

Social Media Studio

Bruno builds your strategy and drafts. You choose the direction and what goes public.

Give Bruno your business facts and references. Bruno prepares your strategy, proposed posts and images. Check the results, connect the correct accounts and deliberately choose what goes public. This guide follows a fictional Friday Coffee campaign from first setup to a populated content board.

Before you start

- Use the Bruno account with access to your intended social channels. The channel choices shown depend on your service access; selecting a channel for a plan does not connect its provider account.
- Have accurate business facts, offers, dates and useful references ready. Bruno writes the proposed bio, strategy and posts; you can supply approved copy if you already have it.
- If Did we get everything? appears after a free trial, inspect the saved answers and visual foundation. Continue with my answers reuses them and asks for what is missing; Review the full intake lets you check and change the prefilled information. An existing Studio intake stays separate unless you choose the offered import.
- For publishing, connect your own accounts: a Facebook Page you manage, an Instagram Business or Creator account, or your own LinkedIn profile. A prepared draft is not a public post.

Screenshots show the current Bruno interface with fictional Atelier Demo data and simulated requests. Sample photographs and artwork are illustrative content displayed by the real product, not evidence of new paid generation. No real accounts were connected and no posts were published.

Start with the guided intake

Add sources, if you have them

Use your real logo

Review the visual foundation

Choose the outcomes that matter

Check the business brief and planned rhythm

Ask Bruno to change the strategy

Connect only the accounts you intend to use

Choose new content or replace drafts

Let the draft batch finish

Use the month to see the bigger picture

Request a change to the selected post

Inspect the actual picture at full size

For Facebook, choose the managed Page

Give Bruno the correct name

Review Bruno's proposed description

Tell Bruno what you actually offer

Choose channels for the plan

Read Bruno's proposed strategy

Save a copy and approve the direction

Choose what should happen next

Return to the saved, approved plan

Confirm the draft batch you want Bruno to prepare

Read the weekly content board

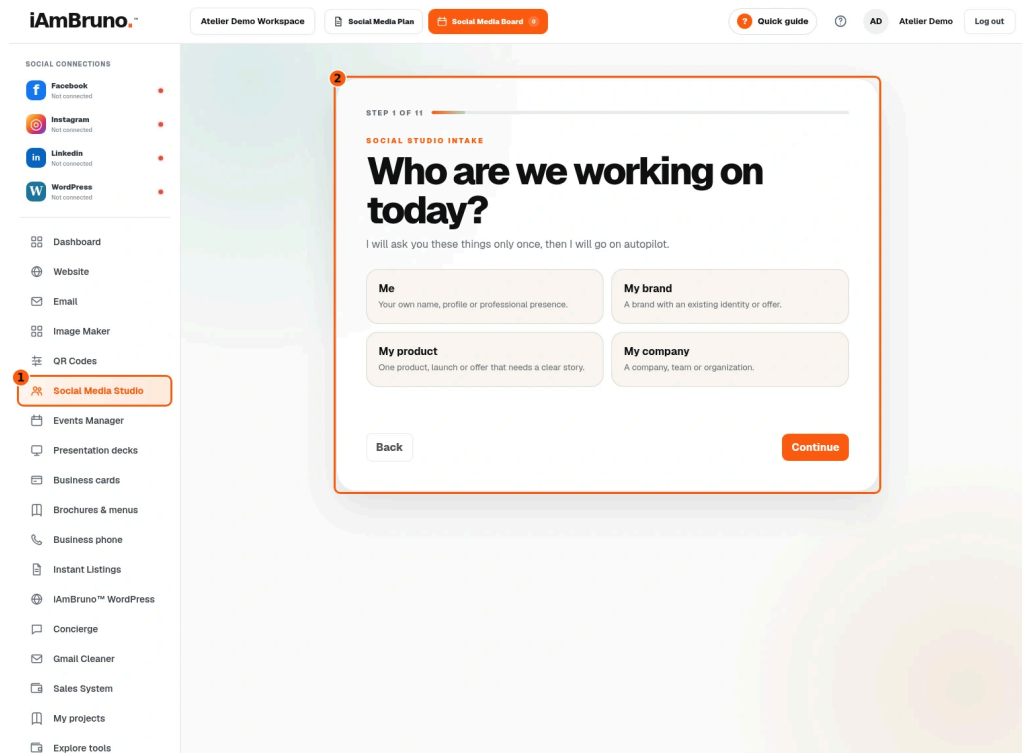
Review one actual image and caption

Check the saved revision before publishing

Check everything planned for one day

Check the connection indicators

Start with the guided intake



Atelier Demo - Example account and simulated responses.

1 The Social Studio menu entry.

2 The guided intake, inside your real dashboard.

Choose Social Media Studio from the dashboard. The real intake asks who the work is for: you, a brand, a product or a company.

Our example chooses My company. Choose the description that fits your own work, then Continue.

The persistent dashboard controls open your Social Media Plan and Social Media Board. Connection indicators tell you which accounts are actually connected.

WHAT HAPPENS NEXT

Bruno asks for the subject's name and useful sources.

Give Bruno the correct name

STEP 2 OF 11

SOCIAL STUDIO INTAKE

How would you like your company name displayed?

I will ask you these things only once, then I will go on autopilot.

1 How would you like your company name displayed?

Atelier Demo

This is how iAmBruno™ will display it on the website, social materials, and workspace.

Back

2 Continue

Atelier Demo · Example account and simulated responses.

- 1 The exact display name.
- 2 Continue saves this step.

Type the name you want displayed. We use Atelier Demo.

Check spelling and capitalization. This is your subject's name, not a prompt to invent a business identity.

Choose Continue to save it and move on.

WHAT HAPPENS NEXT

Your name is saved and the intake asks about public source links.

Add sources, if you have them

The screenshot shows a web form titled "Do you have any links?" with a progress bar at the top indicating "STEP 3 OF 11". Below the title, a message states: "I will ask you these things only once, then I will go on autopilot." The main question is "Are there public links or existing media I can use to understand this brand?". A subtext explains: "If yes, add the sources one at a time. If not, we'll go straight to your own description." There are two main options: "Yes, I have sources" (highlighted in green) and "No, not yet" (highlighted in orange). The "Yes" option includes the instruction "Add a website, social profile, press page or other public link." Below this, there is a text input field containing "https://atelier.example/" with a red circle '1' next to it. Below the input field is a button labeled "+ Add another link" with a red circle '2' next to it. At the bottom of the form, there is a "Back" button and a "Continue" button (highlighted in orange) with a red circle '3' next to it. A small note at the bottom of the form says: "iAmBruno™ will use these as research sources. You can add more later."

