



PROFESSIONAL & PREMIUM

The Social Media **Scheduler** Setup Guide

One dashboard. All platforms. Plan, write, and publish content across every channel — no Hootsuite, no Buffer, no extra cost.

Step 1: Connect Your Platforms

Go to [Marketing](#) → [Social Planner](#) → [Settings](#) → [Connect Accounts](#) . Connect each platform you use.

Platform	What You Need	Notes
Facebook	Page Admin access to your Business Page	Personal profiles cannot be scheduled to — must be a Business Page
Instagram	Instagram Business or Creator account connected to your Facebook Page	Must be connected via Facebook in Meta Business Suite first
Google Business Profile	Owner or Manager access	Posts appear directly in your Google listing — great for local SEO
LinkedIn	Your personal profile or Company Page	Personal profiles work; Company Pages need admin access
Twitter / X	Your account login	Authorise via OAuth in dAIsy settings
TikTok	TikTok Business account	Available in dAIsy — connect via TikTok for Business

Step 2: Plan Your Content Calendar

Before you start scheduling, decide your content rhythm. Consistency beats frequency — it's better to post 3 times a week reliably than 7 times for two weeks and then nothing.

Recommended starting point for a service business: 3 posts per week on 2 platforms. Once this feels sustainable, increase to 5 posts/week. Never start at a pace you can't maintain.

The 3-Post-Per-Week Content Framework

Post Type	When	What to Say	Tone
Value Post	Monday	A tip, insight, or piece of advice relevant to your ideal client. Answer a question they commonly ask.	Helpful, generous, expert
Social Proof Post	Wednesday	A result, testimonial, or before/after from a recent client. Specific numbers are more convincing than vague claims.	Proud but not boastful
Personal / Behind-the-Scenes	Friday	A glimpse of you, your team, or your process. People buy from people. Authenticity builds trust faster than polish.	Warm, honest, human

Step 3: Write a Month of Content in One Session

The most efficient way to manage social media is to batch-create content. Set aside 2 hours once a month and write all your posts for the coming 4 weeks. Then schedule them all in dAIsy and forget about it.

1 Prepare Your Content Bank

Before your batch session, collect: 4 tips or insights relevant to your clients, 2–4 client results or testimonials (ask recent clients this week), 4 behind-the-scenes moments (take your phone to work for one day)

2 Open dAIsy Social Planner

[Marketing](#) → [Social Planner](#) → [New Post](#) . Write each post directly in dAIsy or use the AI writing assistant to generate a first draft.

3 Set the Schedule

For each post: choose your platforms, set the date and time (use the recommended times below), upload any images, and click Schedule.

4 Review Before Publishing

Spend 10 minutes at the start of each week reviewing scheduled posts. Check for anything time-sensitive that needs updating.

Best Times to Post (by Platform)

Platform	Best Days	Best Times	Notes
Facebook	Tue, Wed, Thu	9–10am, 12–1pm	Engagement drops significantly after 5pm
Instagram	Mon, Wed, Fri	8–9am, 11am–12pm, 7–9pm	Evening posts often outperform daytime for B2C service businesses
Google Business Profile	Any (Google shows recent posts)	Any time	Post at least once a week to stay active in local search
LinkedIn	Tue, Wed, Thu	8–9am, 12pm, 5–6pm	Avoid weekends — LinkedIn engagement drops 70% Sat–Sun

Step 4: Use dAIsy's AI Writing Assistant

dAIsy's AI assistant can draft social posts for you. Here are the prompts that produce the best results.

VALUE POST PROMPT

"Write a social media post for a [TYPE OF BUSINESS] business sharing a tip about [TOPIC]. Keep it under 150 words. Use a conversational tone. End with a question to encourage comments."

SOCIAL PROOF POST PROMPT

"Write a social media post sharing a client result. The client was a [CLIENT TYPE]. The result was [SPECIFIC RESULT]. Keep it under 100 words. Don't use jargon. Make it feel genuine, not salesy."

BEHIND-THE-SCENES POST PROMPT

"Write a short social media caption for a behind-the-scenes photo of [WHAT THE PHOTO SHOWS]. Keep it under 80 words. Warm and personal tone. Include a question at the end."

Connecting Social Media to Your Lead Flow

Every social post is a potential lead source. Make sure your social profiles are set up to capture leads directly into dAIsy.

- **Facebook Page:** set your primary CTA button to 'Book Now' or 'Contact Us' — link to your dAIsy booking calendar
- **Instagram:** use the link in bio to point to your lead capture funnel or booking page
- **Google Business Profile:** add your booking URL as your primary website link
- **In dAIsy:** go to Marketing → Social Planner → each connected account and verify the outbound links are correct
- **Track which platform generates the most leads:** tag every inbound lead with its source in your dAIsy CRM