SpreadPosts
By TopGrade Software House

SALES & FEATURE GUIDE

# Create once. Review confidently. Publish across platforms.

Plan and approve multilingual social content from one connected workspace.

**BUILT AROUND YOUR PUBLISHING WORKFLOW**

| 01 | 02 | 03 | 04 |
|---|---|---|---|
| **Prepare** | **Review** | **Schedule** | **Publish** |

With brand facts, human approvals and publication records kept together.

**11**
social destinations*

**3**
interface languages

**1**
shared workflow

*Integration coverage includes activation-dependent formats and manual TikTok handoff. This guide describes the local product build as of 11 October 2026; it is not a promise that every feature is live.

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THE PRODUCT AT A GLANCE

# A shared workspace for social teams.

For businesses, in-house marketing teams and agencies managing content across brands and destinations.

01

## Prepare with context

Keep brand information, source material, artwork and multilingual drafts in one place.

02

## Approve the exact version

Review the caption, media, destination and time together, with changes returning to review.

03

## Follow the outcome

Track publication receipts, investigate uncertain sends and report the data actually observed.

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HOW TO READ THIS GUIDE

CORE

### Implemented product capability

Part of the application workflow. Role, plan and deployment settings still apply.

SETUP

### Implemented, requires activation

Needs optional tools, provider permissions, credentials or account checks. It may remain Off.

PLANNED

### Not implemented

Shown separately so planned work is never confused with features you can buy today.

**A capability guide, not a live-service guarantee**

Only a LinkedIn personal text publication has recorded live acceptance in the reviewed evidence. Confirm each required feature during your demo.

01 / BRAND & CONTENT

# Create with brand facts in view.

Bring source information, language versions and review assistance into the content preparation process.

CORE

## Brand workspaces

- **Multiple brands.** Keep each brand's content, destinations and access together.
- **Brand identity.** Maintain logos, source information, contacts and review guidance.
- **Verified facts.** Record approved claims, prices and dates with their source and revision history.

SETUP

## Source material & imports

- **Reviewed imports.** Preview CSV, pasted text, public HTTPS pages and text PDFs as fact proposals.
- **Scanned PDFs.** Extract suggestions from up to three pages with OCR.
- **Human verification.** Correct and approve facts separately before they become trusted brand information.

SETUP

## Content quality checks

- **Caption checks.** Compare factual claims with verified brand information.
- **Artwork checks.** Compare extracted image text with captions and approved facts.
- **AI suggestions.** Generate caption drafts for review, with usage limits and generation records.

SETUP

## Three-language workflow

- **Content versions.** Prepare English, Urdu and Roman Urdu from a shared factual brief.
- **Consistency review.** Check important names, numbers and meaning across versions.
- **Localized interface.** Use translated controls and notices, with right-to-left Urdu layouts.

### Human review stays central

Factual checks, OCR and AI assistance support the reviewer. They do not certify accuracy or translation quality.

02 / PLANNING & APPROVALS

# Turn drafts into reviewed plans.

Keep ownership, revisions, feedback and timing connected throughout the publishing process.

CORE

## Composer & revisions

- **Destination-specific drafts.** Prepare captions, links, media and network settings.
- **Preview before approval.** See the chosen content and destination requirements together.
- **Version history.** Track edits; changed content creates a new version for review.

CORE

## Team & client review

- **Review queue.** Submit content, approve it or request changes with a recorded decision.
- **Frozen review links.** Share a specific version for external feedback.
- **Client decisions.** Keep feedback and client approval records linked to the reviewed content.

CORE

## Calendar & campaigns

- **Three calendar views.** Plan in month, week or agenda view with brand and network filters.
- **Clear timing.** Use brand timezones and destination-level posting schedules.
- **Campaign organization.** Group related posts and follow each destination's outcome.

CORE

## Control after scheduling

- **Rescheduling.** Move a post through a new reviewed revision.
- **Cancellation & pause.** Stop unsent work or pause workspace publishing.
- **Publication evidence.** See receipts, errors and uncertain outcomes with recovery actions.