Atelier Demo - Example account and simulated responses.

- 1 One source per link field.
- 2 Add another source.
- 3 Continue to the proposed description.

Choose Yes, I have sources and add relevant public website, social, press or other links. Use Add another link for another source.

If you do not have public links, choose No, not yet. You can describe the business yourself on the next step.

Continue. When links are supplied, Bruno can research them and propose a bio for your review.

WHAT HAPPENS NEXT

Bruno prepares the description step from your sources or your own information.

Review Bruno's proposed description

STEP 4 OF 11

SOCIAL STUDIO INTAKE

Tell us what matters

I will ask you these things only once, then I will go on autopilot.

Tell us what matters

1 Atelier Demo is a creative studio for independent local businesses. We host Friday Coffee on 23 October from 9 AM, with conversation at 9:30 and a studio tour at 10. Keep the tone warm and direct.

Your saved description is ready to review. Edit it directly, or describe changes below and ask AI to improve it.

What should AI change?

Write every change in one go: what to add, remove, correct or emphasize.

Record voice 2 Improve with AI

Back 3 Approve bio & continue

Atelier Demo - Example account and simulated responses.

- 1 The proposed bio, available for optional correction.
- 2 Ask Bruno to improve it from your notes.
- 3 Approve the checked bio and continue.

Read the proposed bio and check the facts, audience, offer and tone. You can keep it if it is right.

Optionally edit it directly, describe changes and choose Improve with AI, or use Record voice to provide your notes. You do not have to write a polished bio from scratch.

Our example adds exact event times. Choose Approve bio & continue when the description is accurate.

WHAT HAPPENS NEXT

The approved description becomes part of the visual and strategy foundation.

Use your real logo

The screenshot shows a web interface for 'STEP 5 OF 11' titled 'SOCIAL STUDIO INTAKE'. The main heading is 'Let's get your logo sorted'. Below it, a sub-heading 'BRAND FOUNDATION' is followed by 'Let's get the logo right first.' and a brief instruction: 'Upload the real logo, or describe one for iAmBruno™ to create. This mark will stay consistent across the visual work.' The interface is divided into two main sections. Section 1, labeled '1', shows a preview of a logo with the text 'ATELIER DEMO'. Section 2, labeled '2', is a large rectangular area with a dashed border and a red 'X' icon, containing the text 'Drag and drop your logo here' and 'PNG, JPG or WEBP - SVG is not accepted'. To the right of section 1, there is a text input field labeled 'Describe the logo iAmBruno™ should create' and a 'Create logo' button. At the bottom, there are three buttons: 'Back', 'Skip', and 'Continue' (which is highlighted with a red circle and the number 3).

Atelier Demo - Example account and simulated responses.

- 1 The uploaded mark preview.
- 2 Upload your own logo.
- 3 Keep this selection and continue.

Upload your existing logo as PNG, JPG or WebP and inspect its preview. The sample Atelier logo is fictional.

If you need a new logo instead, describe it and use Create logo. That is an optional generation request, not required when you have a suitable logo.

Continue when the intended mark is selected.

WHAT HAPPENS NEXT

Bruno has the intended logo reference for the visual work.

Tell Bruno what you actually offer

PRODUCT OR SERVICE

Add a product or service

1 Friday Coffee

2 A local studio open morning for independent business owners. Doors 9 AM, conversation 9:30, studio tour 10.

3 This is a service

Drop offer Images here
Up to 3 Images - SVG is not accepted

product.webp

4 Cancel Save product/service

Atelier Demo - Example account and simulated responses.

- 1 The real offer's name.
- 2 Its description and important facts.
- 3 This offer is a service.
- 4 Save this offer to the intake.

Choose Add product or service. Give the offer a name and explain what it is, who it serves and the factual details that must stay right.

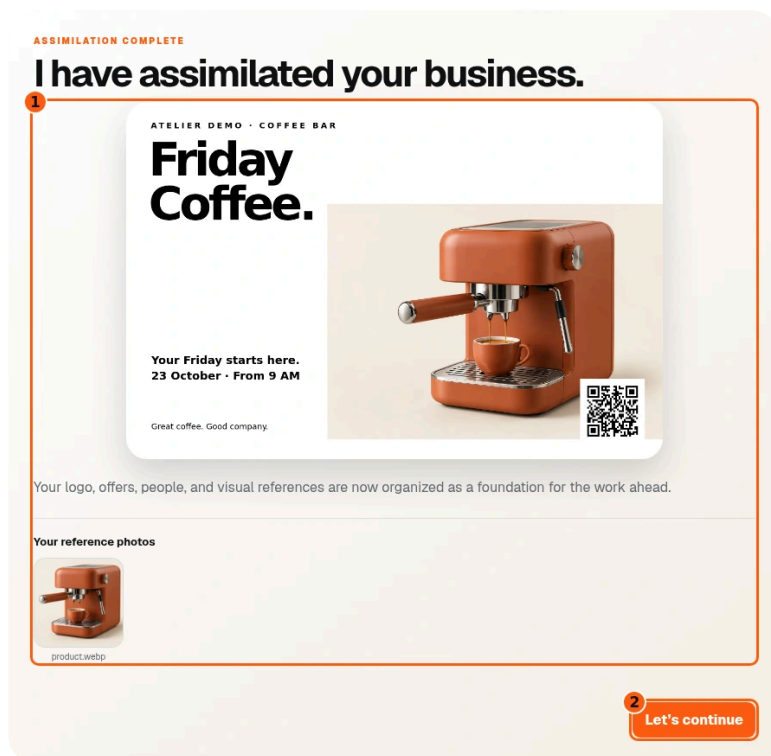
Select This is a service when appropriate. Add relevant product or service reference pictures; the example uses Friday Coffee as a service/event offer.

Choose Save product/service, then Continue. Founder and team steps let you add real people and references; those people steps are optional and can be skipped when they are not needed.

WHAT HAPPENS NEXT

The offer is retained as a reusable part of your business context.

Review the visual foundation



Atelier Demo · Example account and simulated responses.

- 1 The visual-foundation result and its references.
- 2 Continue after reviewing it.

Bruno combines the saved logo, offers and references into a visual foundation. Wait for the result rather than submitting the same step repeatedly.

Inspect the result and the source references. The artwork in these instructions is illustrative sample data supplied to the actual result renderer.

Choose Let's continue when ready to move on. No real image generation was purchased for this manual.

WHAT HAPPENS NEXT

The intake proceeds to planned channels and goals.

