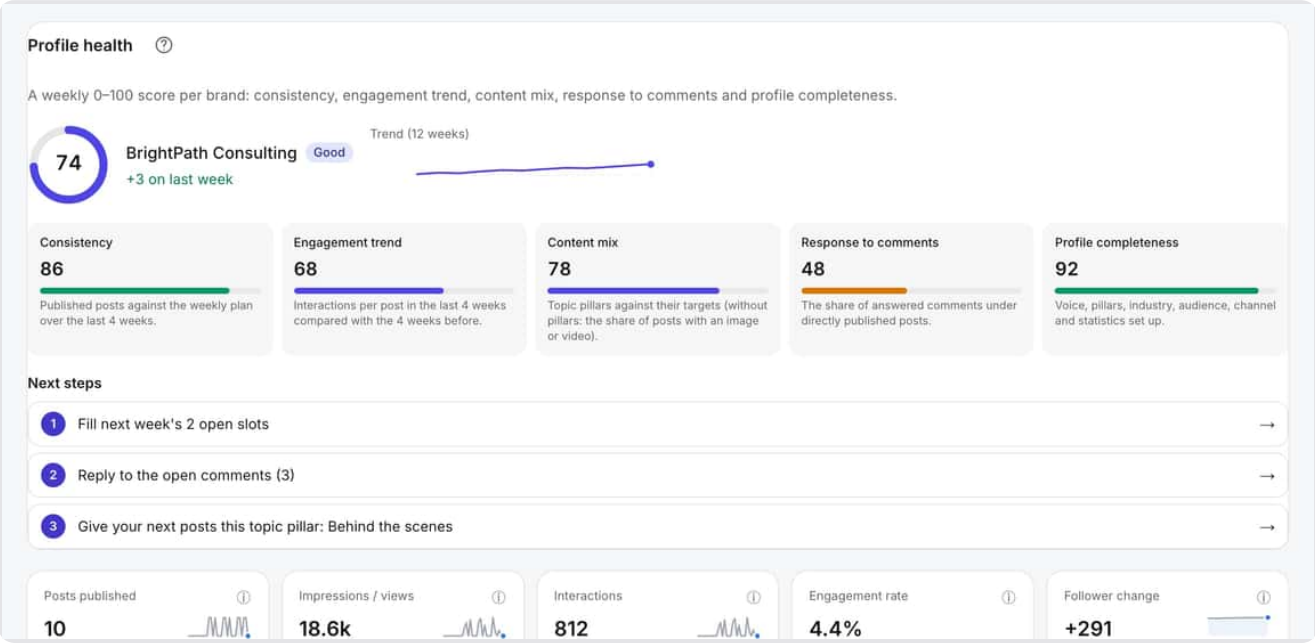


Figure 94 – Profile health: the score and its change, the trend, the five parts and the next steps.

Consistency	Posts that went out in the last 4 weeks against the weekly plan, and whether there was one every week.
Engagement trend	Interactions per post in the last 4 weeks against the 4 weeks before.
Content mix	Your topic pillars against their targets; without pillars, the share of posts with an image or video.
Response to comments	The share of answered comments under directly published posts.
Profile completeness	Voice, pillars, industry, audience, publishing route and statistics set up.
Next steps	Three actions, the most helpful first – each opens the right place in one click (open slots, statistics, brand settings).

> i If a part can't be measured yet (no earlier period, no readable comments), it says **Not measurable yet** and the score is built from the other parts – Sayweek never guesses. 80+ is strong, 60–79 good, 40–59 fair, below 40 needs attention. The Monday summary e-mail can be switched off under **Settings → Reminders**.

A downloadable guide from your best posts

From your best-performing posts on a topic, Claude writes a branded PDF guide – cover, contents, introduction, one chapter per post and a call to action – with its own download page where people get it for their e-mail address (double opt-in). Open it from the Analytics overview or the ⌘K search (**Downloadable guide**).

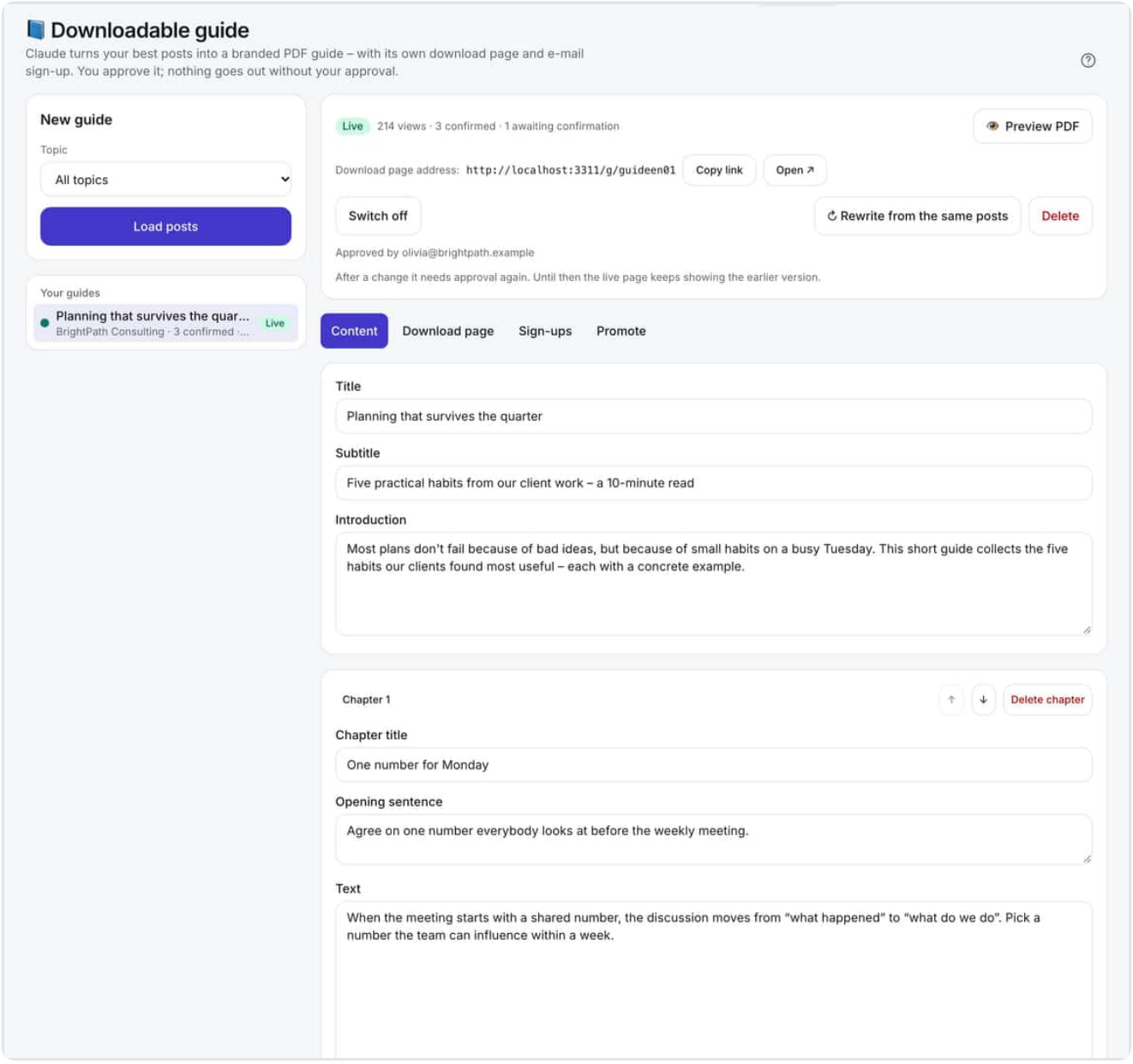


Figure 95 – Downloadable guide: a live guide with its download page address, the four tabs and the editable content.

1. Under **New guide** pick the brand and the topic (your content pillars, or all topics) and click **Load posts** – your published posts of the last year, ranked by their statistics; the top five are preselected.
2. Select 3–10 posts and click **Write the guide** (a few seconds to a minute; it counts as one AI generation). Claude invents no facts, numbers or client names.
3. **Content**: rewrite any text, reorder or delete chapters, set the call-to-action link (e.g. your booking page); **Preview PDF** shows the current version. **Download page**: headline, sub-headline, the "What's inside?" points, the data controller and your privacy policy link.

4. **Approve** (needs approval rights), then **Switch on the download page** – until then nothing is public. Later edits stay off the live page until you approve and publish them again.

- **Sign-ups** – who signed up, confirmed, how often they downloaded and which link they came from; CSV export, delete anyone. If you switch it on, confirmed sign-ups also go to your connected HubSpot or Pipedrive (e-mail and first name only).
- **Promote** – Claude writes 3–4 posts with the download page link from different angles; they go into the next two weeks as drafts and wait for approval.
- Spam protection: a hidden trap field, a timing check and limits per address, IP and guide. Unconfirmed sign-ups are deleted after 7 days; every e-mail has a link to delete one's data, and deleting the guide deletes all its sign-ups. With an own verified domain (Agency plan) the page is served there.

Mentions: what people say about you

The **Mentions** page (/emlitesek) watches public news, blogs and the comments under your own posts for your company, brand and name – every three hours – and tells you when it matters. Sayweek never posts: you copy the reply idea and send it yourself.

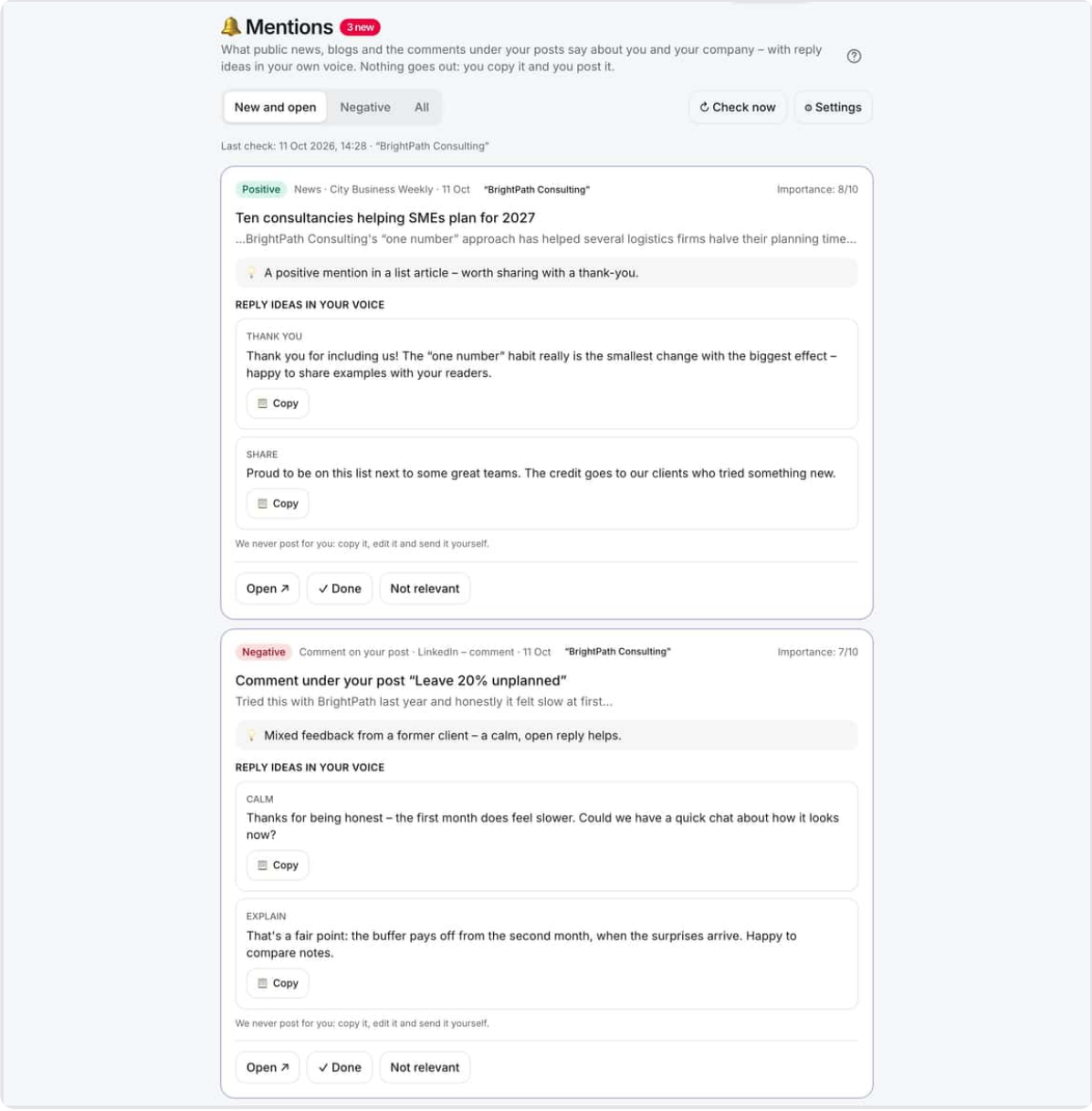


Figure 96 – Mentions: sentiment, source and importance, a one-line why, two reply ideas in your voice and the card's buttons.

- Setting up: the page suggests your brands' names; edit or add up to 10 names (company, brand, product, your own name), then **Start watching**. **Settings** holds exclude words, your own RSS feeds, notifications and quiet hours.
- Sources: Google News (exact search over the last seven days), your own feeds, and the comments under your directly published LinkedIn, Facebook and Instagram posts. Names match as whole words; an exclude word drops the hit.
- A card: **Positive** / **Neutral** / **Negative**, importance 1–10 (negative and important ones first), why it matters and **Reply ideas in your voice** with **Copy**. **Open ↗**, **✔ Done** or **Not relevant**; the tabs **New and open**, **Negative**, **All**; **Check now** looks right away.
- Notifications: a push for an important new mention (at most three a day), a daily e-mail digest at your reminder hour, Telegram if linked – none during quiet hours.

> i Only public sources are read. The text of mentions from comments is deleted after 48 hours (the link stays), every mention after 90 days.

Ads: boosting a post (coming soon)

On the **Ads** page you'll be able to boost your best-performing Facebook, Instagram and LinkedIn Page posts as paid ads in one click – the post itself stays the same, the network shows it to more people. Until Meta and LinkedIn approve the ads permissions, the page shows the “Coming soon” state.

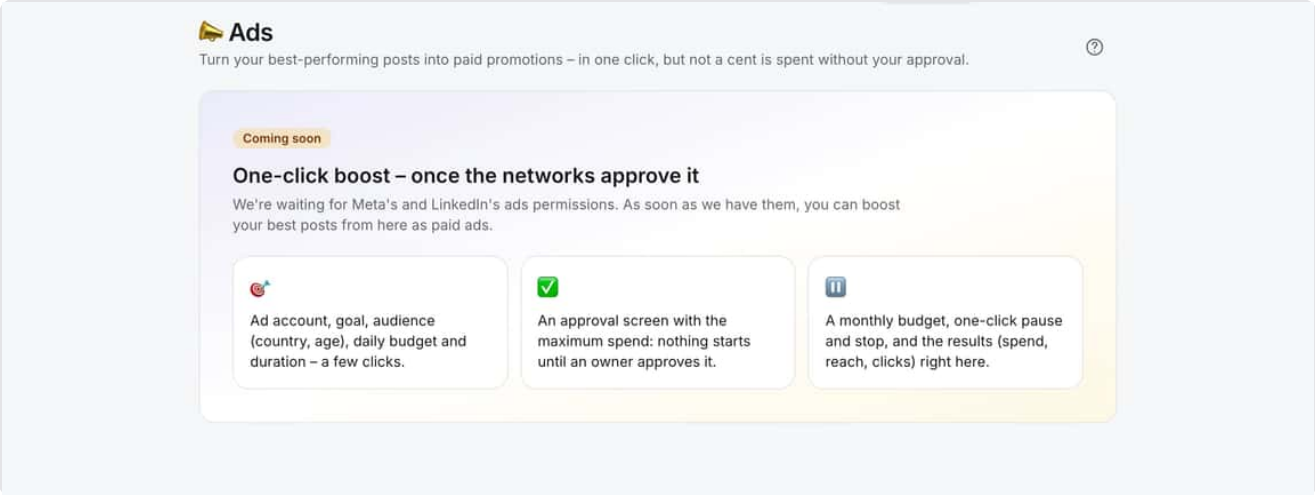


Figure 97 – The Ads page while the networks' approval is pending.

- You'll choose the ad account, the goal (**More reactions**, **Reach more people**, **Visitors to your website**), an audience, a daily budget and the days; **At most in total** shows the most it can spend.
- Nothing starts without approval: only the owner approves the amount shown, within a monthly ad budget the owner sets – and the same maximum is set as the limit on the network too. Billing runs through your own ad account; Sayweek never handles money.

The Watch page: crisis brake, critical comments, second chance

The **Watch** page (/figyelo) gathers what needs your attention now. Nothing goes out and nothing stops without your click.