### Approval follows the content

Approval applies to the reviewed version, including selected media and settings. Later edits must pass the relevant review again.

03 / PRODUCTIVITY & MEDIA

# Prepare more efficiently.

Build repeatable workflows while keeping every new draft and imported asset inside the normal review process.

SETUP

## Reusable content

- **Post templates.** Reuse approved structures and variables.
- **Content blocks.** Keep reusable captions, verified fact references and hashtag sets.
- **Recurring drafts.** Generate repeating drafts in bounded series; stop a series when it is no longer needed.

SETUP

## Bulk planning & follow-ups

- **Bulk CSV drafts.** Preview imported rows and proposed posting times.
- **Schedule slots.** Suggest brand posting times during preparation.
- **Comments & X threads.** Use reviewed manual handoffs or eligible automatic follow-ups after a confirmed opening post.

CORE

## Media library

- **Batch uploads.** Upload up to 20 local files in one batch.
- **Find & reuse.** Search, filter and sort assets; see usage and processing status.
- **Format preparation.** Optional image carousels, video processing, thumbnails and inspected PDFs support network-specific delivery.

SETUP

## Cloud creative imports

- **Google Drive.** Import one file or up to 20 selected files, with per-file results and retry.
- **Canva.** Export up to 20 selected design pages as PNG in your chosen order.
- **Ready-for-review assets.** Check types, size and file integrity before using imported media.

### Automatic follow-ups have a defined scope

Automatic first comments currently cover eligible Facebook posts. Automatic X replies require approval and spending controls. Other supported destinations use manual handoff.

04 / NETWORK COVERAGE

# Your main publishing destinations.

Formats below are implemented. Each destination still requires activation, eligible accounts and successful account-level checks.

## Facebook

SETUP

Destination: Pages

Text, links, images, ordered photo posts and video.

Video processing, approved Page permissions and advanced media activation apply.

## Instagram

SETUP

Destination: eligible professional accounts

Feed images, image carousels, Reels and supported image/video Stories.

Stories require an eligible Business account. Instagram Login and Facebook-linked connection paths are supported.

## X

SETUP

Destination: connected user account

Text, links, up to four ordered images or one video. Reviewed thread follow-ups.

An owner-confirmed spending cap is required. Video: one MP4 up to 20 MB; replies depend on account eligibility.

## LinkedIn

SETUP

Destination: personal profile or authorized company Page

Text, links, image, video and PDF document posts.

Video up to 20 MB; inspected PDF up to 10 MB / 100 pages. Profile, Page and analytics permissions are separate.

### Formats are destination-specific

The composer checks supported formats and account settings. One connection does not authorize every format, company Page or reporting permission.

05 / NETWORK COVERAGE

# Communities, video and TikTok.

Prepare content for the destination, with community rules, privacy choices and publication evidence built into the workflow.

## Reddit

SETUP

Destination: selected eligible communities

Text/link submissions, one native image, galleries up to ten images, or video with an approved cover.

Titles, flair and community-rule checks are included. Native media needs Reddit commercial/native-upload acceptance.

## YouTube

SETUP

Destination: authorized channel

Resumable video uploads, processing recovery, title/description and visibility settings.

Includes made-for-kids choices and Shorts preparation checks. YouTube decides Shorts classification. Public/unlisted uploads require project approval.

## TikTok handoff

SETUP

Destination: manually authorized TikTok account

Prepare downloadable media/caption packages, reminders and publication evidence.

Scheduling creates a handoff. A person finishes publishing in TikTok and records the outcome.

## TikTok direct-post review

SETUP

Destination: eligible account connected through OAuth

Review one approved MP4 or up to four photos, choose current creator options and consent to upload.

Requires the member to be present. App permissions, verified media hosting and audit for public visibility apply.

**TikTok distinction:** member-present direct posting is implemented; unattended scheduled direct posting is not.

06 / NETWORK COVERAGE

# Reach additional channels.

Use the same content review and publication tracking model as you extend your destination mix.