Choose channels for the plan

The screenshot shows a user interface for selecting social media channels. At the top, it says 'STEP 10 OF 11' and 'SOCIAL STUDIO INTAKE'. The main heading is 'Where will it live?' with a subtext: 'I will ask you these things only once, then I will go on autopilot.' Below this, there are four options, each with a checkbox and a label: 'Instagram' (checked), 'LinkedIn' (checked), 'Facebook' (checked), and 'Website blog' (unchecked). Each option has a subtext: 'Include this in the plan later.' At the bottom left is a 'Back' button, and at the bottom right is a 'Continue' button. A red circle with the number '1' is next to the first three options, and a red circle with the number '2' is next to the 'Continue' button.

STEP 10 OF 11

SOCIAL STUDIO INTAKE

Where will it live?

I will ask you these things only once, then I will go on autopilot.

1

- ☒ **Instagram**
Include this in the plan later.
- ☒ **LinkedIn**
Include this in the plan later.
- ☒ **Facebook**
Include this in the plan later.
- ☐ **Website blog**
Include this in the plan later.

Back

2 Continue

Atelier Demo · Example account and simulated responses.

- 1 The channels included in this plan.
- 2 Save the choices and continue.

Select the channels you want included in the strategy from those available to your account.

Our example chooses LinkedIn, Instagram and Facebook. These are planning choices: no provider account is connected by ticking a box.

Continue to the goals. You will connect the relevant accounts separately before publishing.

WHAT HAPPENS NEXT

Bruno knows the channels the strategy should address.

Choose the outcomes that matter

Atelier Demo · Example account and simulated responses.

- 1 Your selected business goals.
- 2 Save the complete intake and prepare the strategy.

Select the goals you want the strategy to support. Our example chooses community and a launch/event.

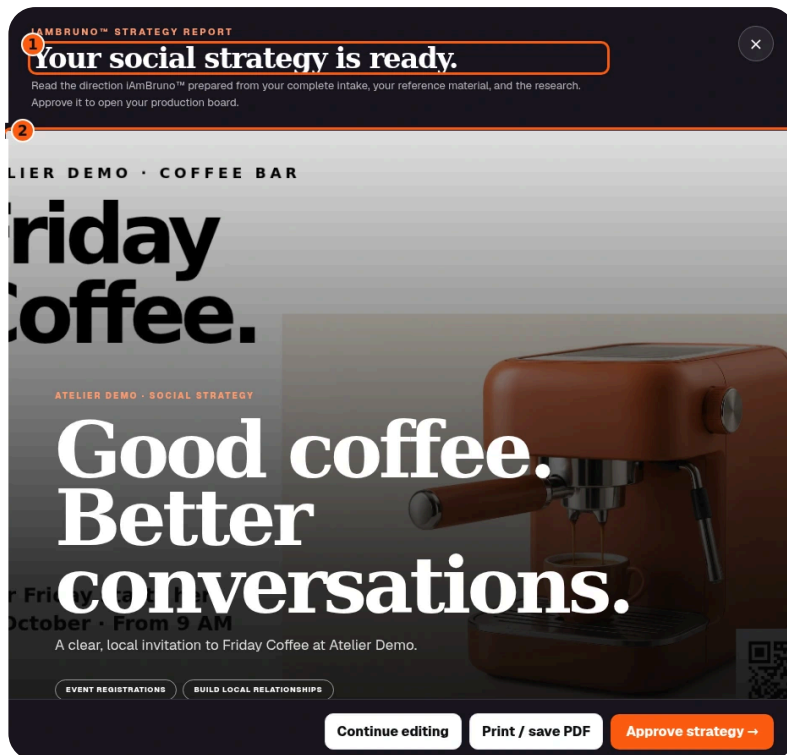
Choose the outcomes you actually need. These choices guide the proposal; they are not a promise of a particular number of sales or followers.

Choose Save intake. Bruno saves the information and prepares the strategy report.

WHAT HAPPENS NEXT

Bruno returns a proposed strategy for review.

Read Bruno's proposed strategy



Atelier Demo - Example account and simulated responses.

- 1 The proposed strategy report.
- 2 Its cover and summary, followed by the full report.

Bruno has written a strategy from your intake, references and research. Read the direction and scroll through the full report.

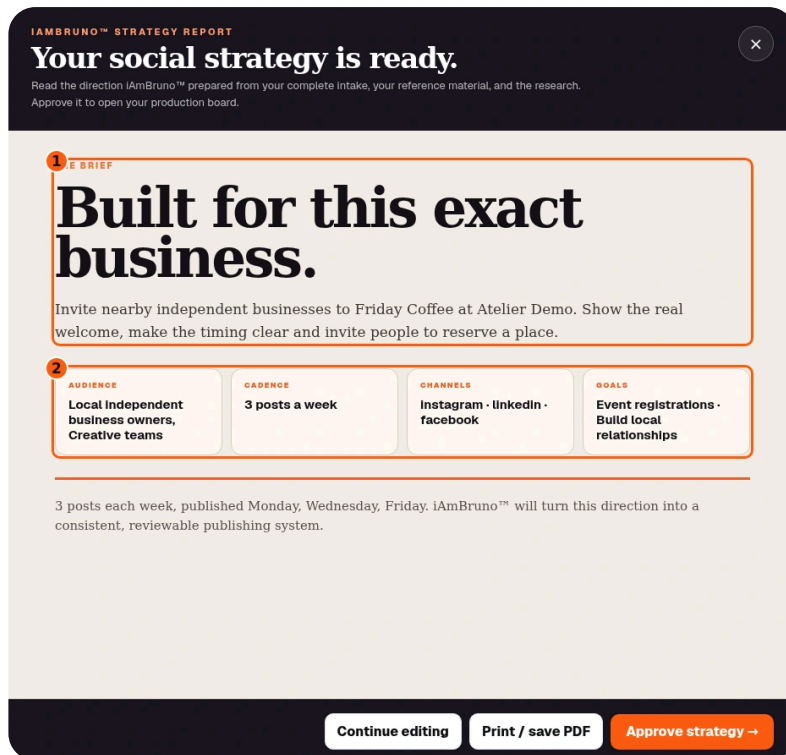
Check the audience, offer, content pillars, planned rhythm and visual direction. You can keep the proposal as it is if it fits.

The report is a proposal. Preparing it does not approve it or publish content.

WHAT HAPPENS NEXT

Check the full report before approving it. You can also print or save a copy.

Check the business brief and planned rhythm



Atelier Demo - Example account and simulated responses.