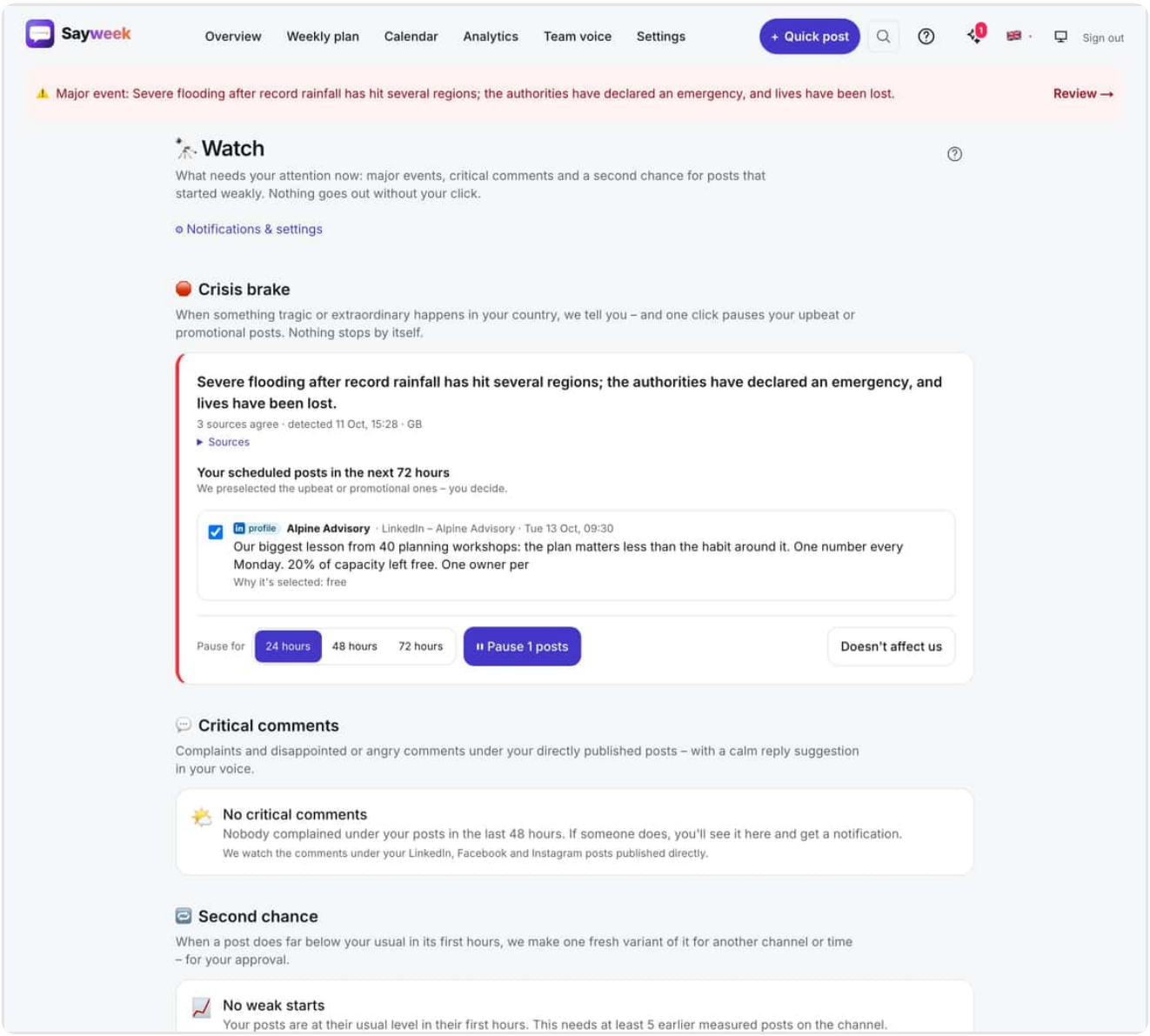


Figure 98 – Crisis brake: the red bar on every page, the event with its sources and the scheduled posts of the next 72 hours.

- **Crisis brake** – Sayweek watches the public headlines of your brands' countries (Google News top stories and national news sites). Only an event reported by at least three sources and rated among the most serious counts. You get a notification and a red bar; under **Your scheduled posts in the next 72 hours** the upbeat or promotional ones are preselected. Pick **24 hours**, **48 hours** or **72 hours** and click **Pause N posts** – they go out again by themselves afterwards, or earlier with ▶ **Resume now**. **Doesn't affect us** closes it.

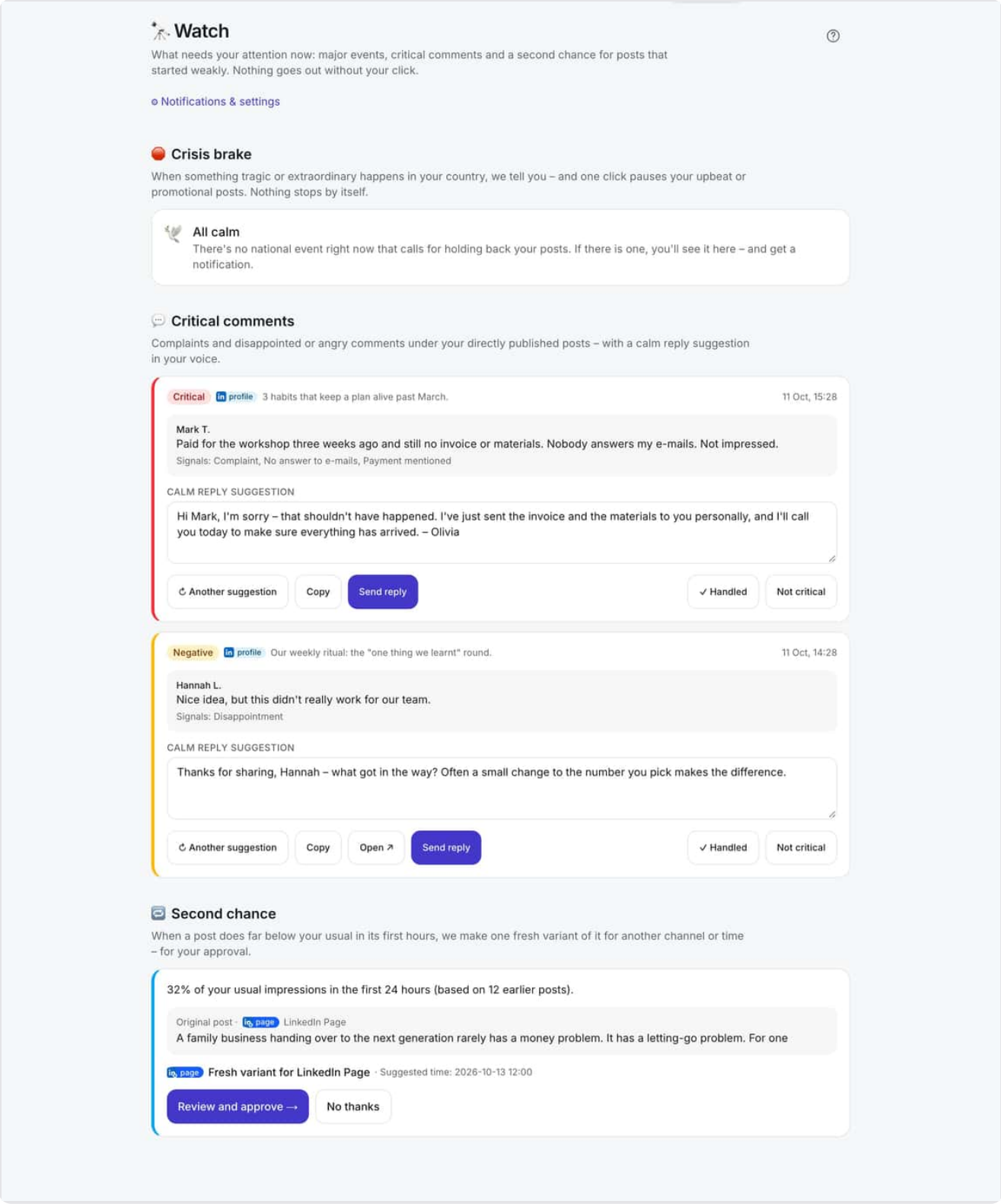


Figure 99 – Critical comments with a calm reply suggestion, and a second chance for a post that started weakly.

- **Critical comments** – every hour Sayweek reads the new comments under your directly published LinkedIn, Facebook and Instagram posts. **Critical** (a complaint, refund or legal talk, anger) notifies you right away – after your quiet hours; **Negative** only shows here. A **Calm reply suggestion** waits in your voice: edit it, ↻ **Another suggestion**, **Copy**, or **Send reply**; then ✓ **Handled** (or **Not critical**).
- **Second chance** – 4 to 48 hours after publishing, a post that reaches less than half of its channel's usual first numbers (based on at least 5 recent posts) gets one fresh variant – a new opening line and angle, for

another channel of the brand or a later time. **Review and approve →** or **No thanks**; the variant is always a draft.

> ✔ **Tip**
> Auto-hold, the notification channels and the quiet hours are on the **Watchers** card under **Settings → Reminders** (Notifications chapter).

What Sayweek learned

At the bottom of the Overview tab, the **What Sayweek learned** card sums up what Sayweek has distilled from your edits and your posts' results. By default it's folded into one line ("5 learned rules · 2 working patterns"); **Show details** opens it – the browser remembers your choice. The same card also appears on the home page (Overview).

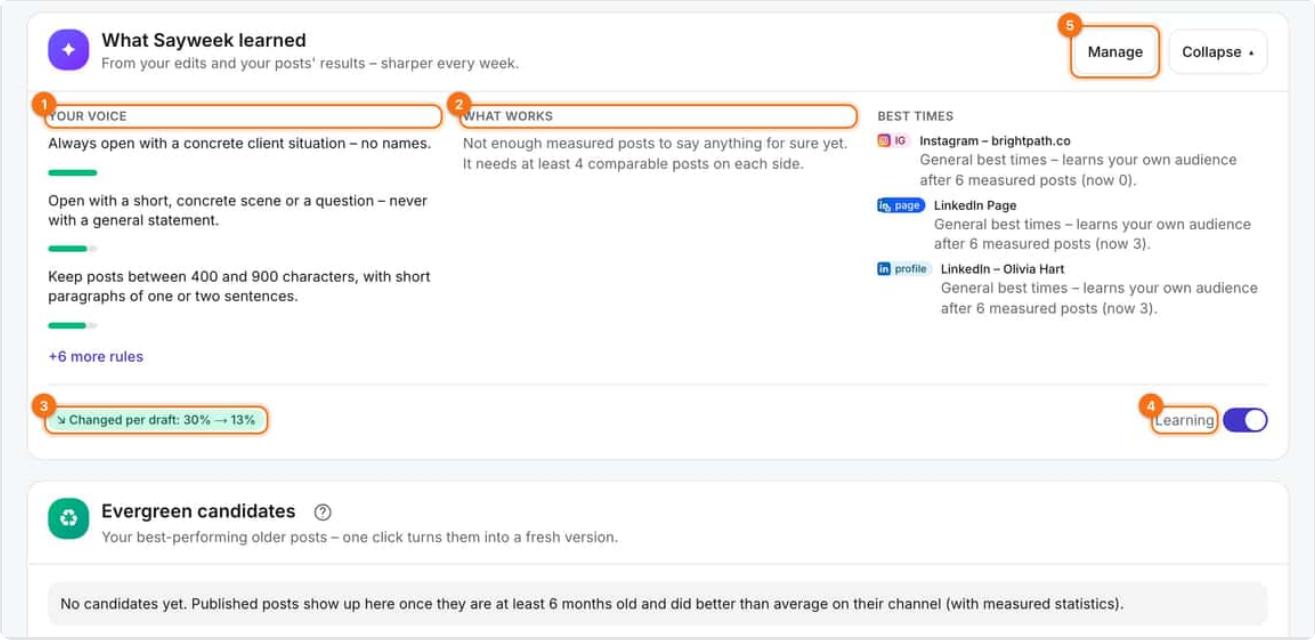


Figure 100 – The What Sayweek learned card opened: your voice rules, what works, best times and the edit trend.

1	**Your voice**	The style rules learned from your edits (e.g. "Shorter posts…", "Few emojis…"). The rest behind **+n more rules**.
2	**What works**	Patterns from measured results (topic, opening, format…), each marked with how sure it is: **strong signal** or **early signal**. It needs at least 4 comparable posts on each side – until then: "Not enough measured posts…".
3	**Changed per draft**	The 4 weeks before vs the last 4 weeks: how much you rewrote Claude's drafts. The lower, the better it gets your voice (e.g. 31% → 13%).
4	**Learning**	One switch per brand. Off: posts, ideas and times follow the general rules, and nothing new is learned.
5	**Manage**	Takes you to the learned rules on the Brands & channels page.

Best times shows per channel when your posts perform best. With several brands, switch with the **Brand** list at the top of the card.

Managing the learned rules

At the bottom of **Settings → Brands & channels**, in **Sayweek learned this from your edits**, you see and edit every rule one by one. As you rewrite or delete drafts, Sayweek learns how you write – only the style rule is stored, never your texts.

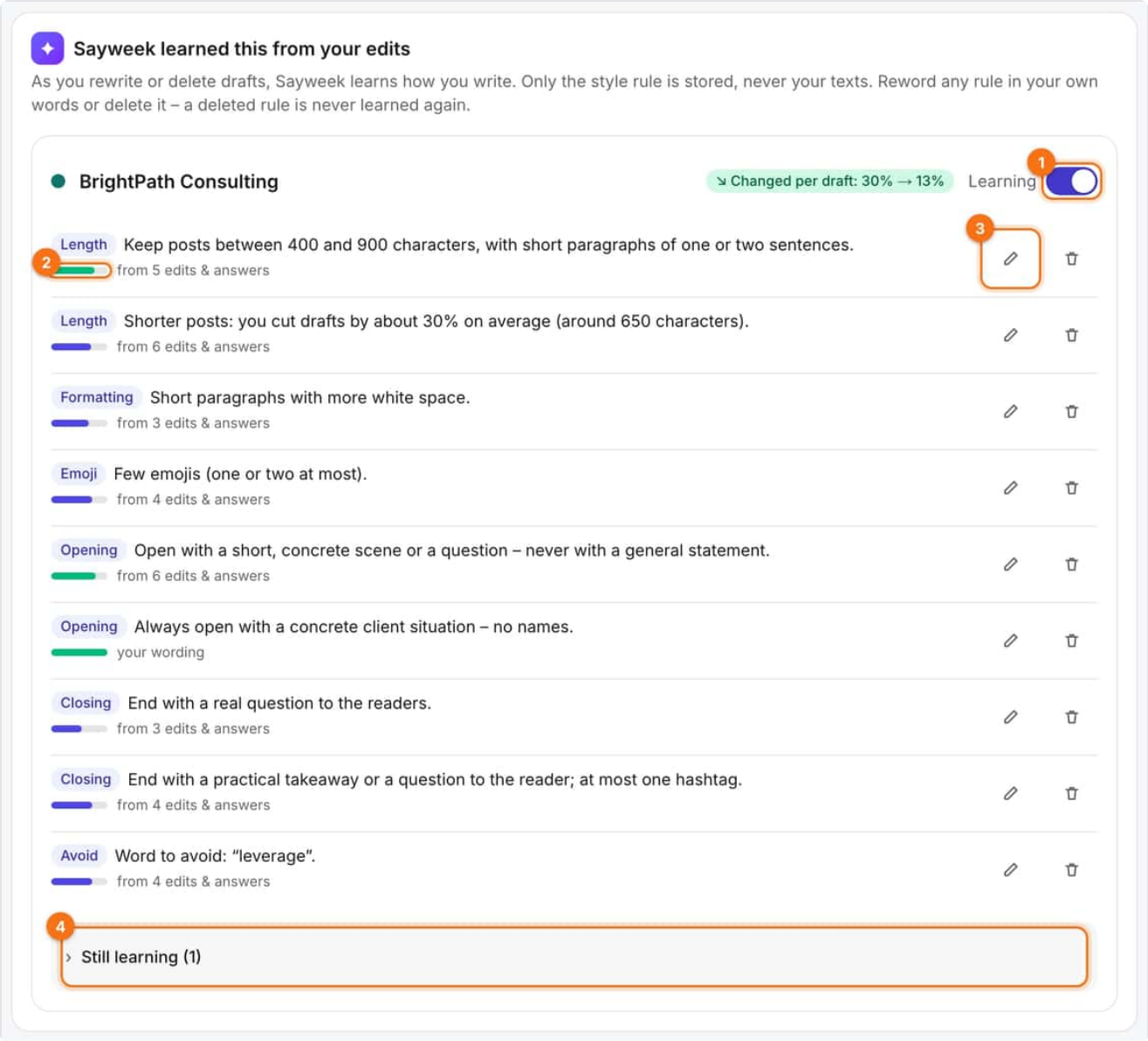


Figure 101 – Sayweek learned this from your edits: the learning switch per brand, the rules with their confidence, and the rules still being learned.

1	**Learning switch**	**Learning on for this brand** – off: nothing new is learned, and nothing learned is used.
2	**Confidence**	Each rule has a small bar and **Confidence: n%**, with how many edits or answers it came from ("from 4 edits & answers").
3	**Reword**	Rewrite the rule in your own words – Sayweek then always follows it, and learning never overwrites it ("your wording"). **Delete** removes it: a deleted rule is never learned again (**Undo** brings it back right away).
4	**Still learning**	Patterns with too few signals so far – they're only used once Sayweek has seen them a few times.

> **i** One edit never becomes a rule by itself: it takes at least 2 (3 for single words) matching signals, and contradicting edits lower the confidence. Tiny edits (a typo, a word or two) don't count. The learned rules stay in your own workspace.

> **✔ Tip**
> In the editor of a published post, the banner at the top always says what happened to it (e.g. “Published on LinkedIn.” with a **View it ↗** link). On the post's page, the **Results** section shows the numbers of the latest daily measurement (impressions, reactions, comments…), with **Open on the network ↗** and **Details in Statistics →**; until something is measured: “Nothing measured yet – the stats refresh daily.”

For a branded monthly summary for clients, use **Settings → Monthly report** (Pro and up) – with a CRM connected it includes a **Business results (attributed)** section.

Monthly newsletter

On the **Newsletter** page (/hirlevel – also from the card at the bottom of Analytics) Claude drafts a monthly newsletter per brand from the month's best-performing posts (up to 5): three subject lines, preview text, an intro, a heading and summary per post with its link, a call to action and a closing – in the brand's language and your voice. Nothing goes out until you approve it.

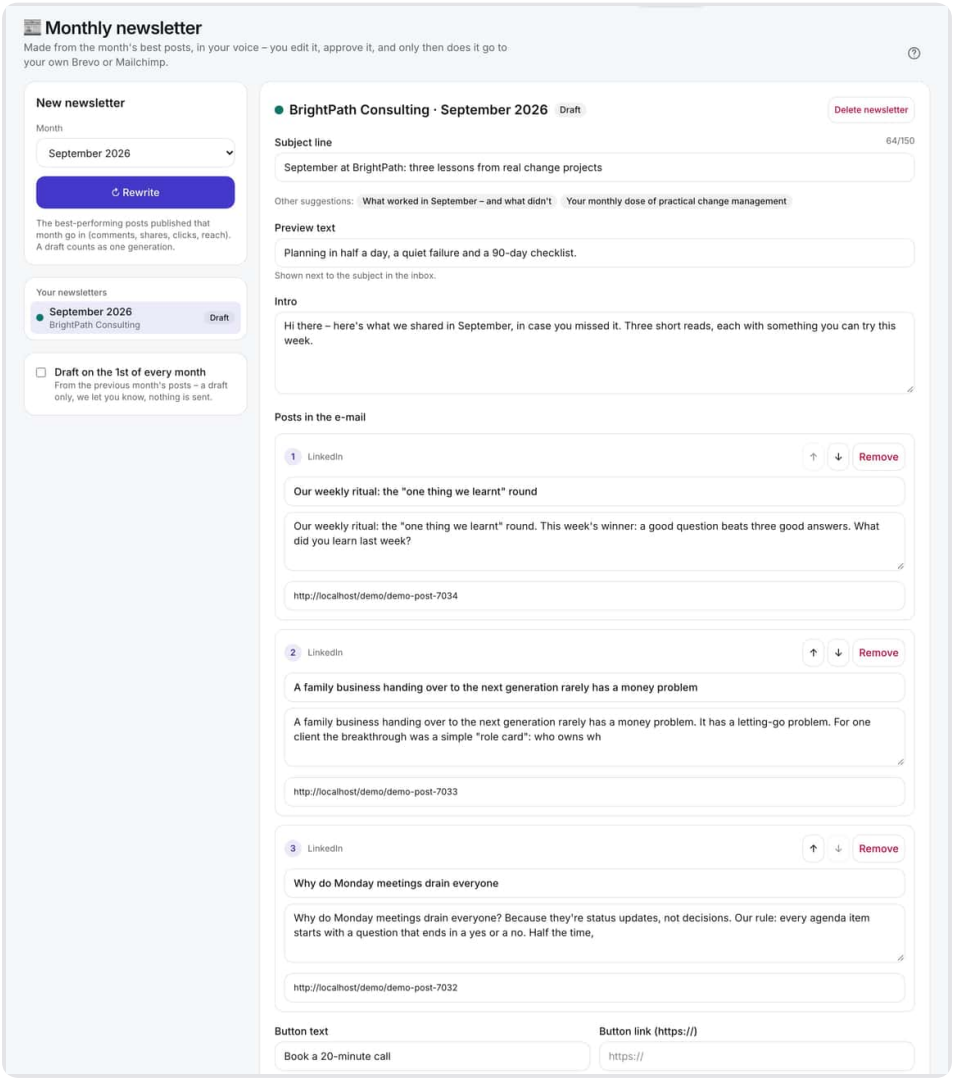


Figure 102 – The Newsletter page: the month, the draft with its subject line, post blocks, button and closing, approval and

sending.