## Threads

SETUP

Destination: connected Threads profile

Text, image, one video or mixed carousels of up to four ordered items.

Private media containers can resume processing before final publication. Meta publishing access is required.

## Pinterest

SETUP

Destination: chosen board

Image Pins with title, description and link, or one video with an approved image cover.

Video up to 20 MB. Requires approved API access; processing completes before the Pin is created.

## Bluesky

SETUP

Destination: connected account

Text, links, up to four images or one video.

Connect through an app password. Video up to 20 MB requires verified account email. Uncertain posts use their original record identity.

## Telegram

SETUP

Destination: channel managed by an authorized bot

Messages, photos, video, ordered photo/video albums and separate PDF documents.

Albums support up to ten items; video up to 20 MB; PDF up to 10 MB. Bot posting rights and every album receipt are checked.

### One workflow, different platform capabilities

Limits shown here describe the current SpreadPosts implementation, not each network's maximum. Platform names identify integrations and do not imply endorsement.

07 / COLLABORATION & INBOX

# Keep conversations accountable.

Give the right people access to each brand and keep reviewed replies separate from uncertain delivery outcomes.

CORE

## People & brand access

- **Roles & invitations.** Invite teammates and control viewing, editing and approval actions.
- **Brand permissions.** Limit access to the brands each person is allowed to manage.
- **Shared work.** Use review records, notifications and assignments to keep responsibility visible.

SETUP

## Public comment inbox

- **Facebook & Instagram.** Refresh comments on owned publications and load older pages.
- **Conversation tools.** Read nested replies, filter conversations and assign an eligible teammate.
- **Reviewed replies.** Authorized approvers send replies; uncertain delivery goes to recovery.

SETUP

## Private Meta inbox

- **Text & media.** Reviewed text, JPEG or MP4 replies; Facebook also supports PDF.
- **Conversation history.** Encrypted stored messages, signed incoming events and bounded history.
- **Fixed automatic replies.** One approved response per conversation per 24 hours, after a new inbound event.

SETUP

## Private X replies

- **One-to-one conversations.** Manually refresh supported history.
- **Reviewed delivery.** Send text or one JPEG up to 5 MB to an existing conversation.
- **Spending & recovery.** Require messaging permissions and a spending cap; block blind duplicate sends.

### Private reply boundaries

Meta media/PDF replies are limited to 8 MB. Reply windows and permissions apply. X uses a recent-inbound 24-hour rule. Audio and generated conversational bots are planned.

08 / ANALYTICS & REPORTS

# Measure what has actually happened.

Keep results useful by showing their source, observation time and coverage instead of turning missing data into zero.

SETUP

## Network performance

- **Post counts.** YouTube, X, Facebook, Instagram and Reddit observations.
- **Advanced insights.** Eligible Instagram Insights, LinkedIn post analytics and owned TikTok video counts.
- **Scheduled collection.** Refresh recent publications in bounded batches with rate-limit backoff.

SETUP

## Compare & learn

- **Campaign comparisons.** Compare accessible campaigns by destination and observed metrics.
- **Audience history.** Record Facebook, Instagram and X followers, plus YouTube subscribers.
- **Posting-time patterns.** Review engagement patterns once a brand/network has at least 30 measured posts.

CORE

## Branded client reports

- **Scoped reports.** Filter brand, date and network; print or export permitted results.
- **Report customization.** Optional logo, title, accent and footer settings.
- **PDF & delivery.** Optional multilingual PDFs and weekly/monthly email to authorized members.

SETUP

## Business results

- **Tracked links.** Connect social campaigns to supported first-party outcomes.
- **Source-aware reporting.** Keep outcome data, provider counts and their freshness distinct.
- **History exports.** Download accessible publication history and results for follow-up analysis.

### Fair comparisons need context

Each network defines its metrics differently. Missing, stale or hidden observations remain visible; audience growth uses known dated observations only.