- 1 The business brief written from the saved intake.
- 2 The audience, goals and planned rhythm.

Scroll through the strategy report beyond its cover. Read the brief Bruno wrote for your actual business and intended audience.

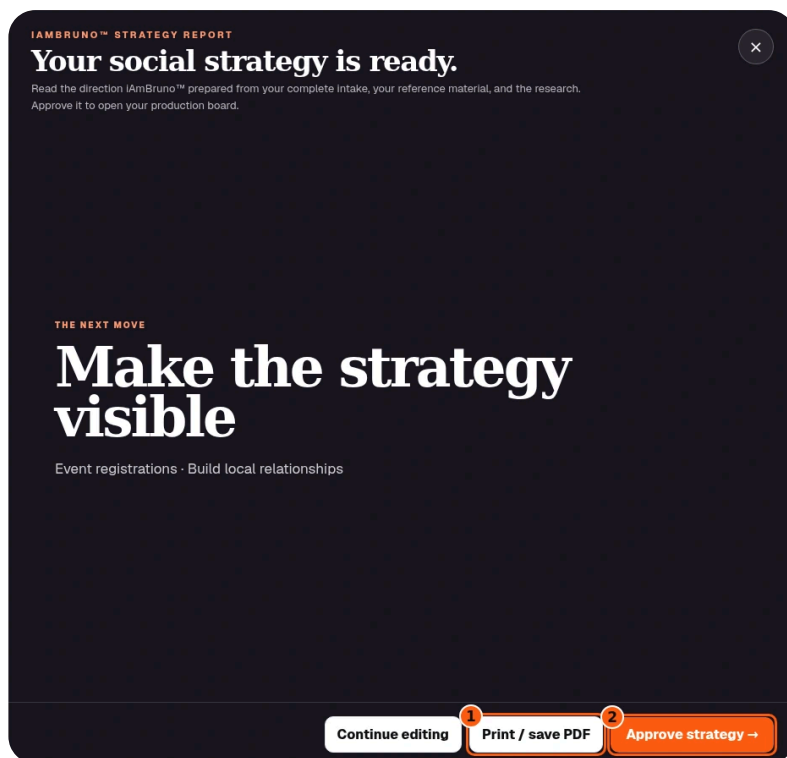
Check the proposed posting rhythm, selected channels and goals against what you want. The example plans three posts a week for local independent businesses.

Continue through the editorial pillars, visual direction and next moves. The report contains the proposal; its cover alone is not the whole plan.

WHAT HAPPENS NEXT

You have checked the practical direction before deciding whether to approve it.

Save a copy and approve the direction



Atelier Demo · Example account and simulated responses.

1 Print or save a copy of the full strategy.

2 Approve the checked direction.

Print / save PDF opens your browser's print controls for the full strategy report. Check the preview before saving.

Read the proposed strategy before choosing Approve strategy. Approval saves this direction and opens the next-action choices; it does not publish a post.

If the proposal needs changes, choose Continue editing. The conversation opens so you can ask Bruno to revise it before approval.

WHAT HAPPENS NEXT

An approved strategy opens the choices for connecting accounts and preparing draft posts.

Ask Bruno to change the strategy

The screenshot shows a user interface for requesting a strategy change. It features three numbered steps: 1. A button labeled '← Back to Studio'. 2. A text input field containing the example text: 'Make the Friday Coffee strategy more specific: doors at 9 AM, coffee at 9:30 AM and a studio tour at 10 AM. Keep the invitation friendly.' Below this field is a placeholder text: 'Tell iAmBruno™ what you want changed in the strategy.' 3. An orange 'Send' button.

Atelier Demo · Example account and simulated responses.

- 1 Return to Studio without sending or clearing your draft.
- 2 The specific strategy feedback.
- 3 Send this change request deliberately.

Choose Continue editing in the strategy report. The conversation opens with a visible message field.

Describe what should change and what should stay. Our example asks for doors at 9 AM, coffee at 9:30 AM and a studio tour at 10 AM.

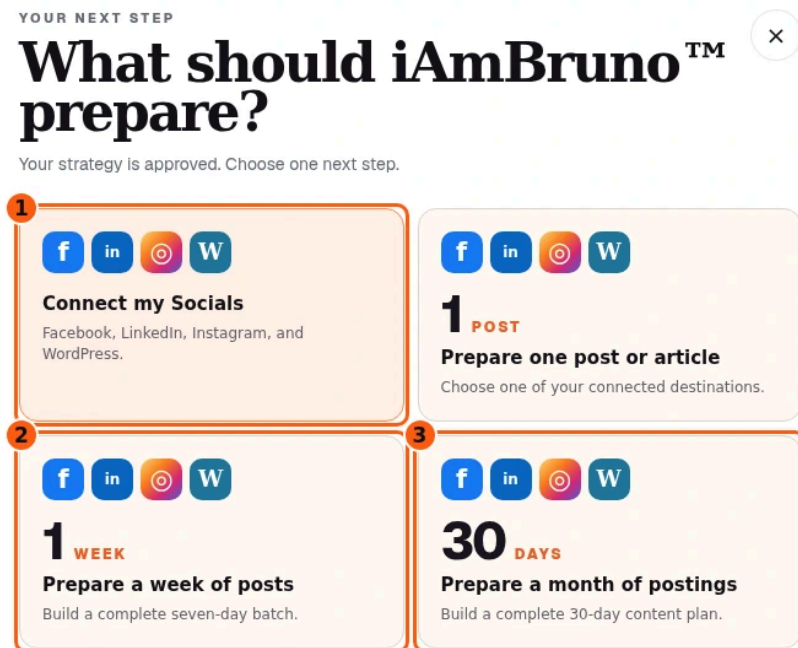
Back to Studio returns to the saved Studio view without sending, and keeps your unsent text. Choose Send when you are ready to request the revision.

Read Bruno's returned proposal and approve it only when the direction is right. Sending strategy feedback does not publish any posts.

WHAT HAPPENS NEXT

Bruno returns a revised strategy proposal for review. Publication remains a separate decision.

Choose what should happen next



Atelier Demo · Example account and simulated responses.

- 1 Connect provider accounts separately.
- 2 Prepare a seven-day draft window.
- 3 Prepare a thirty-day draft window.

After approval, choose **Connect my Socials** if you want to connect publishing destinations.