1. Pick the month and click **Write the draft** (on an existing draft **↻ Rewrite**). One draft counts as one AI generation.
2. Edit any text, pick a subject line from **Other suggestions**, reorder or **Remove** posts, add a **Button link** (it's kept for next month).
3. Click **✔ Approve for sending** (owners and editors). Any change after approval needs a new approval.
4. Under **Send from your own newsletter tool**, **+ Connect** your Brevo or Mailchimp account with an API key, choose the list and sender, then send it as a **Draft** (you send it from there) or **Scheduled** (at least 15 minutes ahead).

- **Download HTML**, **Copy HTML** and **Copy text** export it for any other tool – copying isn't sending, so it needs no approval (add the unsubscribe link in your tool).
- **Draft on the 1st of every month:** if you tick it, last month's draft is made on the 1st after 8 a.m. for every brand that published something – you get a notification, nothing is sent.
- Sayweek never sends a newsletter without approval, never sends a test, and never reads or stores your subscribers' addresses. Brevo keys start with “xkeysib-”; free Mailchimp accounts can't schedule, so it stays a draft there.

11 Weekly interview

Overview → Tell me about your week (/interju)

The weekly interview is a five-minute chat about your week. Sayweek puts together 3–5 short questions from your calendar, your ideas, the news and the empty places in your plan – without names or sensitive details. You say or type the answers, and at the end your answers become post suggestions for your free slots, in your own voice.

How it starts

- Any time with **Tell me about your week** in the header of the **Overview** (home) page.
- From the weekly invitation: on the chosen day and time a push notification and an e-mail arrive (Monday 08:30 by default).
- If it isn't done by the next morning (09:00), Sayweek nudges you once more – push only.

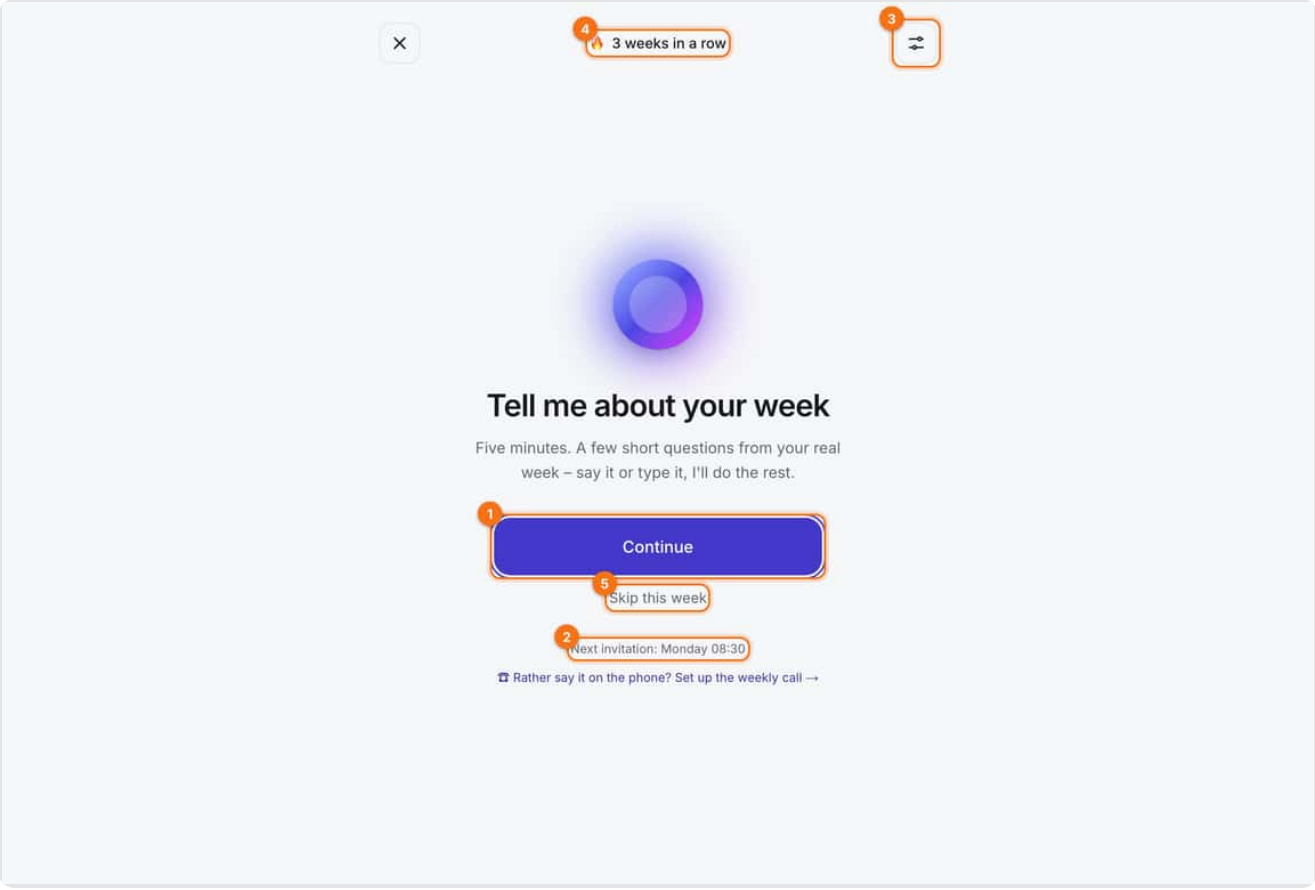


Figure 103 – The interview start screen: streak, Continue button, skipping the week and the time of the next invitation.

1	**Let's start / Continue**	Starts the interview. If you already started this week, **Continue** picks up where you left off.
2	**Next invitation**	When the next weekly invitation comes.
3	**Settings (slider icon)**	Opens the interview settings right here (see below).

4	**Streak**	How many weeks in a row you finished the interview (“ 3 weeks in a row”).
5	**Skip this week**	Skips this week. Your streak doesn't grow, but it isn't lost because of this either.

The first time you start, Sayweek prepares the questions (“Looking through your week…”). This is one AI call and counts as one AI post in your monthly quota.

Answering the questions

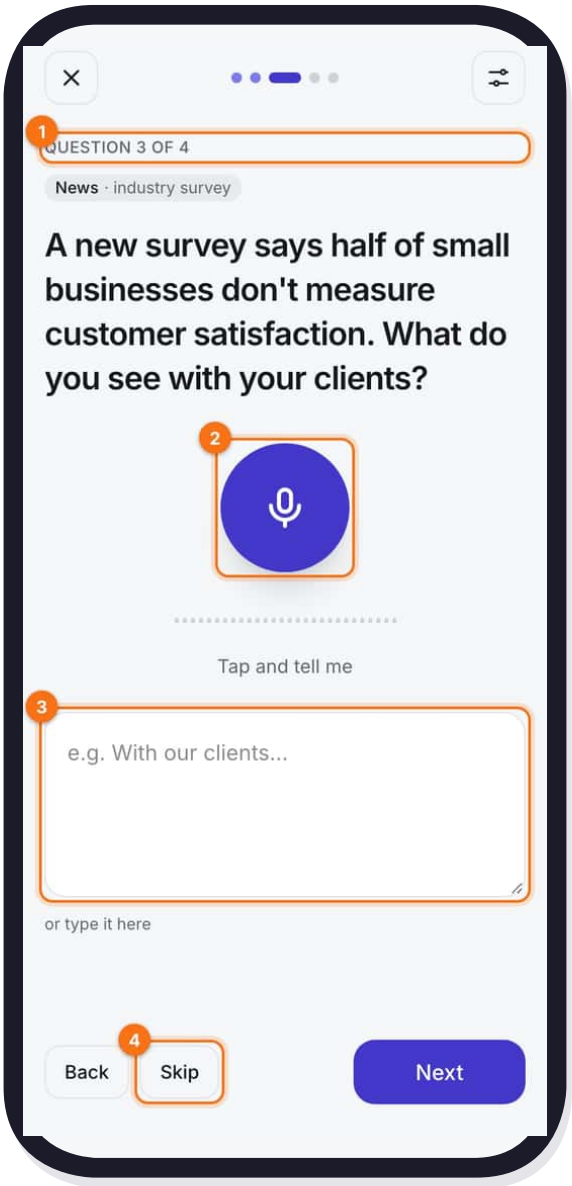


Figure 104 – A question on the phone: the question's source, the record button, the answer field and moving on.

1	**Question and source**	At the top: “Question 3 of 4”, below it the source of the question – **Calendar**, **CRM**, **From mail**, **News**, **Ideas box**, **Missing in the plan** or **Story bank** – and a short, already redacted label (e.g. “Tue 10:00 · workshop”).
2	**Record**	Tap, say your answer, then **Done**. Sayweek transcribes it; the recording isn't stored. On a keyboard, Space starts it too.
3	**Answer field**	Type here, or fix the transcript. An example start (“e.g. …”) helps you begin.

4	**Skip**	If a question doesn't suit you. **Next** (⌘/Ctrl + Enter) moves on; after the last one, **Sum it up**.

If an answer is very short, Sayweek asks once for one more detail ("One more thing"). **Back** returns to the previous question.

Summary and post suggestions

1. After the last question Sayweek sums up your week ("Your week in short"), and your answers go into your story bank – later posts can use them too.
2. In **Suggested posts** every suggestion starts from one of your answers and is placed in a free slot (channel, day, time). Tick the ones to write.
3. Click the button to write the drafts (e.g. **Write 2 drafts**). You can close the page meanwhile – it finishes in the background.
4. At the end, **Open the weekly plan** takes you to the weekly plan: the drafts wait for your approval.

If you don't want posts now, click **No posts for now**. If there are no free places in the next two weeks, Sayweek tells you your answers went into the story bank and will be used in upcoming posts.

> **! Note**
> The interview never publishes anything: the drafts wait for your approval like any other post. The drafts written count against your monthly AI quota as usual.

When and what it asks about

The interview settings are at the bottom of **Settings → Reminders** (and on the interview screen via the slider icon). They're personal: in a team, everyone sets up their own interview.

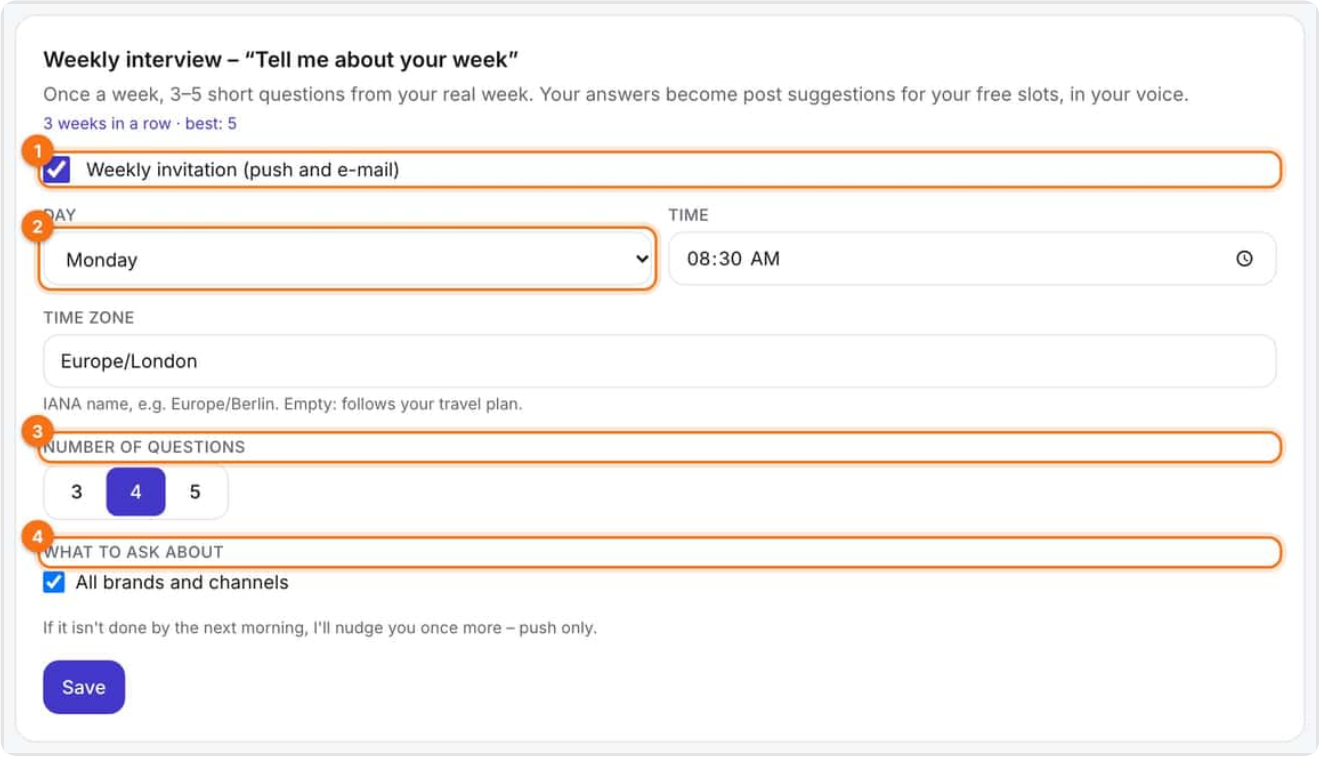


Figure 105 – Weekly interview settings: invitation, day and time, time zone, number of questions and topics.

1	**Weekly invitation (push and e-mail)**	Turns the weekly invitation on or off. Off, the interview can still be started with the button.
2	**Day, Time**	When the invitation comes (Monday 08:30 by default). Left empty, **Time zone** follows your travel plan (IANA name, e.g. Europe/London).
3	**Number of questions**	3, 4 or 5 questions (4 by default).
4	**What to ask about**	**All brands and channels**, or only the chosen channels.

Save keeps the change. Above it you see your streak ("3 weeks in a row · best: 5").

> ✔ **Tip**
> You'll find the interview's results on **Analytics → Features** too: answer rate, streak, how many post ideas and published posts came from interviews, and which topic brought the most interactions.

> i If the weekly invitation doesn't arrive, check whether notifications are on for that device (see the Notifications chapter) and whether **Weekly invitation (push and e-mail)** is ticked.

Weekly call – the interview by phone

Rather talk than type? On the day and time you choose, Sayweek calls you, reads out this week's questions in your language, and you answer after the beep. Your answers become a summary and post drafts exactly as on screen – and every draft waits for your approval.

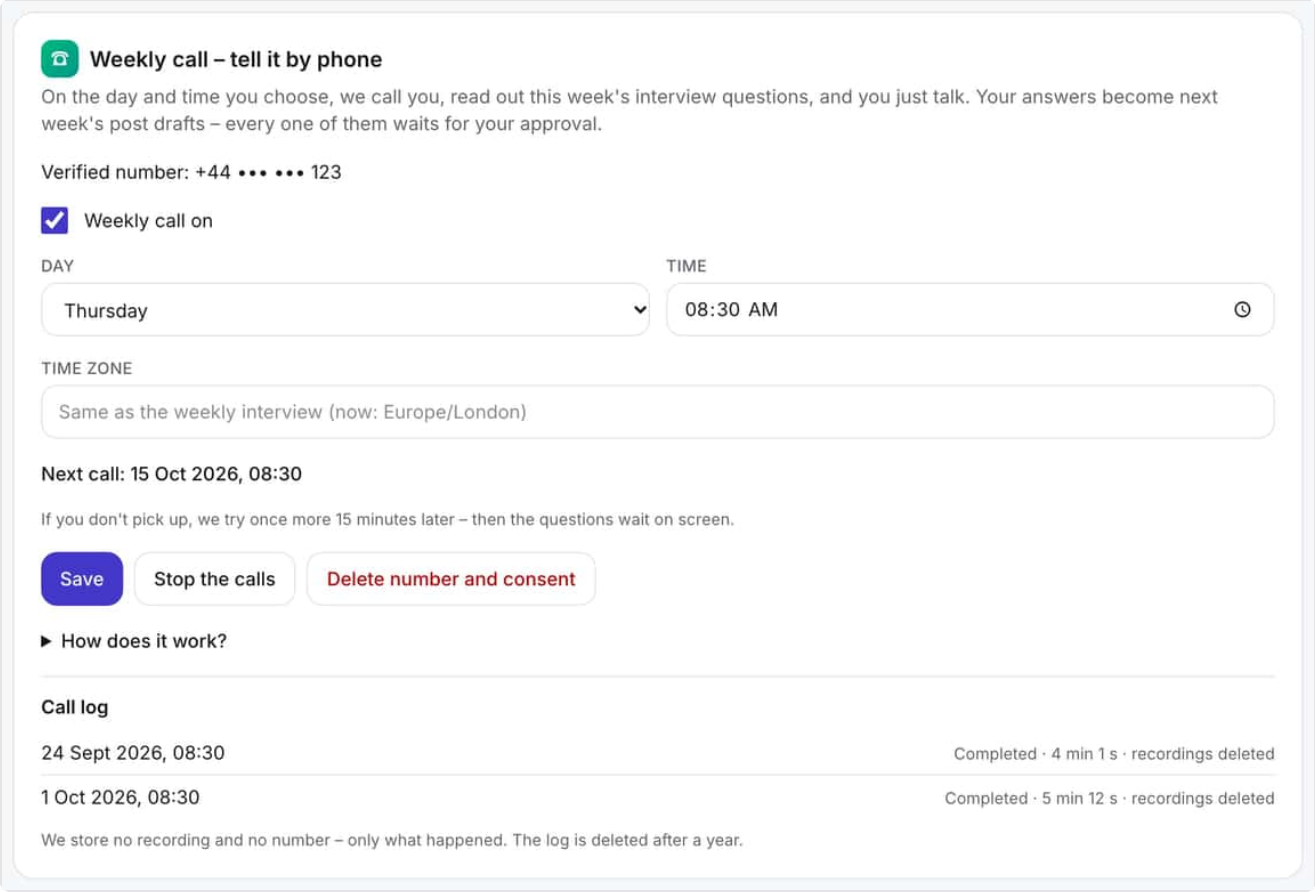


Figure 106 – Weekly call – tell it by phone: the verified number, the day and time, the next call and the call log.