09 / INTEGRATIONS & CONTROL

# Connect your systems. Keep control.

Extend the workflow with scoped access, accountable operations and safeguards around publishing.

SETUP

## Business-system connections

- **Scoped REST API.** Read permitted brands, accounts, posts and receipts; create reviewable drafts.
- **MCP tools.** Use the same scoped permissions for connected tools.
- **Signed events.** Deliver publication outcomes to an approved endpoint with bounded retries.

CORE

## Account protection

- **Two-factor authentication.** Protect sensitive connection and management actions.
- **Connection lifecycle.** Check account permissions, token health, reconnect and disconnect.
- **Access boundaries.** Keep workspaces and brand permissions separate; protect stored credentials.

CORE

## Publishing reliability

- **Readiness checks.** Inspect destination setup and publishing blockers.
- **Controlled recovery.** Investigate uncertain sends before authorizing another attempt.
- **Approval safeguards.** Recheck revision, media, account access and pause state before sending.

CORE

## Operational visibility

- **Activity records.** Follow audit events, notifications and publishing outcomes.
- **Operations console.** Inspect scheduler, worker, queue and backup health.
- **Data lifecycle.** Export workspace data and use the controlled deletion workflow; backup/restore tooling needs hosting setup.

### Integrations keep the review rules

Creating a draft through the API or MCP does not bypass normal permissions and approval. Operational features do not imply an uptime or recovery-time guarantee.

10 / PACKAGES & COMMERCIAL TOOLS

# Grow with your team.

Commercial modules support account onboarding, plan limits and subscription administration when activated.

SETUP

## Onboarding

- **Public signup.** Create a verified account and an initially paused Free workspace.
- **Invitation access.** Bring teammates into an existing workspace.
- **Guided setup.** Complete account security, brand setup and destination readiness before publishing.

CORE

## Package management

- **Versioned packages.** Operators draft, publish and retire package versions.
- **Plan limits.** Set brands, destinations, team members, publications, storage and AI allowance.
- **Usage visibility.** View consumption and retained subscription limits in one place.

SETUP

## Subscriptions & invoices

- **Stripe checkout.** Owner-managed subscriptions through the configured payment provider.
- **Monthly or annual.** Offer yearly terms when a package has an annual price.
- **Billing portal.** Manage invoices and cancellation; verify payment events before granting plan access.

CORE

## Customer-facing presence

- **Branded website.** Home, feature, about, workflow and pricing pages.
- **Demo requests.** A public enquiry path for prospective customers.
- **Published policies.** Privacy and terms pages, activated after operator approval, plus shared search and social-preview metadata.

### Choose the right package after the demo

Free, Starter, Growth and Agency are the configured package families. Final pricing, limits, enabled integrations and service terms should be confirmed in your offer.

AVAILABILITY & NEXT STEP

# Choose your next step.

Use a focused demonstration to confirm your destination mix, content formats, review process and account eligibility.

**IMPLEMENTED, WITH ACTIVATION REQUIREMENTS**

Provider publishing, advanced formats, inboxes, analytics, AI/OCR, cloud imports, scheduled email reports and paid checkout are implemented but depend on their own setup and acceptance checks.

The live website may not yet contain the latest local changes. Only the earlier LinkedIn personal text post has recorded live publication evidence; it does not prove Page, media or inbox acceptance.

PLANNED

## Outside the implemented feature set

**Audio messaging.** Audio attachments and voice-message workflows.

**Generated conversational bots.** AI-generated multi-turn automated conversations.

**Unattended TikTok Direct Post.** Scheduled automatic direct publishing without the member present.

**Regional payment gateways.** A local payment provider beyond the selected Stripe integration.

**Other-network private inboxes.** Private messaging beyond the stated Meta and X scope.

## See your brand workflow in SpreadPosts.

Bring one brand, a sample post and the destinations you want to use. Confirm the required formats and approval steps before choosing a plan.

**spreadposts.com**

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