

Social AI — SOP

How this module works

An AI-powered social-media content engine — takes a client and industry and turns them into ready-to-post ideas, scripts, ad copy, and client reports, then helps you schedule and track them.

SECTIONS

● Content Brain Generates 10 content ideas at once for the selected client, month, and platforms — plus a standalone hashtag generator.	● Script Writer Writes a complete hook + main content + call-to-action script for a single topic and format.
● Ad Copy AI Generates 5 high-converting ad copies for Meta, Google, or Instagram — headline, primary text, CTA, and the psychological hook used.	● Client Reports Turns a few bullet points into a polished monthly client report, with a ready-to-send WhatsApp version.
● Trend Hunter Finds 8 current content trends for an industry and platform, each with a ready-to-use hook line.	● Content Calendar Shows every scheduled and published post on a monthly calendar, filterable by client and platform.
● Competitor Intel Analyzes up to 5 competitors in a niche and returns real gaps and opportunities you can act on.	● Auto Scheduler Schedules a post for a specific date and time, and lists everything coming up next.
● Platform Hub Platform-by-platform overview, plus the Bulk Generator for creating 10, 25, or 50 captions on one topic at once.	● Analytics Ideas generated by platform, content type, and month, at a glance.

STEP-BY-STEP WORKFLOW

- 1 Start in Content Brain — pick a client, month, and platforms, and generate 10 content ideas in one click.
- 2 Turn any idea into a full script in Script Writer, or into ad copy in Ad Copy AI, whichever the client needs.
- 3 If the client has a Brand Vault profile set up, its voice, key message, and content pillars are automatically woven into every AI prompt — no extra step needed.
- 4 Schedule the finished piece in Auto Scheduler for a specific date and time.
- 5 Track everything on the Content Calendar — see what is scheduled and what has already gone out.
- 6 Check Analytics any time for a quick read on what has been generated so far, by platform and content type.

CONNECTIONS

● 📄 Leads Every client dropdown across all 10 tabs reads directly from Leads (converted, hot, warm, and new) — no separate client list to maintain.	● 📄 Brand Vault When a client has a Brand Vault profile, its voice, key message, and content pillars are automatically injected into the AI prompt, and Guardian Check scans the generated content for anything on that client's Don't-Say list.
● 📄 WhatsApp Engine Ad copy and client reports can be opened straight in WhatsApp Engine or sent via a wa.me link — a one-way hand-off, nothing is written back here.	