1. Open **Settings → Reminders** and scroll to the **Weekly call – tell it by phone** card.
2. Enter your phone number with the country code and click **Send SMS code** (valid for 10 minutes, 5 tries, at most 5 codes a day).
3. Enter the 6-digit code, tick the consent box and click **Confirm and switch on**.
4. Pick the day and the time, then **Save**.

- The call starts by saying it is recorded and that the recording is deleted after transcription – hang up if you don't want that. Only the questions you haven't answered on screen are read out. After each answer press # or stay silent for a few seconds.
- No answer (or voicemail)? One more call 15 minutes later; after that the questions wait on screen. After the call a notification says your answers are in and the drafts are being written.
- Stopping: press 9 during a call, send STOP by SMS, or click **Stop the calls**. **Delete number and consent** also deletes your number and consent.
- No audio is stored: the recording is deleted at the phone provider (Twilio) right after transcription – within 24 hours even if transcription failed. The **Call log** only shows when, the status and how long – no number, no audio – and is deleted after a year.

> ✔ **Tip**
> If the card says **Coming soon**, the weekly call isn't switched on on this server yet – answer on screen in the meantime, by voice note too.

12 Telegram bot, browser extension and phone app

Settings → All integrations · Apple: iCloud and iPhone

Ideas rarely come while you're sitting in front of Sayweek. This chapter shows the ways to drop in an idea on the go – a message to the Sayweek bot, a click in the browser, sharing on your phone – and what the phone app adds on top.

Telegram and WhatsApp

Send your idea to the Sayweek Telegram bot or the Sayweek WhatsApp number: text, a link, a voice note (up to 5 minutes) or a photo with a caption. It lands in the ideas box as an idea, with the same brand, channel and time suggestions. The link is personal: everyone connects their own chat to their own Sayweek account.

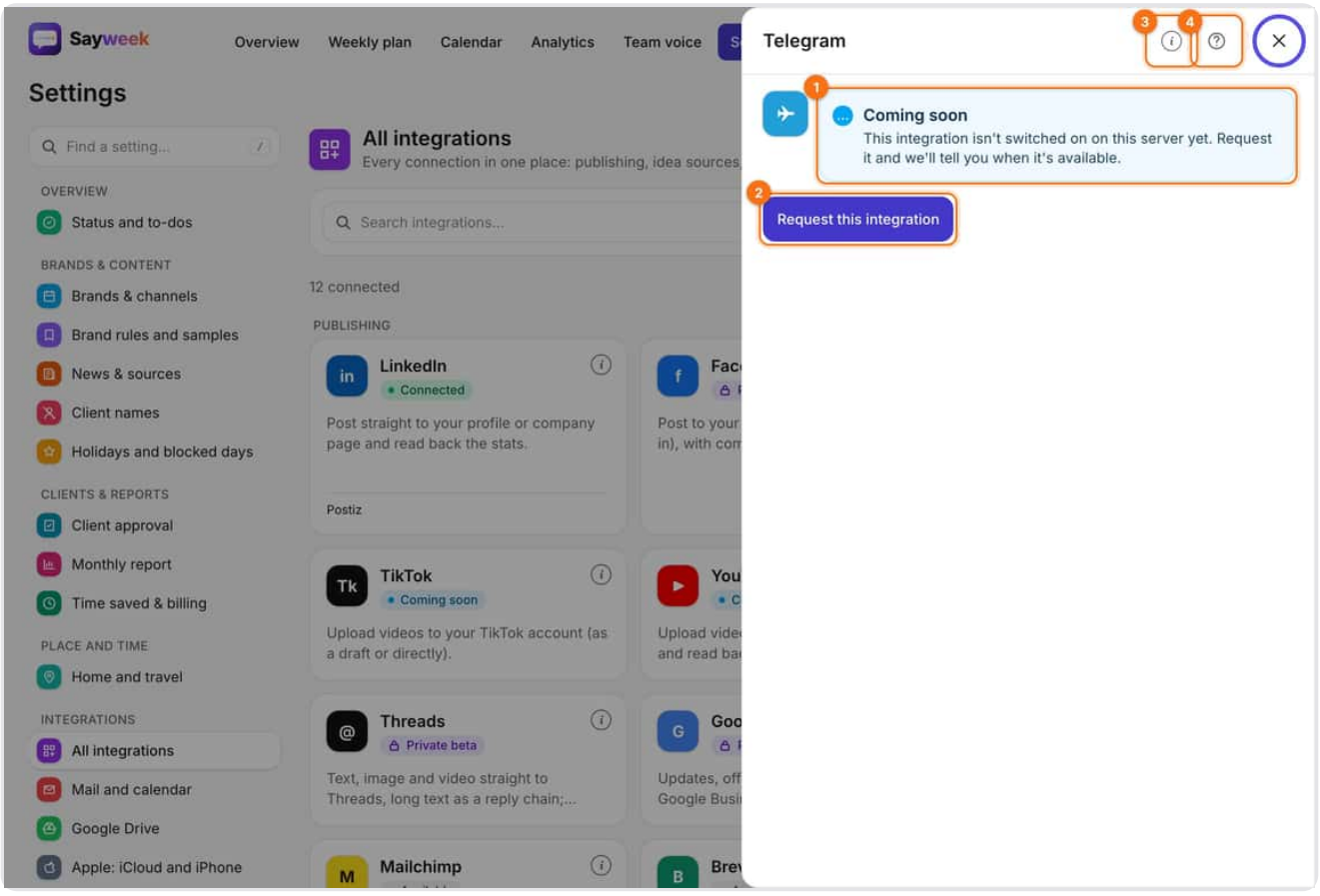


Figure 107 – The Telegram panel on All integrations – here in the state where the service isn't switched on on this server yet.

1	**Status card**	With the service switched on: **Not linked**, with the two-step wizard below it; after linking **Done** ✔. When it isn't switched on on the server (as in the screenshot): **Coming soon**.
2	**Request this integration**	Only in the “Coming soon” state: tells us you need it.
3	**About (i)**	What it's for, what Sayweek sends and reads, permissions, data storage, disconnecting (see The About (“i”) window).

4 **Help (?)**	The Telegram help article with the detailed steps.
Advanced settings	With the service switched on, at the bottom of the panel: the details and the connection test.

Linking

1. Open **Settings → All integrations** and click the **Telegram** (or **WhatsApp**) card in **Ideas & sources**.
2. In step 1 (**Get a linking code**) click **Get a code** – you get a one-time code, valid for 15 minutes.
3. In step 2, for Telegram: **Open in Telegram**, then **Start** in Telegram. WhatsApp: **Send the code on WhatsApp**, and send the prefilled message. Meanwhile the panel shows that it's waiting for your message.
4. The bot replies that your account is linked, and the panel shows **Linked** ✔. After that the status is **Done** ✔, with the time of the **Last message**.

If the button doesn't work, **Copy** copies the code (for Telegram together with the /start command) so you can send it by hand.

What you can send

Text or a link	Becomes an idea in the ideas box.
Voice note	Up to 5 minutes; Sayweek transcribes it and the transcript becomes the idea. The audio isn't stored.
Photo with a caption	The caption becomes the idea; the image isn't downloaded.
Transcript as a file	.txt, .vtt, .srt or .docx, or a longer text with several speakers – it becomes a meeting idea.
Commands (Telegram)	**/draft** – write the last idea for the best free slot · **/week** – the next 7 days · **/help** – help · **/stop** – unlink.
Keywords (WhatsApp)	As a message on their own: **draft**, **week**, **help**, **stop**.

> i Only the idea text (with names masked), the link and a voice note's transcript are stored. The bot saves ideas from owners and editors; it doesn't accept ideas from viewers or Team voice contributors. Per chat it accepts at most 10 messages a minute and 60 an hour. The Telegram and WhatsApp cards only work when the service is switched on on this server – otherwise they say **Coming soon**.

To unlink: **Disconnect** on the card (with confirmation), or /stop or “stop” in the chat. For another account or phone number: **Link another chat**.

Browser extension: Save to Sayweek

The “Save to Sayweek” extension is made for Chrome and Edge: the page you're reading, a link or a selected paragraph becomes an idea in your ideas box with one click. The link is kept as the idea's source (without tracking parameters), and client names are masked.

> i Install the extension from the Chrome Web Store (search for “Save to Sayweek”, or use **Install from the Chrome Web Store** on the app page of sayweek.com) – the same listing also installs in Edge; the Edge Add-ons version is coming soon. Owners and editors can connect it; viewers can't.

Connecting

1. Click the **Save to Sayweek** icon in the browser toolbar, then **Connect**.
2. A small Sayweek window opens (sign in there if needed). Check which workspace it connects to and what the extension can do.
3. Click **Connect** in that window too. After “Done – the extension is connected.” you can close the window.

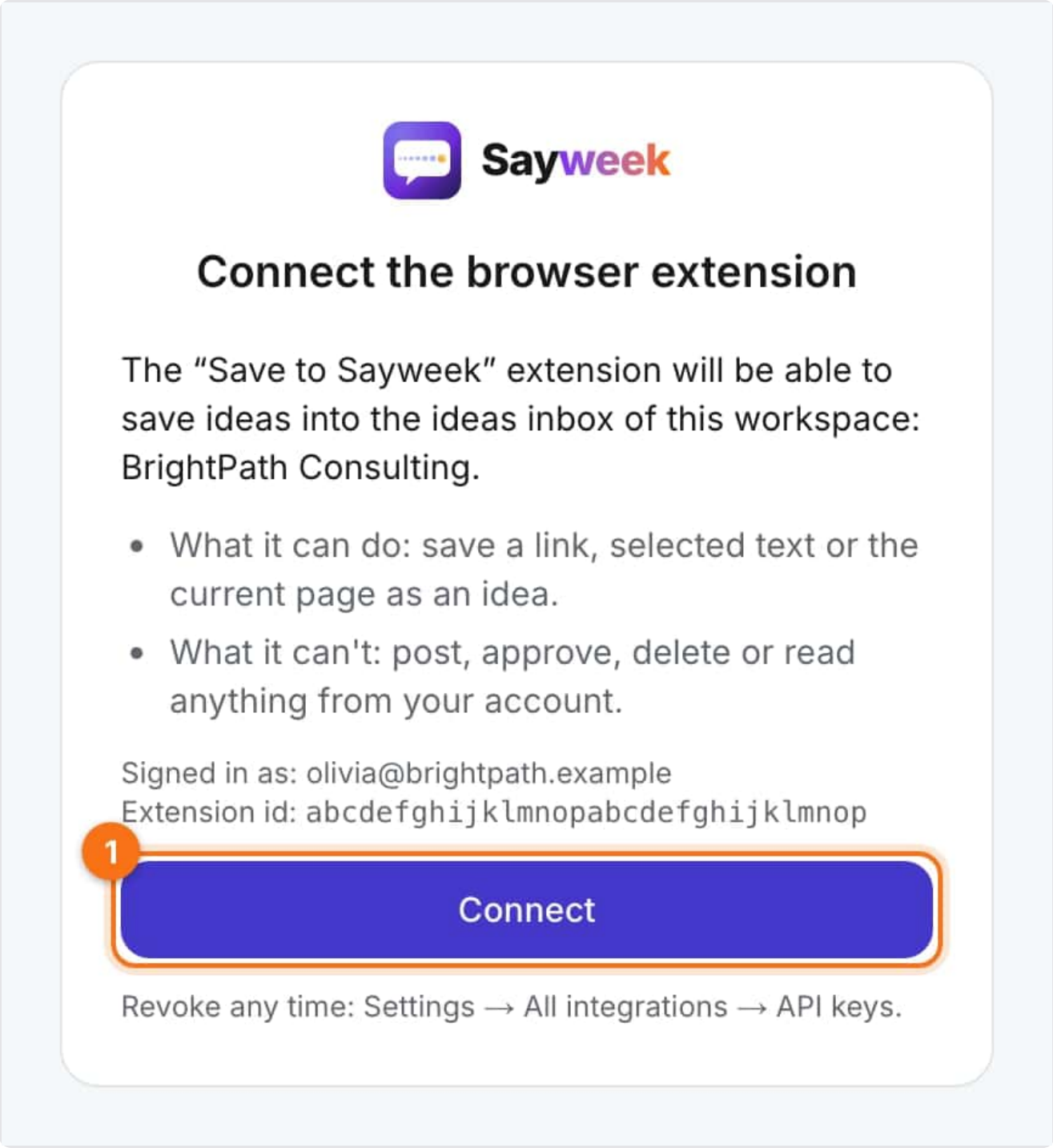


Figure 108 – The extension's connect window: which workspace, what it can and can't do, the signed-in account, Connect.

Toolbar button	Shows the page title and the selected text; add a note if you like, then **Save as idea**. Shortcut: Alt+Shift+S.

Right-click menu	**Save page to Sayweek**, **Save selection to Sayweek**, **Save link to Sayweek** – saves at once; a green tick on the icon confirms it.
What it can't do	Post, approve, delete or read anything from your account. It only reads the selected text when you click it.

To disconnect: **Disconnect** in the extension window. To revoke the key for good, open the **Settings → All integrations → REST API** card: the extension's key is listed as “Browser extension (Chrome)” or “(Edge)” and can be removed with **Revoke**.

> i The extension's connect window refers to “API keys” – on the All integrations page that's the **REST API** card.

The phone apps

Sayweek's iPhone, iPad and Android apps use the same account and the same data as Sayweek on the web: what you approve on the phone already shows as sent on your computer. On top they add quick sign-in, notifications and your phone's Share menu.

> i Get the apps from the App Store (apps.apple.com/app/id6817006861) and Google Play (play.google.com/store/apps/details?id=com.sayweek.app) – or search for “Sayweek” in the store; the app page on sayweek.com has both links and a QR code. Because of store rules the apps show no prices or purchases: you manage your subscription on the web.

iPhone / iPad	Sign in with **Continue with Apple**, Google or a password; Face ID sign-in; home-screen widget (what's waiting for approval, what goes out next); Share → **Sayweek**; Apple Reminders and Siri; approve straight from the notification.
Android	Sign in with Google or a password; fingerprint sign-in; home-screen widget; Share → **Sayweek idea**; approve straight from the notification. No lock-screen widget, Reminders or Apple sign-in.
Browser and desktop app	Runs in any modern browser. In Chrome and Edge, the Install icon in the address bar (or the **Desktop app** card on **Settings → Status and to-dos**) installs it as an app in its own window; in Safari: File → Add to Dock.

Linking your phone

For Face ID (fingerprint on Android) sign-in, the widget and the Share menu, you link the phone once. This issues a device key kept in the phone's Keychain (the keystore on Android); the server only stores the key's fingerprint.

1. Sign in to the app and open **Settings → Apple: iCloud and iPhone** (on Android: **This phone**).
2. Under **On this iPhone / iPad** (on Android **Link this phone**), tap **Connect**.
3. Turn on the **Sign in with Face ID** (on Android: fingerprint) switch.
4. Widget: long-press the home screen → + → Sayweek. Share: in Safari, Photos, Notes or LinkedIn → Share → Sayweek.

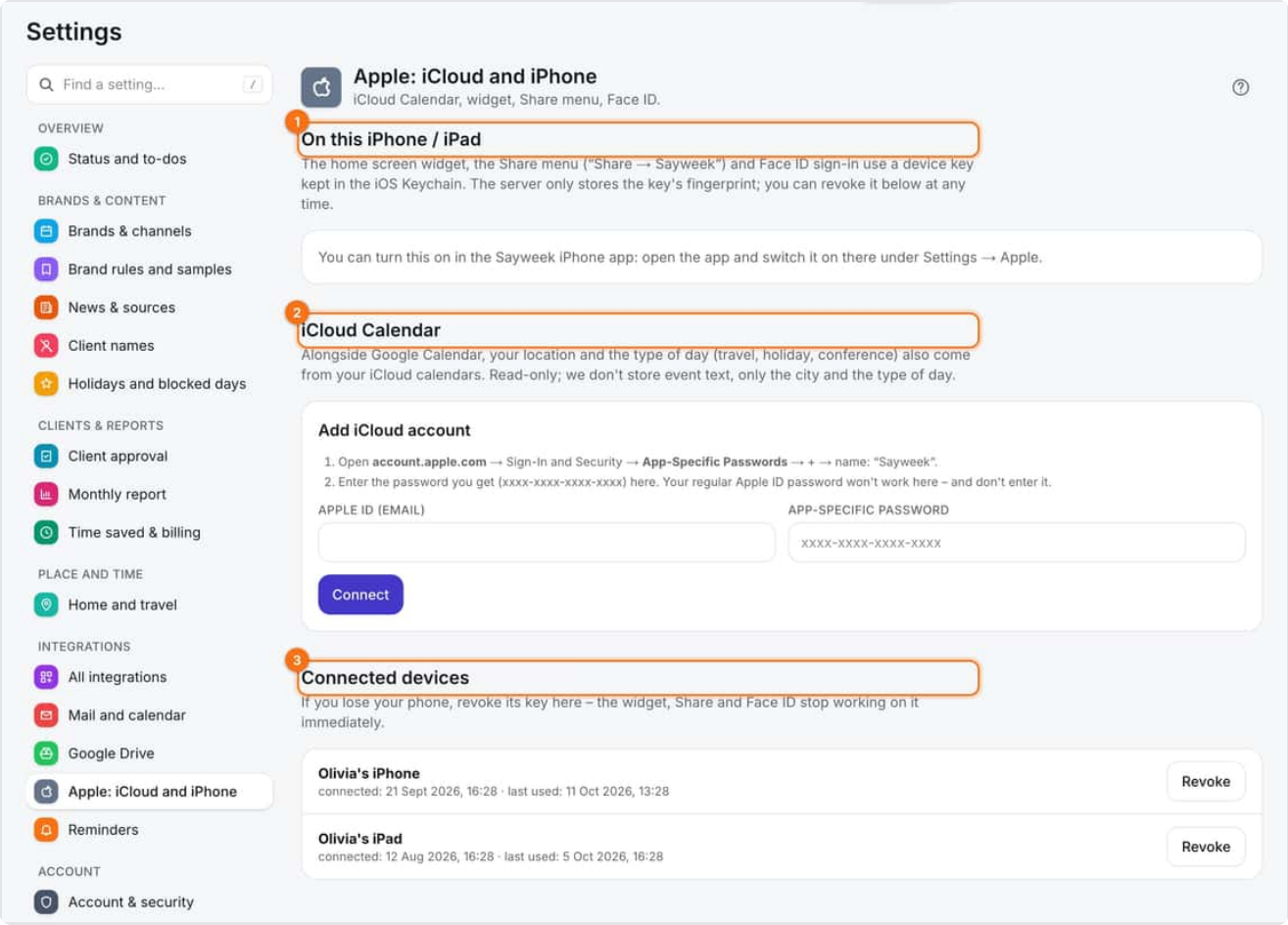


Figure 109 – Settings → Apple: iCloud and iPhone in the browser: the iPhone section, iCloud Calendar and connected devices.