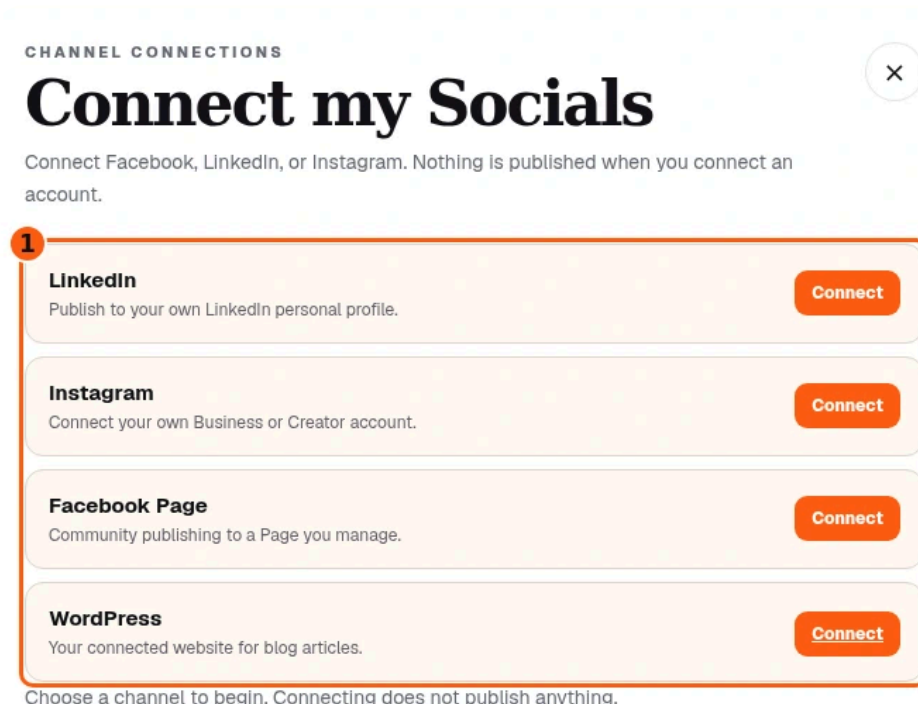
Prepare a week of posts creates a seven-day batch from the approved plan. Prepare a month uses a thirty-day window. You choose the date range before submitting.

Preparing a batch produces reviewable drafts. It does not by itself authorize ongoing public publishing.

WHAT HAPPENS NEXT

The selected connection or draft-production workflow opens.

Connect only the accounts you intend to use



Atelier Demo · Example account and simulated responses.

- 1 The real connection list, with account requirements and statuses.

The connection dialog shows each supported destination and its actual status. Follow Connect for the account you own or manage, then complete the provider's authorization.

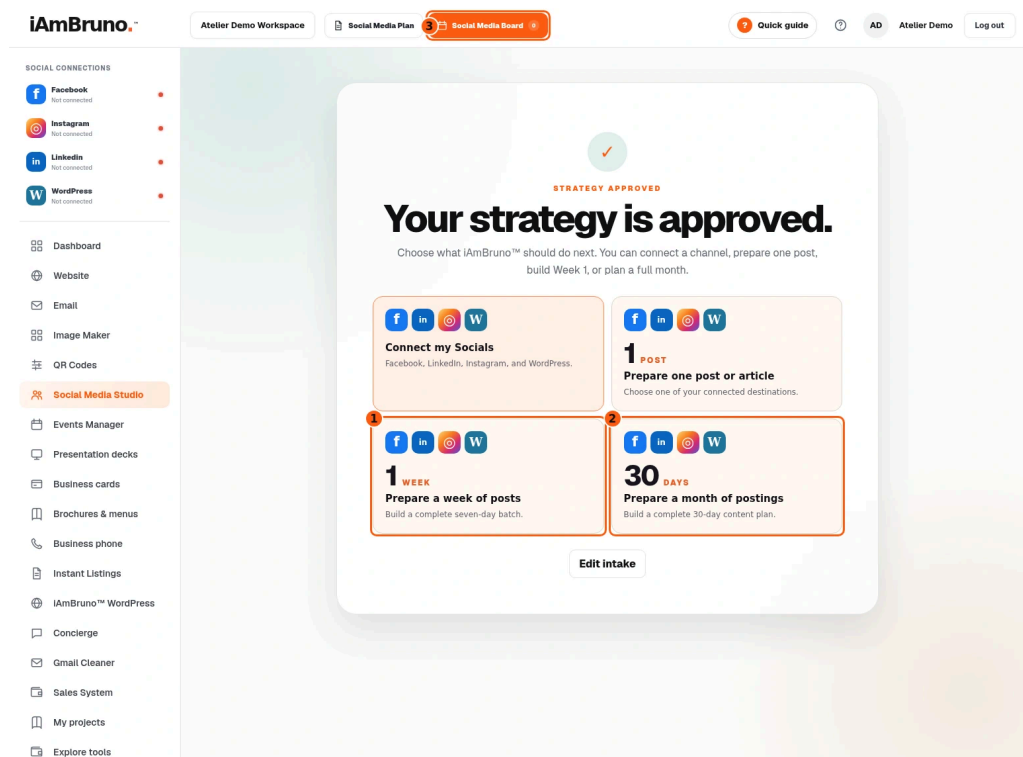
Instagram requires a Business or Creator account. Facebook uses a managed Page; LinkedIn uses your own personal profile. WordPress articles use your connected website.

Return to Bruno and check the status. A planning checkbox, an opened authorization page or a pending connection is not the same as Connected.

WHAT HAPPENS NEXT

A successful provider connection can be confirmed in the dashboard indicators. No real provider account was connected for these screenshots.

Return to the saved, approved plan



Atelier Demo - Example account and simulated responses.

- 1 Prepare a week from the saved strategy.
- 2 Prepare a thirty-day window.
- 3 Open the saved content board.

When you reopen Social Studio after approval, your next-action cards remain available. You do not need to redo the whole intake.

Choose Prepare a week of posts for this example, or the thirty-day option when that is what you need.

Use Social Media Board in the persistent dashboard header to open saved drafts later.

WHAT HAPPENS NEXT

The date-window selector opens before a new batch is started.

Choose new content or replace drafts

YOUR CONTENT - YOUR DATES

Prepare 7 days

Would you like new content, or to replace existing drafts?

1 **New**
Add content after your last existing post.

Replace
Choose a window of existing drafts, empty days, or both.

Choose a start date from Oct 19, 2026 onward. Dates before it are blocked.

October 2026

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

2 Start date: 10/19/2026 End date: Oct 25, 2026

3 Oct 19, 2026 - Oct 25, 2026
7 days from your approved plan.
Your existing content stays on the board.

Atelier Demo - Example account and simulated responses.

- 1** New content keeps existing saved content.
- 2** Your selected start date.
- 3** The exact range and effect.