1	**On this iPhone / iPad**	In the browser it only informs you: linking happens in the iOS app.
2	**iCloud Calendar**	Location and type of day from your iCloud calendars, read-only: **Apple ID (email)** and **App-specific password** (account.apple.com → Sign-In and Security → App-Specific Passwords, name: "Sayweek"), then **Connect**. Never enter your regular Apple ID password here.
3	**Connected devices**	Linked phones with the time they were connected and last used. **Revoke** stops the widget, Share and Face ID on that device immediately.

> **! Note**
> Lost your phone? Revoke its key from any computer, in the browser, under **Connected devices** (or with **Sign out** under **Account & security → Devices & sessions**).

Apple Reminders and Siri (iPhone)

In the iPhone app, Apple Reminders works both ways: open **Settings → All integrations → Apple Reminders & Siri** and allow access. Whatever you add to your ideas list (by default "Sayweek ideas"; the old "Sayweek" list keeps working) – by hand or with Siri ("Hey Siri, add ... to my Sayweek ideas list") – lands in the ideas box and gets completed in Reminders. Switch on **Sayweek to-dos** and Sayweek writes your to-dos onto another list (by default "Sayweek to-dos"), with a due time and an alert. Items shorter than 10 characters stay on the list; client names and contact details are masked. Completing a to-do in Reminders only acknowledges it – a tick never approves anything.

One tap on your phone

These phone features are available in the apps from the App Store and Google Play:

- **Approve from the notification:** on an approval notification, **Approve**, **Edit** or **Skip** without opening the app (Face ID or fingerprint first).
- **Voice ideas:** “Hey Siri, …” on iPhone (Shortcuts, Spotlight, the Action button) and Google Assistant / app shortcuts and a Quick Settings tile on Android – the idea lands in the ideas box.
- **Interactive widgets:** what's waiting for approval and what goes out next, with buttons; on iPhone also a lock-screen widget, and the quick-post icon.
- **Share menu:** Share → Sayweek → **Post now** (opens Quick post with the text, the photos – several at once – or a video) or **Save as idea**. Videos shared this way are uploaded straight from the phone.
- **Live Activity (iPhone):** while a quick post is being published, its progress shows on the lock screen and in the Dynamic Island – how many channels are done, waiting or failed.
- **Where you are now:** when opened, the app updates your city and time zone from the phone's location (only these two are stored), so time slots and the line stay right while you travel. You can switch it off on **Settings → Home and travel** (Approval and scheduling chapter, Time zone and travel).
- **Starts without internet:** once you've used the app online, it also opens offline and shows the upcoming posts stored on the device (offline mode: editing, approval on sync – Approval and scheduling chapter). It syncs as soon as the connection is back. If the app has never been online, a “No internet connection” screen in the phone's language offers a retry.
- **The phone's own photo picker with place and time:** in Quick post and Photos to post the app opens the phone's own photo picker, several photos at once. It passes on when the photos were taken and – if you allow it – where, so Photos to post recognises the event's place and day (the browser on an iPhone doesn't pass on the place). All location data is removed from published images.
- **App Clip for clients (iPhone):** your clients can open an approval link as a lightweight App Clip, without installing the app (Client approver guide).

> ✔ **Tip**
> Ideas can come by e-mail too: the **Ideas by e-mail** card on the Ideas page shows your workspace's secret ideas address. Forward any e-mail there – no Gmail connection needed.

13 Notifications and reminders

Settings → Reminders

Sayweek speaks up when there's something for you to do: when a post is waiting for approval, when a post went out or failed, when client feedback arrived, and on the day before a post, if tomorrow's slots still have unapproved or empty posts. You set notifications up on Settings → Reminders.

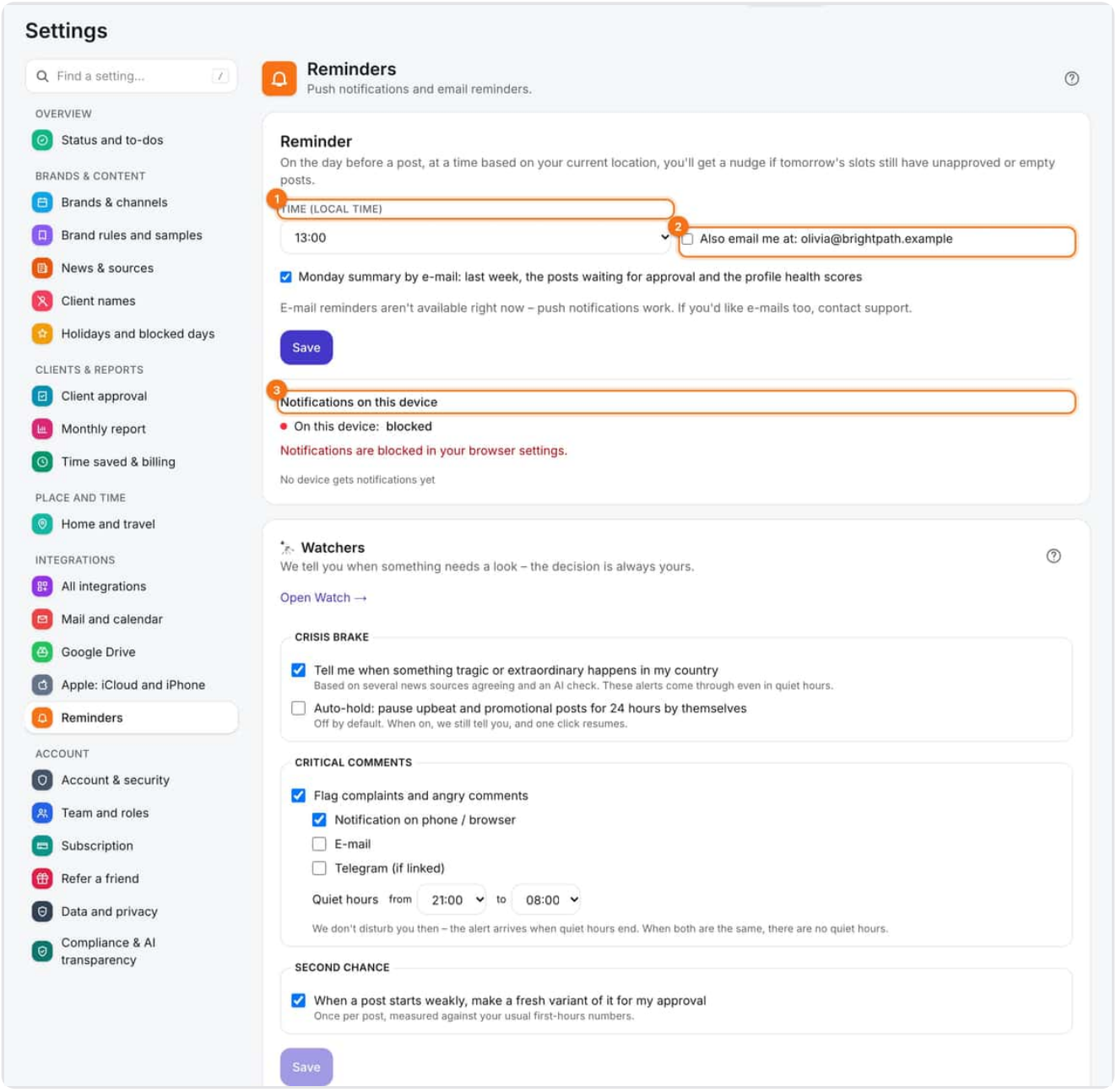


Figure 110 – Settings → Reminders: daily reminder time, e-mail, notifications on this device, tips by e-mail and the weekly interview.

1	**Time (local time)**	When the daily reminder comes: between 06:00 and 20:00, on the hour. It follows your current location – when you travel, the destination's time zone.
2	**Also email me at:**	Ticked, the reminder also arrives by e-mail at the workspace owner's address, and when a client leaves feedback on an approval link, the owner gets an e-mail about that too (at most one per post every 10 minutes). **Save** keeps the change.
3	**Notifications on this device**	Push notifications to the device you're on: **Turn on notifications**, then **Test notification** and **Turn off on this device**. The **On this device:** line shows the state, below it how many devices get notifications.
4	**Tips and summaries by e-mail**	Trial tips, a monthly summary of what Sayweek did for you, a nudge when you haven't been here for a while, and an anniversary note. One switch; applies right away. Service e-mails about payments and your account still arrive.
5	**Weekly interview**	The weekly invitation settings – see the Weekly interview chapter.

The daily reminder

The reminder comes on the day before a post at the time you set – but only if tomorrow's slots still have an unapproved or empty post. If everything is ready, you get no reminder; that's not an error. The e-mail version lists tomorrow's posts (time, brand and channel, status) with a link to the weekly plan, and on Thursdays it tells you when a channel has fewer posts for next week than it has slots.

Turning on push notifications

1. Open **Settings → Reminders** on the device that should get notifications (browser, iPhone or Android app).
2. Under **Notifications on this device**, click **Turn on notifications**.
3. Allow notifications when your browser or phone asks – only you can allow it, it can't happen automatically.
4. Click **Test notification** and check that it arrives.

> **! Note**
> Notifications work per device: turn them on separately in every browser and on every phone. On iPhone, browser notifications only work after you add Sayweek to the home screen and open it from there – or use the iPhone app.

Common messages

“Notifications are blocked in your browser settings.”	You blocked them for this site earlier. Allow them in the browser's site settings, then reload the page.
“This browser doesn't support it…”	The browser can't do push notifications – on iPhone, add the app to your home screen, or use the app.
“Phone notifications aren't available in this version of the app yet…”	That Android app version has no push yet – the e-mail reminder still works.

> i If you see “E-mail reminders aren't available right now – push notifications work. If you'd like e-mails too, contact support.” below the checkbox, e-mail sending isn't set up on the server. Push notifications still work.

Connection expiry reminders

Some connections can't renew themselves – e.g. LinkedIn without a refresh token, TikTok when its refresh token runs out, Meta, Google or Bluesky after a lost sign-in, or a Postiz channel that needs refreshing. For these, Sayweek warns the owners and editors 7 days and 1 day before the end, and once more when it has expired – by e-mail (if reminder e-mails are on), push notification and in your own linked Telegram chat. Each warning comes only once per connection; after you reconnect, a later expiry is announced again. With a task app connected, the same appears as a to-do (“Reconnect LinkedIn – expires in 7 days”).

The morning networking summary

If something is due on the Networking tab (a comment, a sales opportunity), you get a short summary at 8:00 – as a notification and, if you switch them on under the tab's Settings, by e-mail or in your own Telegram chat.

Watchers: crisis, critical comments, second chance

The **Watchers** card (**Settings → Reminders**, owners) sets what the Watch page tells you about (Analytics chapter).

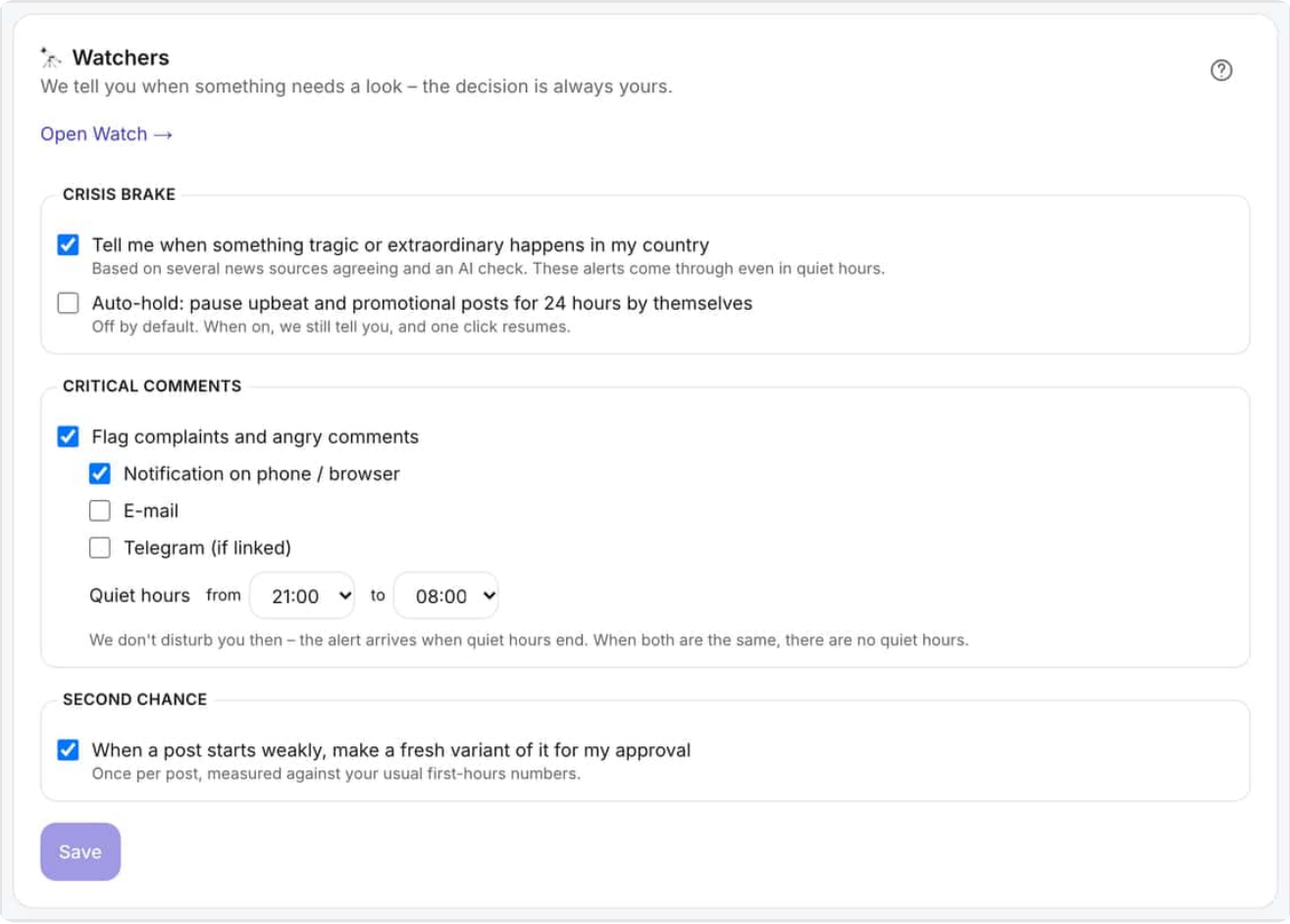


Figure 111 – The Watchers card: crisis brake, critical comments with channels and quiet hours, second chance.

Crisis brake	Alerts about a major national event (they come through even in quiet hours). **Auto-hold** – off by default – pauses upbeat and promotional posts for 24 hours by itself and tells you; one click resumes.
Critical comments	Flagging on or off; the channels (**Notification on phone / browser**, **E-mail**, **Telegram (if linked)**) and the **Quiet hours** – an alert arriving then comes when they end.
Second chance	A fresh variant for a post that starts weakly – once per post, for your approval.

Monday summary and weekly photo prompts

- **Monday summary e-mail:** every Monday from 08:00 local time – last week, the posts waiting for approval and the profile health score of your brands with the three next steps and links. Switch it off with **Monday summary by e-mail: …** under **Settings → Reminders**.
- **Weekly photo prompts:** on Mondays at your reminder hour, one push notification (and a Telegram message, if linked) lists the upcoming posts that could use a photo of your own; the **Weekly photo prompts** card switches it off.
- **Mentions:** a push for important new mentions (at most three a day) and a daily e-mail digest – set on the Mentions page under **Settings**.

Who gets what?

- Workspace notifications go to the devices of the owner, editors and viewers.
- Team voice contributors only get notifications about their own posts.
- In the iPhone and Android apps you can approve, edit or skip a waiting draft straight from the notification (with Face ID or fingerprint).
- To reach the whole team, send notifications to a Slack, Teams or Discord channel (Integrations chapter).

> ✔ **Tip**
> E-mail reminders and push notifications aren't on the All integrations page but here, on Reminders – if an old link would take you to integrations, Sayweek redirects you here.

> i A few places (e.g. the Features tab of Analytics) still use the old name “Settings → Notifications” – it's this same page, called **Reminders** in the menu.

14 Subscription and billing

Settings → Subscription · Refer a friend

On the Subscription page you see your plan, this month's usage and the next charge; here you change plans, buy AI packs, download invoices and cancel. Only the workspace owner can manage billing, and only on the web: because of store rules the phone apps show just the plan and usage.

The plans

There are four paid plans, in euros, excluding VAT, per month. Billed annually you pay 10 months for 12 (“2 months free”).

Prices and limits (list price)

Solo – €29/mo	1 brand, 3 channels, 30 AI posts / month, 1 user. No client approval links or monthly PDF report; AI assistants and the API can only read.
Pro – €59/mo	4 brands, 10 channels, 80 AI posts / month, 1 user, client approval links, monthly PDF report, full API / MCP.
Team – €129/mo	8 brands, 20 channels, 200 AI posts / month, 3 users, 10 Team voice contributors.
Agency – €299/mo	15 brands, 45 channels, 500 AI posts / month, 10 users, 50 Team voice contributors, white-label and custom domain.
Trial – 14 days	No card: 2 brands, 4 channels, 20 AI posts, 1 user, 2 Team voice contributors, client approval links and monthly report. Nothing is charged automatically at the end.

i **Launch offer:** while it runs, new monthly subscriptions get −60% off the list price for the first 12 months (Solo €11.60, Pro €23.60, Team €51.60, Agency €119.60 a month), then the list price. The discount is applied automatically at checkout, no code needed. It doesn't apply to annual billing (2 months free there). The Subscription page always shows the current terms.

Users are the workspace's members (owner + editors); Team voice contributors get a separate, cheaper seat and don't count as users. If you signed up with an invitation or an invite code (in the **Invite code** field when signing up, or with a link that carries the code), your trial may run with all features of a paid plan (e.g. Agency) and for a different length – the sign-up page says so when it checks the code (“Valid code: …-day trial…”), and afterwards it shows at the top of the Subscription page.

Your current plan and usage

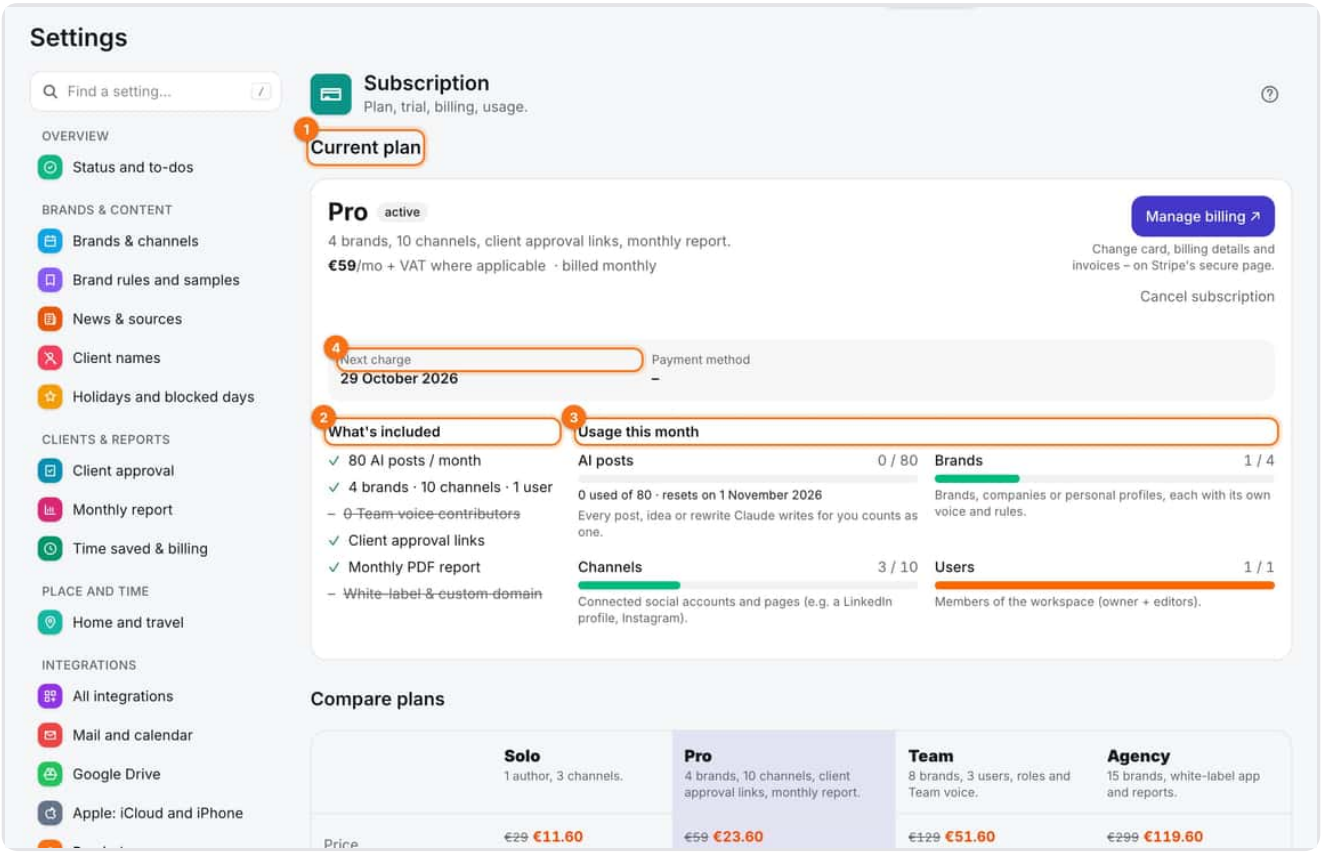


Figure 112 – Settings → Subscription: current plan, what's included, this month's usage and the next charge.

1	**Current plan**	The plan's name, its status (e.g. active, trialing – “n days of trial left”, payment overdue, cancelled), its price and billing interval (monthly / annual).
2	**What's included**	The plan's limits and features with ticks; what isn't included is struck through.
3	**Usage this month**	Bars: **AI posts** (“12 used of 80 · resets on …”), **Brands**, **Channels**, **Users** (and Team voice contributors). At 80% the bar turns amber, at the limit orange, over the limit red; then you also get an offer for the bigger plan.
4	**Next charge**	The next amount and date, the VAT it includes (or “no VAT (export, 0%)”), the payment method and any active discount. After cancelling: “Cancelled – everything works until …, then it doesn't renew.”

Every post, idea or rewrite Claude writes for you counts against the AI quota; posts you write yourself and publishing work without any quota. The quota resets at the start of every calendar month, and unused posts don't carry over.

Buying an AI pack

When the monthly quota runs low, the **+50 AI posts · €9** offer appears below the usage (highlighted when low: “Only n AI posts left this month.”). **Buy now** takes you to Stripe's secure page; back in Sayweek the posts are credited within seconds, and the invoice comes by e-mail. An AI pack is a one-time purchase: usable until the end of the calendar month, and it doesn't renew.

Comparing and choosing plans

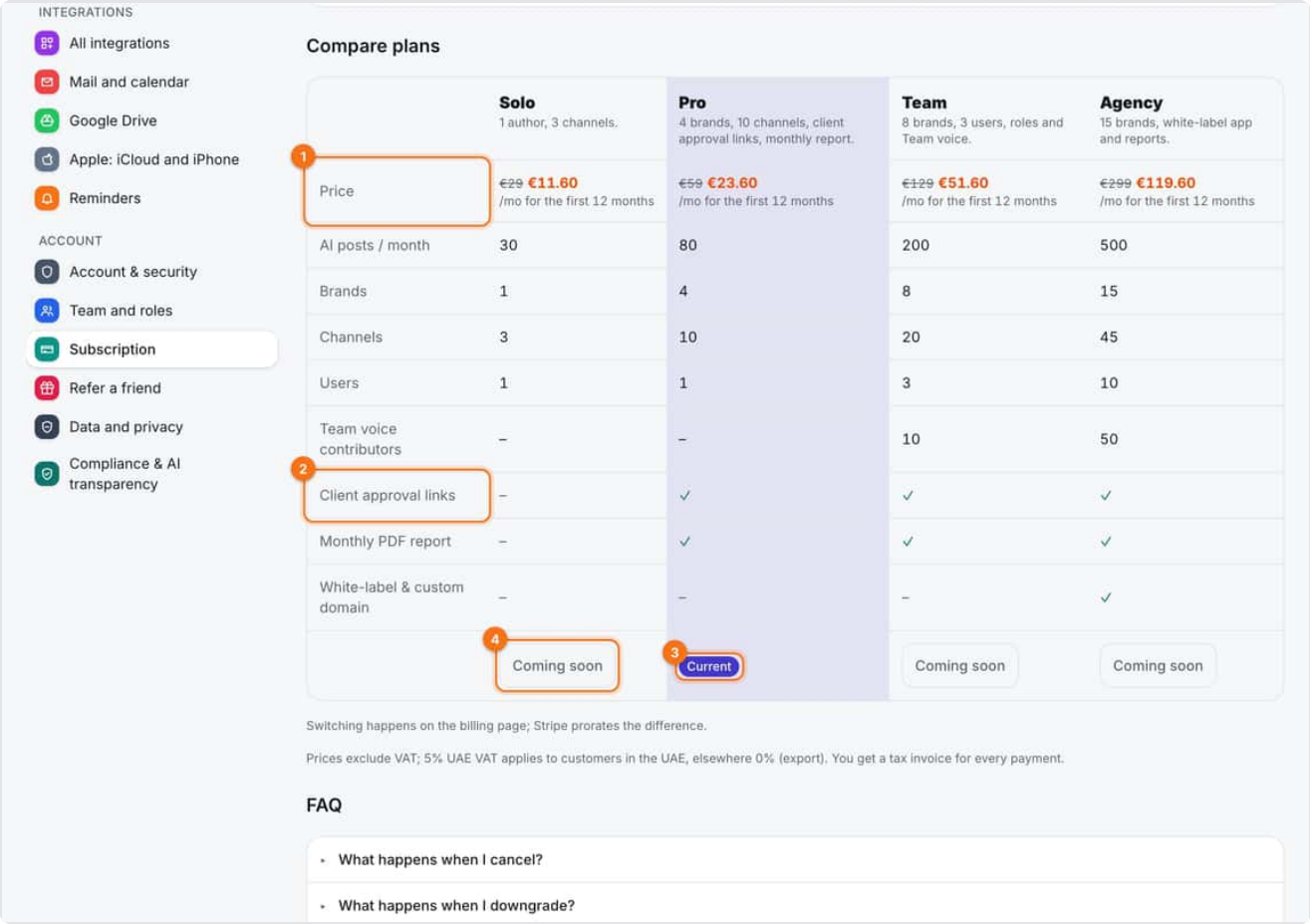


Figure 113 – Compare plans with an existing subscription: prices with the launch offer, limits, features and the buttons.

1	**Price**	The list price and, while the launch offer runs, the discounted price next to it (“/mo for the first 12 months”). Without a subscription, the **Monthly** / **Annual** switch (“2 months free”) and the launch offer's terms also appear above the table.
2	**Feature rows**	AI posts / month, brands, channels, users, Team voice contributors, **Client approval links**, **Monthly PDF report**, **White-label & custom domain**.
3	**Current**	Your own plan's column is highlighted and marked **Current** at the bottom.
4	**Choose / Switch / Coming soon**	Without a subscription **Choose** (Stripe checkout), with one **Switch** (on Stripe's billing page). **Coming soon** is shown while payments aren't switched on on this server – as in the screenshot.

Starting a subscription

1. Open **Settings → Subscription** and scroll to **Compare plans**.
2. Pick **Monthly** or **Annual** billing.
3. Click **Choose** for the plan you want and pay on Stripe's secure page.
4. Back in Sayweek, the plan applies right away.

> i If the table's buttons say **Coming soon**, payments aren't switched on on this server yet: your trial keeps running with every feature available.

Changing plans

- **Upgrading**: you get the bigger quota right away; Stripe prorates the rest of the month.
- **Downgrading**: the switch applies right away, and Stripe credits the difference on your next invoice. If you have more brands or channels than the smaller plan allows, nothing is deleted and you can't add new ones; the brands and channels over the limit (the newest) are paused: they get no new posts and don't publish. The Subscription page shows this (**Some brands or channels are paused**), and **Choose what stays active** lets you decide which stay active; upgrading resumes the paused ones right away. The same happens if you pick a smaller plan when the trial ends.
- Switching happens with **Switch**, on Stripe's billing page.

Payment method and billing details

Manage billing ↗ takes you to Stripe's secure page: change your card, update your billing details (with a tax ID), and see your invoices there too. Sayweek never sees or stores your card details.

Invoices

After every payment – subscription, renewal or AI pack – we e-mail you a tax invoice (PDF), and a credit note for refunds. All documents can be downloaded at the bottom of the page.

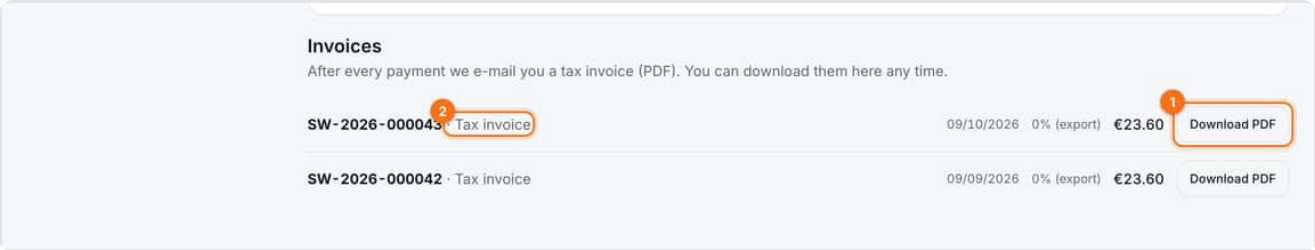


Figure 114 – The Invoices list: number, type, date, VAT treatment, amount and Download PDF.

1	**Download PDF**	Opens the invoice PDF in a new tab.
2	**Tax invoice / Credit note**	The document type; a credit note's amount is shown with a minus sign.

> **i** Prices exclude VAT. Customers in the United Arab Emirates are charged 5% VAT; elsewhere – including the other GCC states – VAT is 0% (export of services), marked "0% (export)" on the invoice. Invoices are issued in euros; as UAE rules require, the VAT (and the net and gross amounts) are also shown in dirhams. VAT depends on the billing country (Stripe: the billing address entered at checkout).

> **✓ Tip**
> Working for clients? **Settings → Time saved & billing** shows month by month and per client (brand) how many hours Sayweek saved – posts, approvals and monthly reports multiplied by your own, editable minutes, and with an hourly rate the value too – as a CSV or PDF for your invoices. Details in the Agency manual.

Cancelling

Cancel subscription below the **Manage billing ↗** button opens a short cancellation flow:

1. **Before you go…** – pick the main reason (e.g. **It's too expensive**, **I don't use it enough**, **A feature is missing**, **I only need a break for now**); add a comment if you like, then **Continue**.

2. **We have an idea** – one alternative that fits the reason: switching to a smaller plan, a 1-month pause (no billing for that time, all data stays), or a discount for the next months. Take it, or **No thanks, cancel anyway**.
3. **Confirm cancellation** – shows until when everything works, then **Cancel my subscription**. Changed your mind: **Actually, I'll stay**.

Everything works until the end of the paid period; after that the subscription doesn't renew. Writing and posting then pause, but all your data (posts, brands, rules) stays – export it any time or subscribe again right here.

> **Note**
> Cancelling doesn't delete your account. To delete the workspace as well, use **Settings → Data and privacy** – cancel the subscription first (see the next chapter).

When the trial ends

Your posts, brands and settings stay and you can still see everything, but writing, approving and scheduling need a plan. The days left are shown in the bar at the top of the app and on the Subscription page.

Refer a friend

Recommend Sayweek with your own link: whoever signs up with it gets the first 30 days of their subscription free. When they pay their first invoice, one month of your plan appears as a discount on your next invoice – up to 12 times a year.

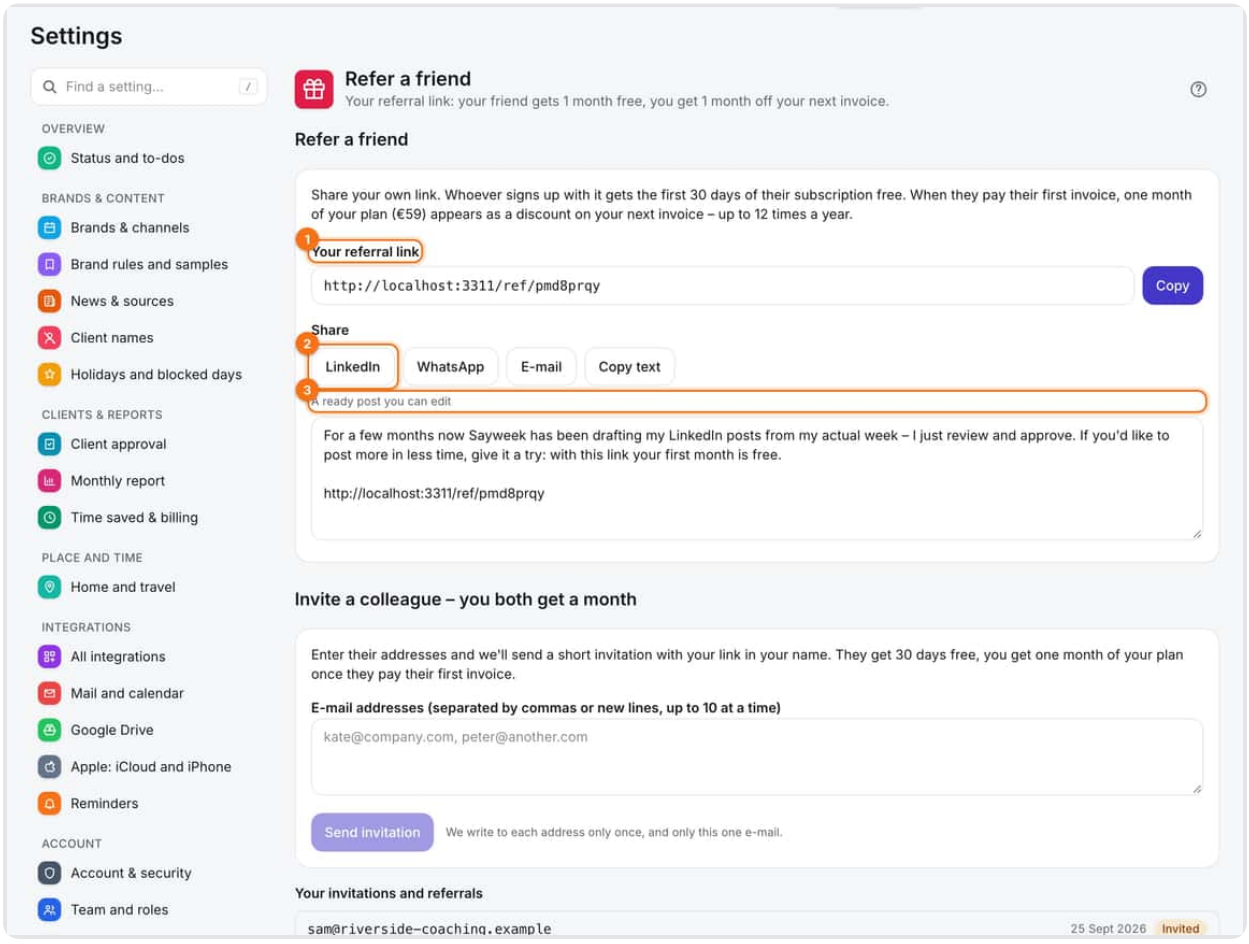


Figure 115 – Settings → Refer a friend: your referral link, sharing, a ready post and your results so far.

1	**Your referral link**	Your own link; **Copy** puts it on the clipboard.
2	**Share**	**LinkedIn**, **WhatsApp**, **E-mail** – the buttons open that app with your link.
3	**A ready post you can edit**	Shareable text with your link; edit it, then **Copy text**.
4	**So far**	**Clicks**, **Sign-ups**, **Paying**, **Discounts** – below, how many discounts you got in the last 12 months and how many are waiting for your next invoices.