Choose New content to keep what is already on the board and prepare the next allowed date window.

Check the start date, end date and summary. The minimum date depends on the approved strategy and existing calendar.

Replace drafts is a different choice: read the affected date window and draft count carefully. Scroll down to check the full summary before submitting.

WHAT HAPPENS NEXT

Your selected range and action are ready for the final check; nothing has been submitted yet.

Confirm the draft batch you want Bruno to prepare

The screenshot shows a two-step process for creating a draft batch. Step 1 is a light gray box with an orange border containing the date range 'Oct 19, 2026 – Oct 25, 2026', the duration '7 days from your approved plan.', and the note 'Your existing content stays on the board.' Step 2 is an orange button with the text 'Create 7 days'.

1 Oct 19, 2026 – Oct 25, 2026
7 days from your approved plan.
Your existing content stays on the board.

2 Create 7 days

Atelier Demo · Example account and simulated responses.

- 1** The exact range and effect on saved content. **2** Start this selected draft batch.

Scroll to the bottom of the date selector. Read the date range and whether existing content will be kept or replaced.

For this example, the summary says seven days and that existing content stays on the board. Choose Create 7 days when that is what you want.

This begins preparation from the approved strategy. It creates drafts for you to review, not public posts.

WHAT HAPPENS NEXT

Bruno starts preparing the selected content window.

Let the draft batch finish



Atelier Demo · Example account and simulated responses.

- 1 The selected draft-production batch.
- 2 Its current preparation status.

The status identifies the selected range and says DRAFTS. Bruno is preparing and saving the content.

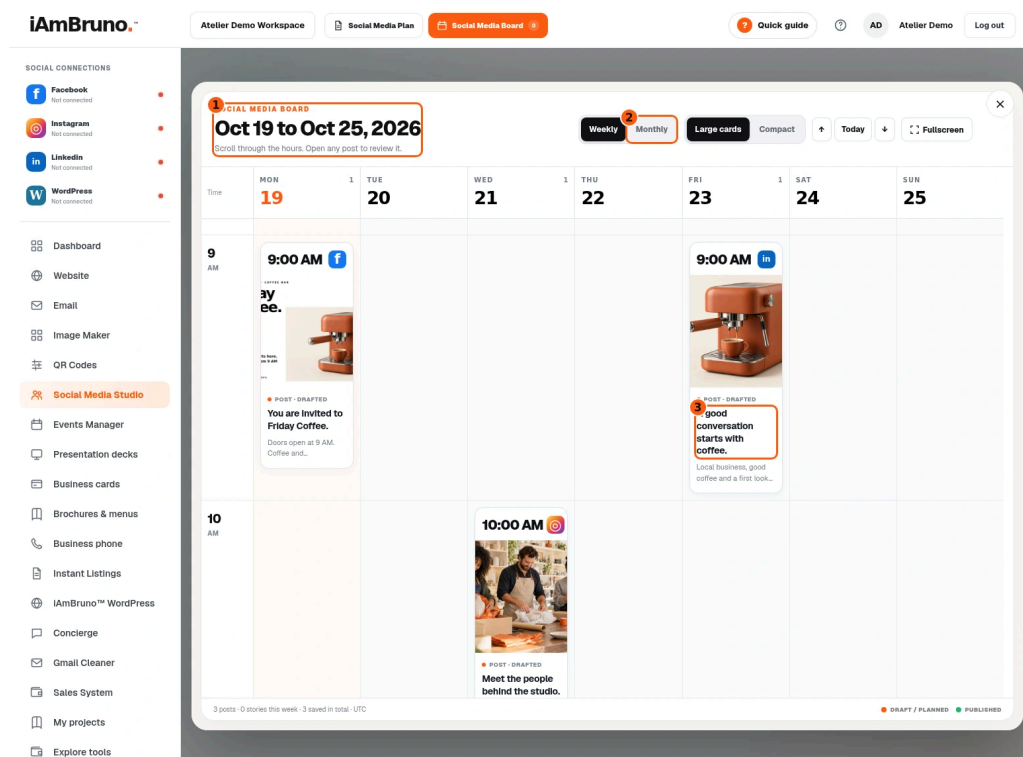
Wait for the result. Do not submit the same batch repeatedly while it is running.

If some items fail or coverage is incomplete, the status tells you and existing drafts are kept. Review the result before deciding to retry.

WHAT HAPPENS NEXT

The finished saved drafts open on the content board.

Read the weekly content board



Atelier Demo - Example account and simulated responses.

- 1 The current week.
- 2 Switch to the monthly view.
- 3 Open this saved LinkedIn draft.

The weekly board shows dates, exact times, channels, pictures, captions and draft/published states. Scroll through the hours to see the whole day.

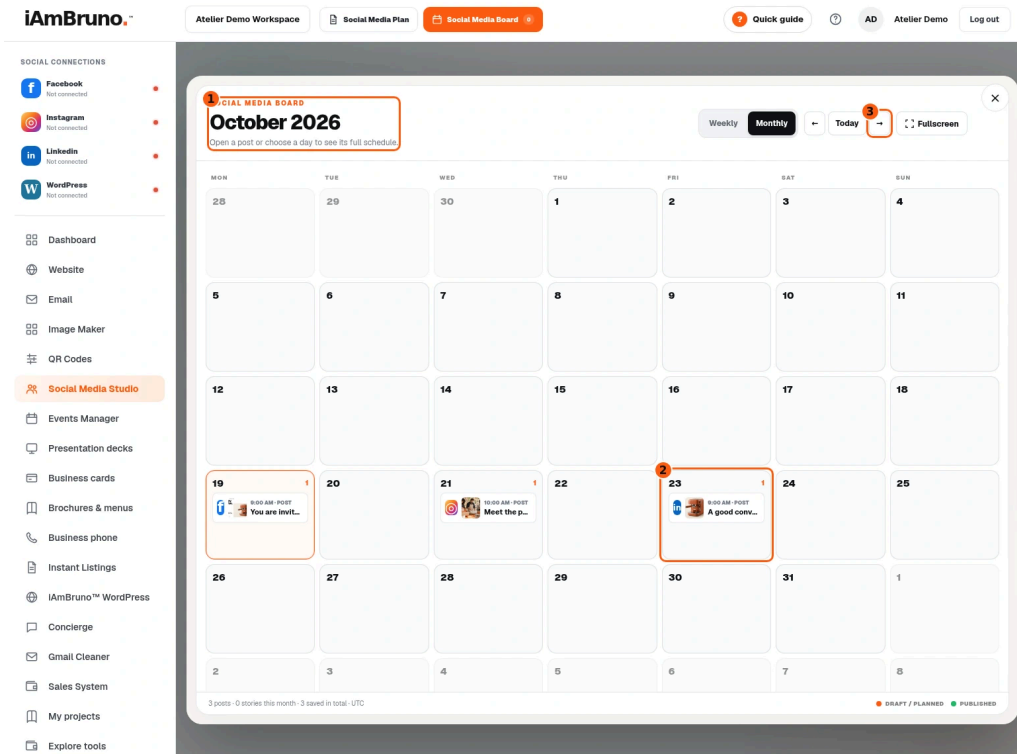
Large cards show more of the creative work. Compact reduces their height. Open a post title to review that draft; opening its picture gives a larger image view.

Weekly and Monthly are views of the saved board. A time on a draft is its planned time, not evidence that it has already been published.

WHAT HAPPENS NEXT

You can inspect the saved content and its state before any public action.

Use the month to see the bigger picture



Atelier Demo - Example account and simulated responses.

- 1 The displayed month.
- 2 The day containing Friday Coffee's LinkedIn draft.
- 3 Move to the next month.

Choose Monthly for a calendar overview. Move to another month with the navigation arrows.

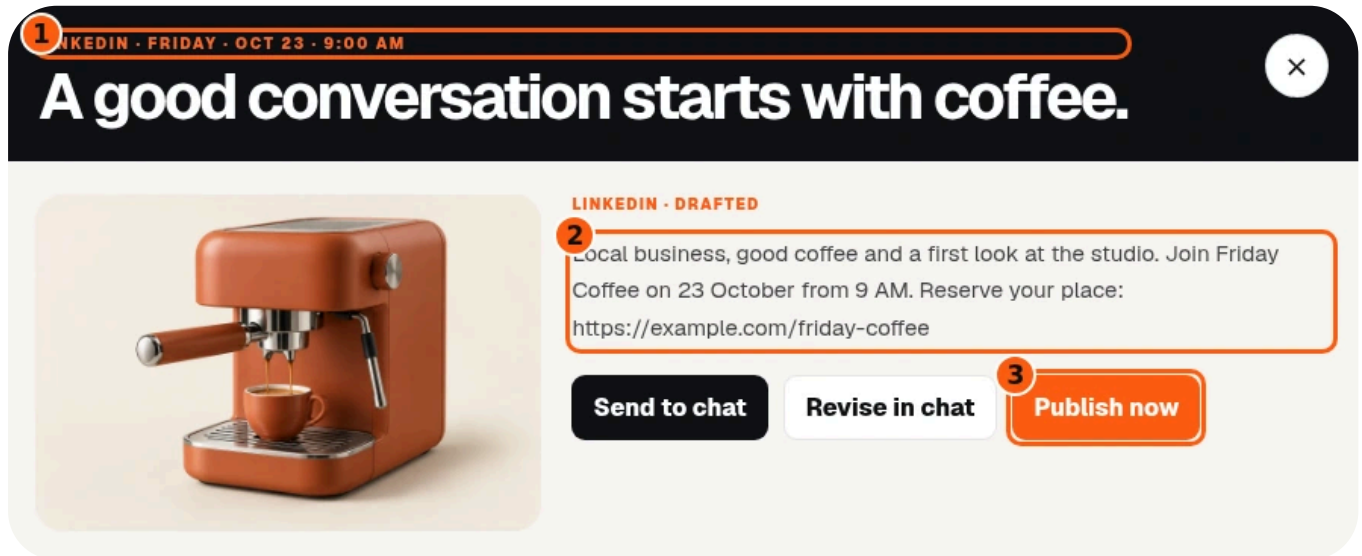
Open a post chip for its details, or select a day to see that day's schedule.

Check the status legend. Planned drafts and published posts are different states.

WHAT HAPPENS NEXT

The selected post or day opens for a closer review.

Review one actual image and caption



Atelier Demo - Example account and simulated responses.

- 1 The selected destination and planned time.
- 2 The actual saved caption.
- 3 The separate public-publishing action.

Open the LinkedIn draft. Check the destination channel, planned date, time and draft status.

Read the complete caption and inspect the picture. Check dates, spelling, facts, links and people. Opening the picture lets you inspect it at full size.

Publish now is a public action. Choose it only when the content is correct and the intended account is connected. For LinkedIn and Instagram, read the public-publishing confirmation; Cancel leaves the draft unpublished. Facebook first asks you to select the managed Page.

If the draft needs corrections, choose Revise in chat. The selected draft opens in the conversation for your change request. It stays unpublished while you work.

WHAT HAPPENS NEXT

You have checked a saved draft. It stays unpublished unless you deliberately confirm a publishing action.

Request a change to the selected post



Atelier Demo · Example account and simulated responses.

- 1 Return to the saved Studio without sending.
- 2 The specific request for this selected post.
- 3 Send the revision request to Bruno.

In the post detail, choose Revise in chat. Bruno opens the visible editor with that post's existing draft.

Describe the change precisely. Our example asks for all three event times while keeping the picture and reservation link.

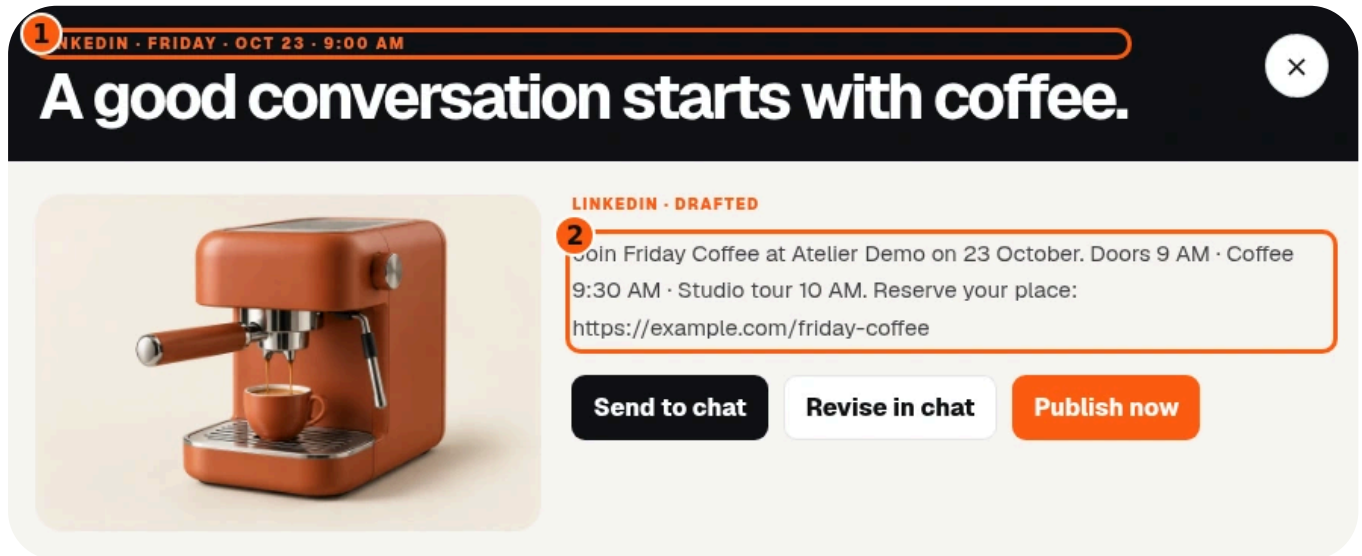
Choose Back to Studio to return without sending; the unsent text stays in the editor. Choose Send only when the request is ready.