> i You can't refer yourself or colleagues from the same company (e-mail domain), and a subscription paid with the same card doesn't count. One referral discount applies per invoice, in its own discount line on the tax invoice, and VAT is calculated on the discounted amount. Without a paid subscription yet, the discount waits for your first invoice. The phone apps don't show the referral link.

Inviting colleagues and following your referrals

Under **Invite a colleague – you both get a month**, enter up to 10 e-mail addresses at a time and click **Send invitation**: Sayweek sends a short e-mail with your link in your name, once per address. Your own company's domain and throwaway addresses get no invitation – the form says so.

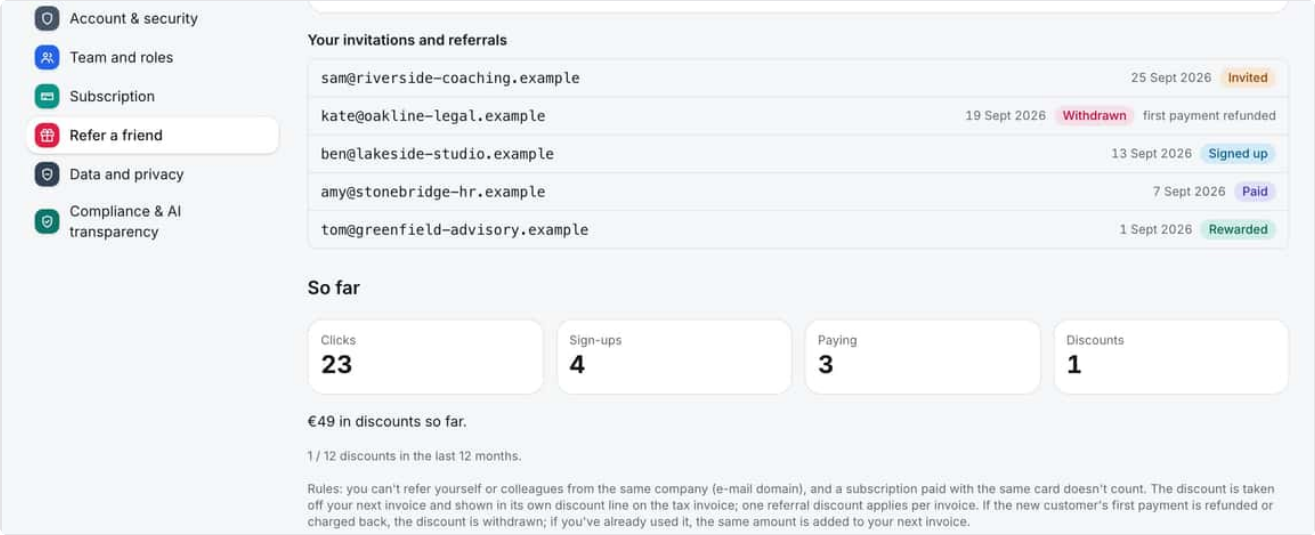


Figure 116 – Your invitations and referrals with their states – including a referral withdrawn after a refund – and the So far numbers.

The states in the list

Invited	The invitation went out; nobody has signed up with it yet.
Signed up	Signed up with your link (or invitation) – the 30 free days are running.
Paid	Paid their first invoice; your discount is on its way.
Rewarded	One month of your plan was credited as a discount on your next invoice.
Doesn't count	It doesn't qualify (e.g. self-referral, the same company or card) – with the reason.
Withdrawn	The discount was taken back – e.g. “first payment refunded”.

> **Note**
> If the referred customer's first payment is refunded or charged back, the referral doesn't count and the discount is withdrawn. If it was already taken off one of your invoices, the same amount is added to your next invoice. The list shows such a referral as **Withdrawn**, with the reason.

> **Tip**
> An agency or reseller looking for commission on clients? That's the separate partner programme (Partner manual) – the customer referral gives you both a free month.

15 Account, data and privacy

Settings → Account & security · Data and privacy · Compliance & AI transparency

This chapter is about your own account: how you sign in, how you protect the account, where you set the language and time zone – and about what happens to your data: export, data processors, activity log, account deletion, and the AI transparency settings.

Account & security

Settings → Account & security is made of sections you can fold open; each header shows a short summary (e.g. “2 active sign-in methods”). **Profile** is open by default.

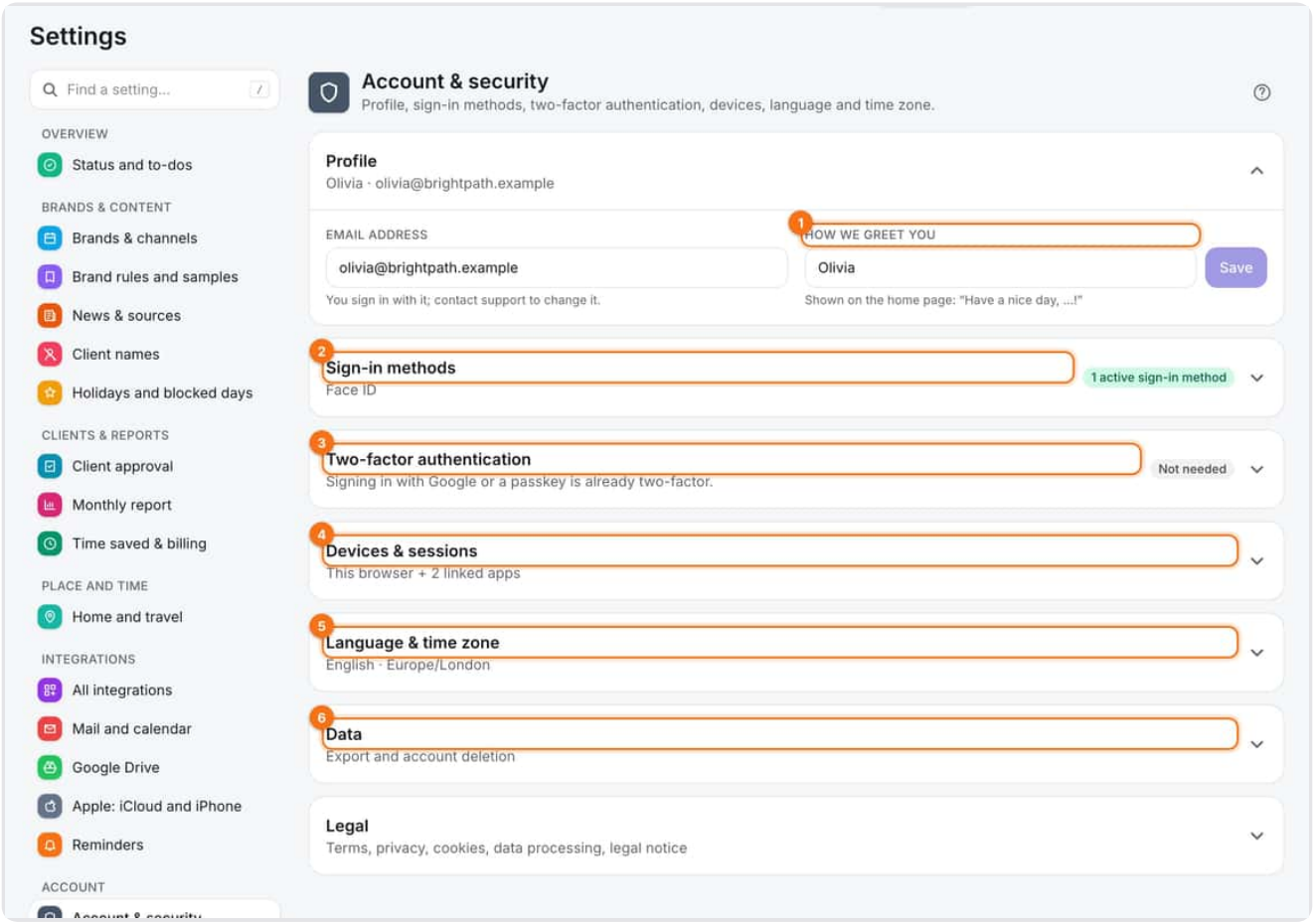


Figure 117 – Account & security: profile, sign-in methods, two-factor authentication, devices, language and time zone, data.

1 **How we greet you**	In **Profile**: how the home page greets you (“Have a nice day, ...!”). **Email address** is your sign-in address; contact support to change it.
2 **Sign-in methods**	Google, Microsoft (if enabled on the server), **Password**, **Passkeys – Touch ID / Face ID**, and information about Apple sign-in and Face ID in the iPhone app.
3 **Two-factor authentication**	A 6-digit code from an authenticator app on top of the password. Status: **On**, **Off** or **Not needed** (if you have no password).

4	**Devices & sessions**	This browser and the linked apps; **Sign out** per device and **Sign out everywhere**.
5	**Language & time zone**	**App language**, **Home city**, **Home time zone** – and a link to your trips.
6	**Data**	Quick links to the data export and account deletion.

Password and passkeys

Setting a password

1. Open **Sign-in methods** and, in the **Password** row, click **Set password** (or **Change password**).
2. If you like, fill in **Username (optional)** – you can sign in with it too (3–40 characters: letters, numbers, dots, hyphens).
3. Enter **New password** and **Repeat new password** (at least 10 characters, including letters and numbers); to change it you also need the **Current password**.
4. Click the button to save.

Passwords are only stored in an irreversible form. After 5 failed attempts the account is locked for 15 minutes. If you also sign in with Google or Microsoft, **Turn off password sign-in** turns the password off.

Passkeys: in the **Passkeys – Touch ID / Face ID** row click the add button (on a Mac e.g. **+ Add Touch ID**) and confirm with your fingerprint, face or Windows Hello. The key stays on your device (or in iCloud Keychain); the server only stores its public part. **Remove** deletes a passkey.

Two-factor authentication

1. Open **Two-factor authentication** and click **Turn on**.
2. Scan the QR code with an authenticator app (e.g. the iPhone Passwords app, Google Authenticator, Microsoft Authenticator, 1Password) – or use the manual key.
3. Enter the 6-digit code shown in the app and click **Confirm**.

From then on, signing in with a password also needs the authenticator code. To turn it off, enter the current code and click **Turn off**. Signing in with Google or a passkey is already two-factor – the code isn't needed then.

Devices & sessions

- In a browser a sign-in is valid for 30 days, then you sign in again.
- The apps (Face ID, fingerprint, widget, Share) use a device key; it expires 180 days after it was issued or after 90 days unused, and renews itself at Face ID sign-in. The list shows the expiry date.
- **Sign out** on an app device: the app loses access immediately.
- **Sign out everywhere**: every browser and app is signed out at once – including this one, and the apps have to be linked again. The same happens when you set a new password via the e-mail link.

Language & time zone

App language (Magyar, English, Deutsch) belongs to your account: notifications, e-mails and reports arrive in this language too. The language of posts is set per brand. You can also switch quickly with the flag icon in the header. **Home time zone** applies to the whole workspace: reminders and the calendar follow it; posting times follow each brand's audience time zone.

Data and privacy

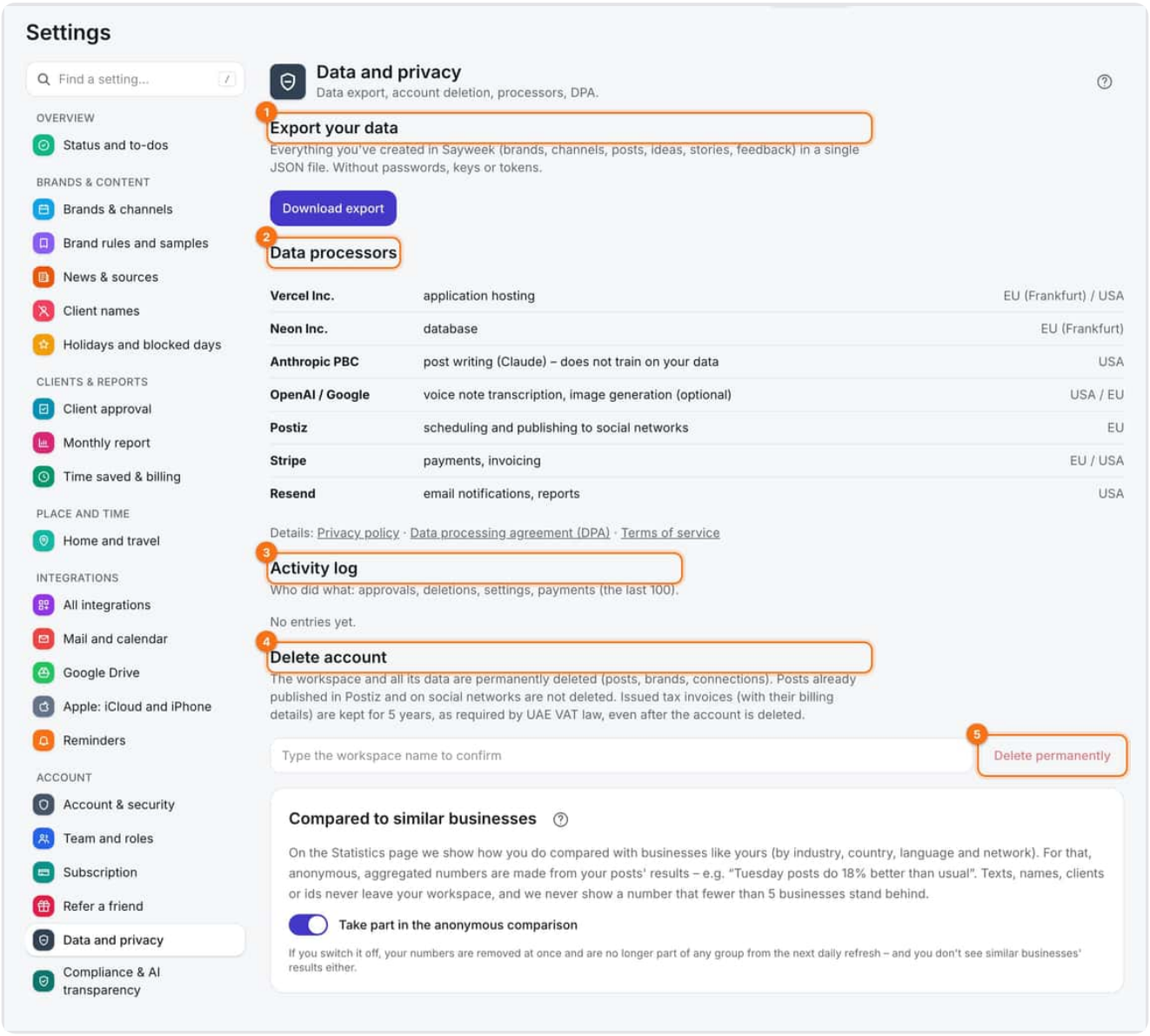


Figure 118 – Settings → Data and privacy: export, data processors, activity log and account deletion.

1 **Export your data**	**Download export** gives you a JSON file with everything you created in Sayweek (brands, channels, posts, ideas, stories, feedback) – without passwords, keys or tokens. The download is recorded in the activity log. Owners only.
2 **Data processors**	Who does what and where: Vercel (application hosting), Neon (database, EU), Anthropic (post writing – does not train on your data), OpenAI / Google (voice note transcription, image generation – optional), Postiz (scheduling and publishing), Stripe (payments), Resend (e-mails). Below: **Privacy policy**, **Data processing agreement (DPA)**, **Terms of service**.
3 **Activity log**	Who did what: approvals, deletions, settings, payments and security events (sign-ins, password and 2FA changes, passkeys, devices, keys, webhooks, emergency brake, data export) – the last 100 entries, in your home time zone. Owners only.
4 **Delete account**	Permanently deletes the workspace – see below.

5	**Delete permanently**	Only clickable once you've typed the workspace name in the field.

Also here: the **Compared to similar businesses** switch. On by default – your workspace's anonymous, aggregated numbers (never texts, names or ids, and only in groups of at least 5 workspaces) help the comparison on Analytics. Switched off, your numbers are removed at once and you don't see the comparison either.

What exactly does deleting the account do?

> ! **Careful – this cannot be undone**
> Deletion is immediate and permanent, and it doesn't only affect your own login: the whole workspace is deleted with all its data – for every member.

- Deleted: the workspace, all its members (their user accounts), brands, channels, posts, ideas, media files, connections (including tokens), devices and logs.
- Where possible, Sayweek also revokes access at the connected services (e.g. Google, Meta, Canva; the Discord bot leaves the servers). Stored video and graphics files are deleted too.
- Not deleted: posts already published in Postiz and on social networks – delete them there.
- Kept: issued tax invoices and credit notes (with their billing details) – for 5 years under UAE VAT law, even after deletion. Data disappears from backups within 30 days.
- After deletion Sayweek signs you out and takes you to the sign-in page.

Deleting step by step

1. If you have an active subscription, cancel it first (Subscription chapter) – while it's live, deletion stops with an error (“Cancel your subscription first…”).
2. If needed, download the export (**Download export**).
3. Scroll to **Delete account** and type the workspace name exactly into the field.
4. Click **Delete permanently**.

Only the owner can delete the account. To end a single integration, use its card – no need to delete the account.

Compliance & AI transparency

On **Settings → Compliance & AI transparency** you decide how Sayweek marks posts that came from an AI draft, guarantee human approval and download the compliance report. At the top, a short summary of Article 50 of the EU AI Act – information, not legal advice. Disclosure is off by default.

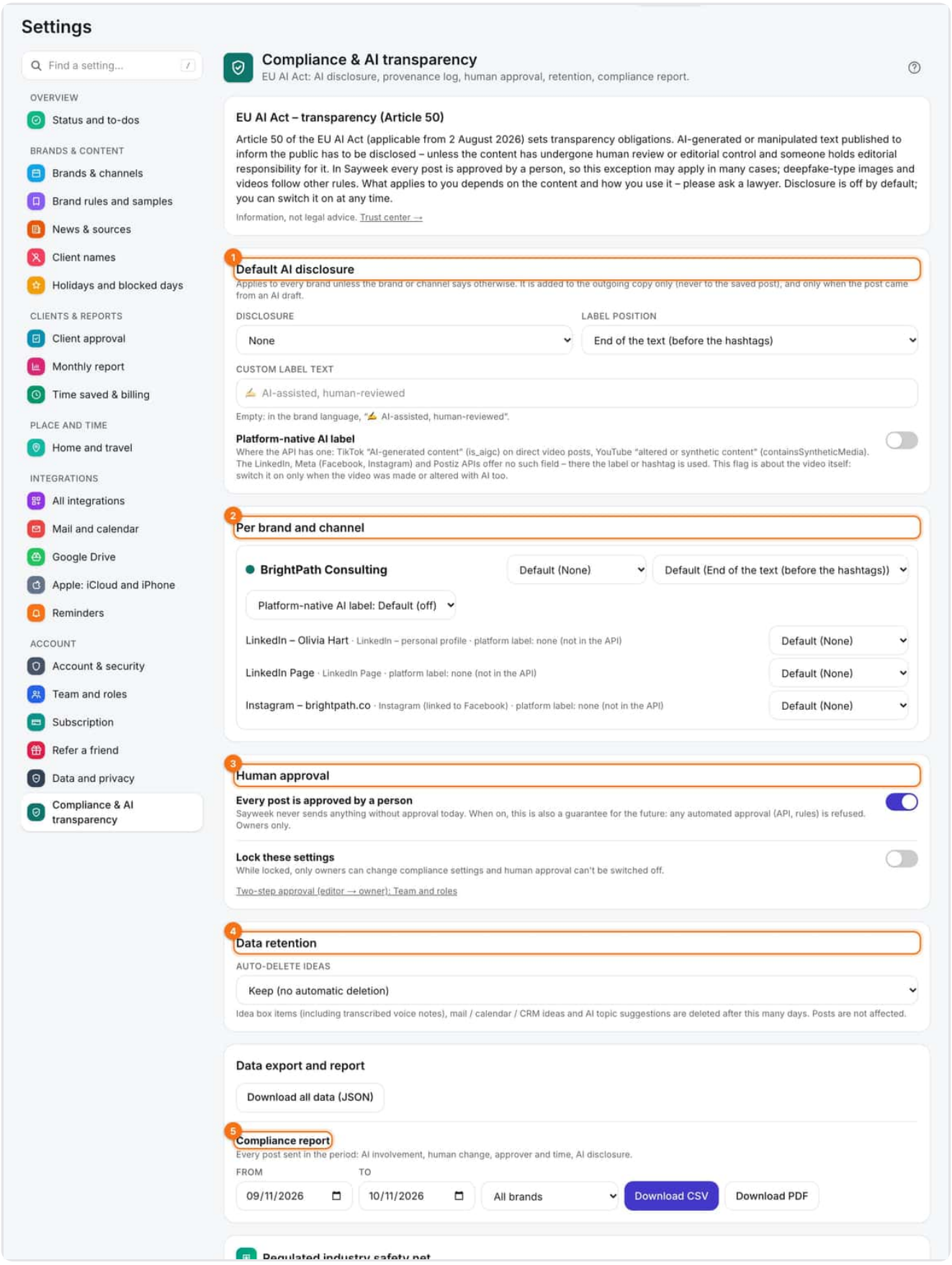


Figure 119 – Compliance & AI transparency: default AI disclosure, per-brand overrides, human approval, retention and the report.

1	**Default AI disclosure**	**Disclosure**: **None**, **Subtle label** or **Hashtag (#AIassisted)**; **Label position**: **End of the text (before the hashtags)** or **First comment (where available)**; **Custom label text** (empty: " AI-assisted, human-reviewed") and **Preview**. **Platform-native AI label** sets TikTok's and YouTube's own label on videos – only switch it on when the video itself was made with AI.
2	**Per brand and channel**	Override the default for a brand or a channel.
3	**Human approval**	**Every post is approved by a person** – when on, every automated (API, rule-based) approval is refused. **Lock these settings** – while locked only owners can change them, and human approval can't be switched off.
4	**Data retention**	**Auto-delete ideas**: after 30, 90, 180 or 365 days, or **Keep (no automatic deletion)**. Idea box items (including transcribed voice notes), mail, calendar and CRM ideas and AI topic suggestions are deleted; posts are not affected. Owners only.
5	**Compliance report**	In **Data export and report**: **From** – **To**, a brand, then **Download CSV** or **Download PDF**. Every post sent in the period: AI involvement, human change, approver and time, AI disclosure.

> **! Note**
> Careful: this page has no Save button – lists and switches save immediately, the custom label text when you leave the field.

Further down, the **Regulated industry safety net** card (the same as on Brands & channels) and the **Compliance audit trail**: set **From** and **To**, a brand if needed, and **Download CSV** – for every approval, who approved the post and when (a person or an automated approval), the industry profile and country, the warnings they saw and the required notice that went out.

The disclosure is added to the outgoing text only, never to the saved post, and only when the post came from an AI draft. The LinkedIn, Meta and Postiz APIs offer no platform-native AI label – there the label or hashtag is used.

The provenance log of a post

At the bottom of every post's editor there's a foldable **Provenance (AI transparency)** section. It shows what the AI wrote, how much a person changed, who approved it and when, and where it went – without storing prompts.

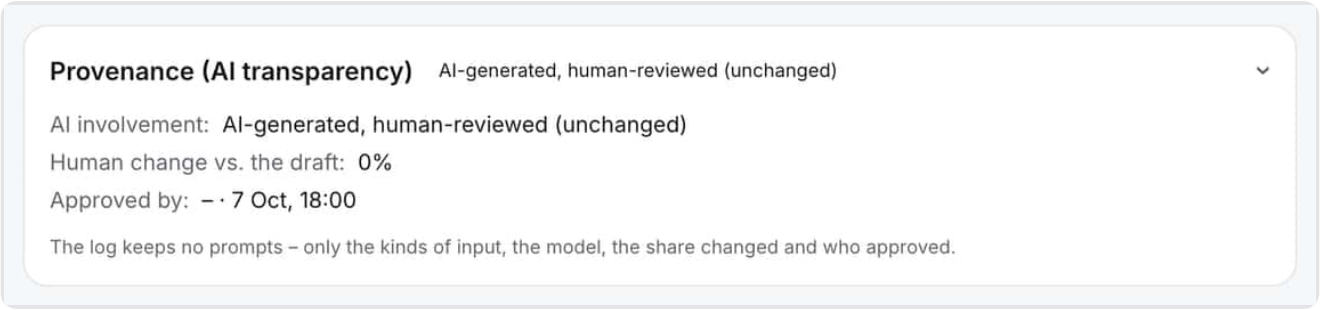


Figure 120 – Provenance (AI transparency) of a published post: AI involvement, human change, approver, sending and the log.

- **AI involvement** and **Human change vs. the draft** (as a percentage).
- **Model** and **Input types** (e.g. idea, calendar, news – without their content).
- **Approved by**, **Client approved**, **Edited by**, **Sent** (with the AI disclosure applied), **Image** (own or AI-generated).

- **Log** – the events in order (AI draft, edit, approval, sent…).

> i Posts are written by Claude (Anthropic) through Sayweek's own account. Anthropic, OpenAI and Google don't train their models on data received through their paid APIs, and Sayweek doesn't train any general model with your content. Passwords, tokens and payment details never reach the AI.

16 FAQ and troubleshooting

Help · support

Short answers to the most common questions and problems, with what to do. If you don't find the answer here, check the app's built-in help or write to us – the end of this chapter explains how.

Publishing

I approved the post, but it wasn't published. What happened?
Check the post's status. **Queued**: Sayweek is sending it and retries temporary errors by itself. **Approved**: handed to the social network or Postiz, it appears at its scheduled time. **Error**: publishing failed even after several attempts – open the post to see the reason in a red box at the top. Fix it (e.g. reconnect the account, shorten the text), then click **Approve and schedule** again. The weekly plan's **Error / conflict / no image** filter collects the failed posts.

The post says "Approved", but it didn't go out live.
A new workspace starts in test mode: approved posts don't go out live then (they land in Postiz as drafts: "Sent to Postiz as a draft (test mode, it won't be published)."). To go live, choose live mode on **Settings → Postiz**. The same happens when publishing is paused (Settings → Brands & channels → **Pause publishing**) – a bar at the top shows it, and ▶ **Resume** in the same place lifts it.

"This channel has no publishing route (Postiz or a direct account)..."
No account is connected to the channel. Connect one on **Settings → Brands & channels**, then approve the post again.

Can anything be published without my approval?
No. A post is only scheduled after you approve it – in the app or with one tap from the phone notification. On the Compliance page you can make this a guarantee (**Every post is approved by a person**), and **Pause publishing** (Brands & channels) stops all publishing at once.

Connections and integrations

An integration says "Needs attention". What do I do?
On All integrations, click the **Needs attention** filter, open the card, read what to do and click **Configure →** (for social accounts, reconnect). After fixing, run **Test connection**. If a post moved to Error while the connection was expired, approve it again after reconnecting.

"The LinkedIn sign-in has expired – reconnect it."
Direct connections' sign-ins expire over time (a week before, the card already warns: "The sign-in expires within a week..."). Reconnect the account – your settings stay.

Why does an integration say "Coming soon"?
It isn't switched on on this server yet (the provider keys are missing), or it isn't built yet. **Request this integration** in the panel lets us know you need it.

Q “Google hasn't verified this app” – is it safe to continue?

Yes: the features are available, but Google is still reviewing Sayweek and shows this warning until then. Click **Advanced**, then **Go to Sayweek (unsafe)**. Sayweek only reads and only asks permission for what you switch on.

Q I connected the channel directly, but some posts say “Scheduled in Postiz”.

Postiz scheduled those posts, so they go out through Postiz. In the channel editor, the weekly plan and the post editor, **Switch to direct** moves them: Sayweek deletes them from Postiz, and they go out directly at the same time; the text, image and approval stay. Anything that can't be moved stays on Postiz. When you switch a channel to direct, the confirmation's **Send the … already scheduled posts directly too** checkbox does this right away.

Q The Threads post page says “Reconnect Threads” where the replies should be.

On the page of a post published directly to Threads, the **Replies on Threads** section shows the conversation (you can reply and hide other people's replies). This needs new Threads permissions that Meta is still reviewing – until then, or when the sign-in has expired, the section shows this message. Publishing and analytics work regardless.

Q Does Sayweek read my calendar and e-mail?

Only if you connect them, and only read-only. E-mail text is never stored – only the short, anonymised idea written from it; names are masked before anything reaches the AI, and contract, price, health and legal topics are left out.

AI and quotas

Q “You've used your plan's … AI posts this month…”

The monthly AI quota is used up. Buy +50 AI posts for €9 (Settings → Subscription → **Buy now**), upgrade, or wait for next month. Manual editing, approving and publishing keep working. Failed generations don't count.

Q “The Anthropic API is overloaded right now or you've hit your limit…”

That's not your monthly quota: the AI provider is temporarily overloaded. Wait a few minutes and try again.

Q Which AI writes the posts – and does it train on my data?

Posts are written by Anthropic's Claude. Anthropic doesn't train its models on data received through its API, and Sayweek doesn't train any general model with your content – style rules learned from your edits stay in your own workspace.

Signing in and your account

Q I forgot my password.

On the sign-in page click **Forgot password?**, enter your e-mail and click **Send link**. The link is valid for 1 hour (check your spam folder too). Once the new password is saved, your other sessions are signed out.

Q “After 5 failed attempts the account is locked for 15 minutes.”

Wait 15 minutes, or set a new password with Forgot password? – a successful reset lifts the lock. If you signed up with Google, you may not have a password at all: sign in with Google.

Q My two-factor code isn't accepted.

Check that your phone's clock is correct and always enter the newest code (each code works only once). After too many wrong codes, two-factor sign-in is locked for a while. If you lost the authenticator app and can't sign in any other way, write to us from your account's e-mail address.

Q I lost my phone. What should I do?

From any computer open **Account & security → Devices & sessions** and click **Sign out** in the phone's row (or **Revoke** under **Connected devices** on the Apple page). If you fear someone else has access to your account, use **Sign out everywhere** and change your password.

Notifications, subscription, data

Q A red bar says there's an extraordinary event. Did Sayweek stop my posts?

No – nothing stops by itself unless you switched on auto-hold. Click **Review** (or open the Watch page), decide which posts to pause and for how long, or click **Doesn't affect us**.

Q My referral discount disappeared from the list.

If the referred customer's first payment was refunded or charged back, the referral shows as **Withdrawn**: the discount is taken back, and if it was already used on an invoice, the same amount is added to your next one.

Q Why didn't my post go out in the approval chain?

It's scheduled only after the final step. The post's **Approval chain** card shows whose turn it is (**Waiting for them**), the deadlines and the history; if someone requested changes, submit it again after fixing it.

Q Notifications don't arrive.

The reminder only comes when tomorrow's slots still have an unapproved or empty post. Push notifications have to be turned on per device (Settings → Reminders → **Turn on notifications**, then **Test notification**). For e-mail, tick **Also email me at:** and check your spam folder.

Q The invoice e-mail didn't arrive. Where can I find it?

Every issued invoice is in **Settings → Subscription → Invoices** – download the PDF from there any time.

Q Can I cancel any time?

Yes, monthly and annual subscriptions alike, on **Settings → Subscription**. Everything works until the end of the paid period; after that writing and posting pause, and your data stays.

Q What happens when I downgrade?

The switch applies right away; Stripe credits the difference on your next invoice. Nothing is deleted, but the brands and channels over the limit (the newest) are paused: they get no new posts and don't publish. On the Subscription page you can choose which stay active (**Choose what stays active**); upgrading resumes the paused ones right away.

Q Where is my data stored?

In an EU database (Neon), with the app hosted on Vercel. Access tokens are encrypted, and every workspace is strictly isolated. Details in the privacy policy and on Settings → Data and privacy.

Q How do I export or delete my data?

On **Settings → Data and privacy**: **Download export** (JSON) or **Delete account**. Deletion removes all of the workspace's data for good; posts already published have to be deleted on the network itself, and tax invoices are kept for 5 years.

Q Why does my photo look different on Instagram from what I uploaded?

When sending, each network gets a copy fitted to its own rules: whatever falls outside its ratio is cropped or padded according to the **Aspect-ratio fitting** setting (**Settings → Postiz**), and where needed it's converted to JPEG and compressed. The original photo in Sayweek doesn't change. You can see in advance what will happen in the editor's blue box and in the lines of the quick post preview (Writing chapter, Automatic fitting when sent).

Q The line shows the wrong city. What do I do?

Tap **I'm not here** next to it, type the city (the time zone fills in by itself) and until when you're there, then **Save** – the correction applies right away. The line also says how Sayweek knows the place (from your phone's location, set by you, from your calendar, or home); the order is explained in Time zone and travel (Approval and scheduling chapter). Sayweek never guesses your location from your network or VPN address.

Q The connection dropped while I was sending a quick post. Did it go out twice?

No. Sayweek checks whether the post went out (**The connection dropped – checking whether it went out…**) and shows the result if it did. If you retry, the same post still doesn't go out a second time.

Is Sayweek working right now?

If something is unusually slow or a post didn't go out on time, check the public **System status** page – it works without signing in and refreshes every minute. It shows the status of each service (web and mobile app, database, scheduler and background jobs, publishing, AI writing, e-mails and notifications) and any open incidents. If publishing or the scheduler is affected, you don't need to do anything: approved posts wait in line and are retried automatically after the incident.

Help and support

Figure 121 – The built-in help panel: articles for this screen, the help assistant and topics.

1. Click the **?** button in the header (**Help**) – most page titles also have a small help icon that opens the article for that page.
2. **For this screen** lists the guides for the page you're on; below are the topics and the search.
3. If you don't find the answer, choose **Ask the help assistant**: an AI assistant answers from the help articles and links the article.

If that doesn't get you further, write to **hello@sayweek.com**, ideally from your account's e-mail address – your message becomes a support ticket, and we reply to that same address. To help us help you quickly, include:

- which workspace and brand it's about,
- what you did, what you expected and what happened instead,
- the error message word for word (or a screenshot),
- when it happened and on which device (browser, iPhone or Android app).

You can attach screenshots too. Our reply's subject carries the ticket number (e.g. "[#1042]"): when you answer that e-mail, we continue in the same ticket – a closed ticket reopens. Automatic replies (e.g. out-of-office messages) don't become tickets.

Rate our help

When we close a ticket, the closing reply usually ends with the question "How did we do?" and two links: **Good** and **Not so good**. One click is enough – the link opens a short Sayweek page in the ticket's language, without signing in, and records your choice.

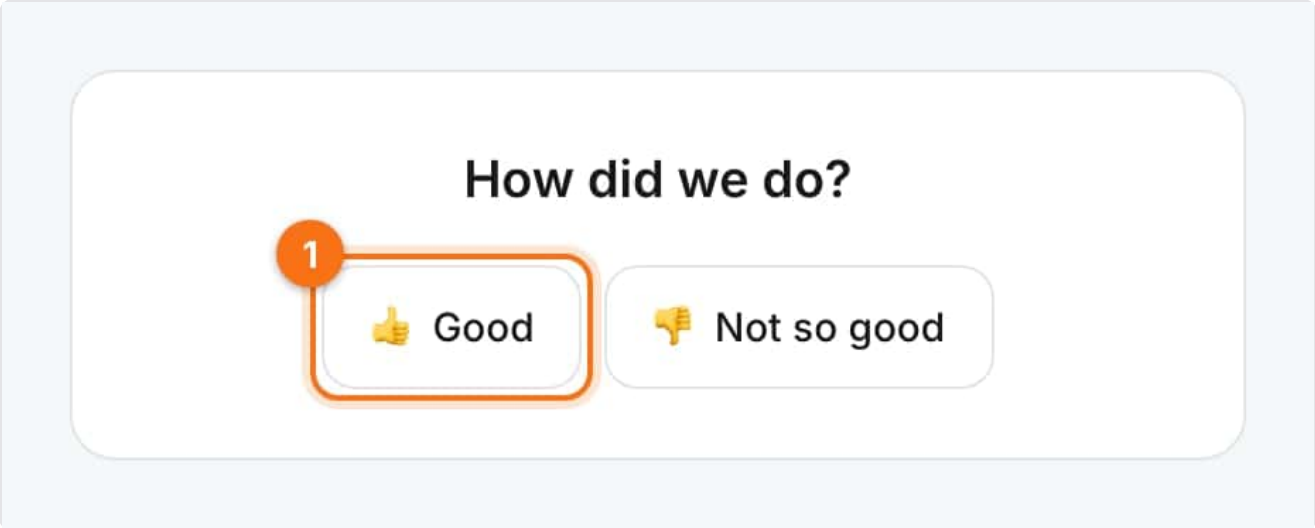


Figure 122 – The rating page: the question and the two buttons. After a click it thanks you, and you can add a comment.

1 **Good / Not so good**	You can change your mind here too: a later vote replaces the earlier one.
Comment	After voting, the **Anything you'd like to add? (optional)** field and the **Send** button appear – the team reads your comment.

i The link only rates this one ticket: it doesn't sign you in and doesn't show the conversation.

! **Important**
Never send a password, two-factor code, API key or any other secret – we don't need them and will never ask for them.

✓ **Tip**
At the bottom of every help article you can answer **Was this article helpful?** – the team reads your comment. Request missing integrations on the All integrations page (**Need another integration?**).