Opening the editor or sending a revision does not publish the post.

WHAT HAPPENS NEXT

Bruno prepares the requested revision and saves the draft result for you to check.

Check the saved revision before publishing



Atelier Demo · Example account and simulated responses.

- 1 The same destination, planned time and selected post.
- 2 The saved revised caption.

Reopen Social Media Board and open the same post. Read the saved caption rather than assuming the requested change succeeded.

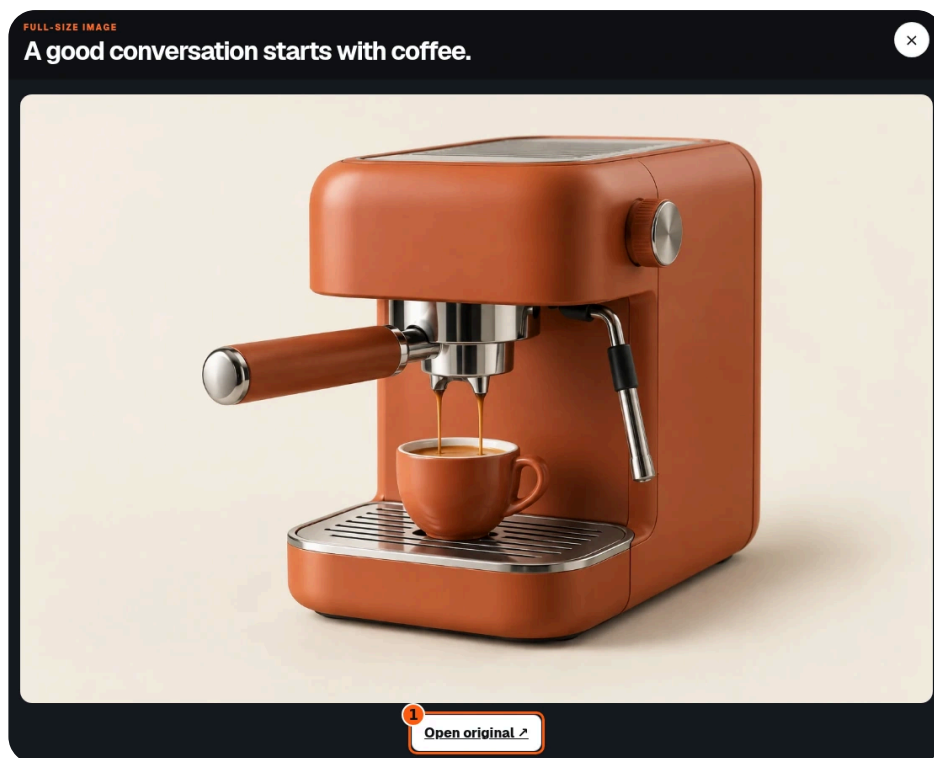
The example now includes doors at 9 AM, coffee at 9:30 AM and a tour at 10 AM. Its picture and reservation link are unchanged.

Check that its status is still drafted. Ask for another revision if needed. Publish now is still a separate, explicit public action.

WHAT HAPPENS NEXT

You have a checked, saved draft. Nothing has been published by the revision.

Inspect the actual picture at full size



Atelier Demo · Example account and simulated responses.

- 1 Open the original image for a closer look.

Select the picture in the post detail to open the full-size viewer.

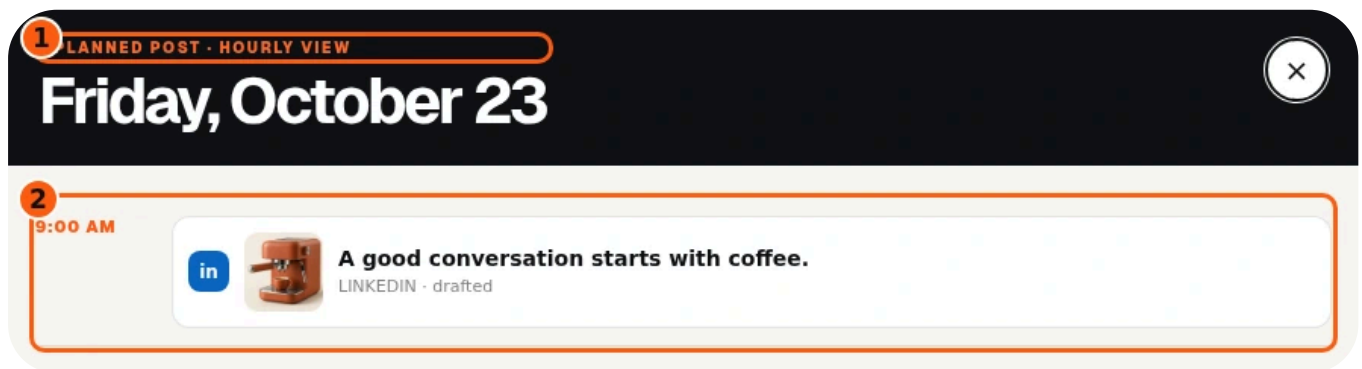
Check faces, text, branding and any important product details. Open original opens the image itself in another tab for closer inspection.

Close the viewer to return to the saved post. Looking at or opening the picture does not publish it.

WHAT HAPPENS NEXT

You can judge the picture before deciding whether the draft is ready.

Check everything planned for one day



Atelier Demo · Example account and simulated responses.

- 1 The selected day and number of planned posts.
- 2 The saved posts and their planned times.

In Monthly view, select a day to open its schedule.

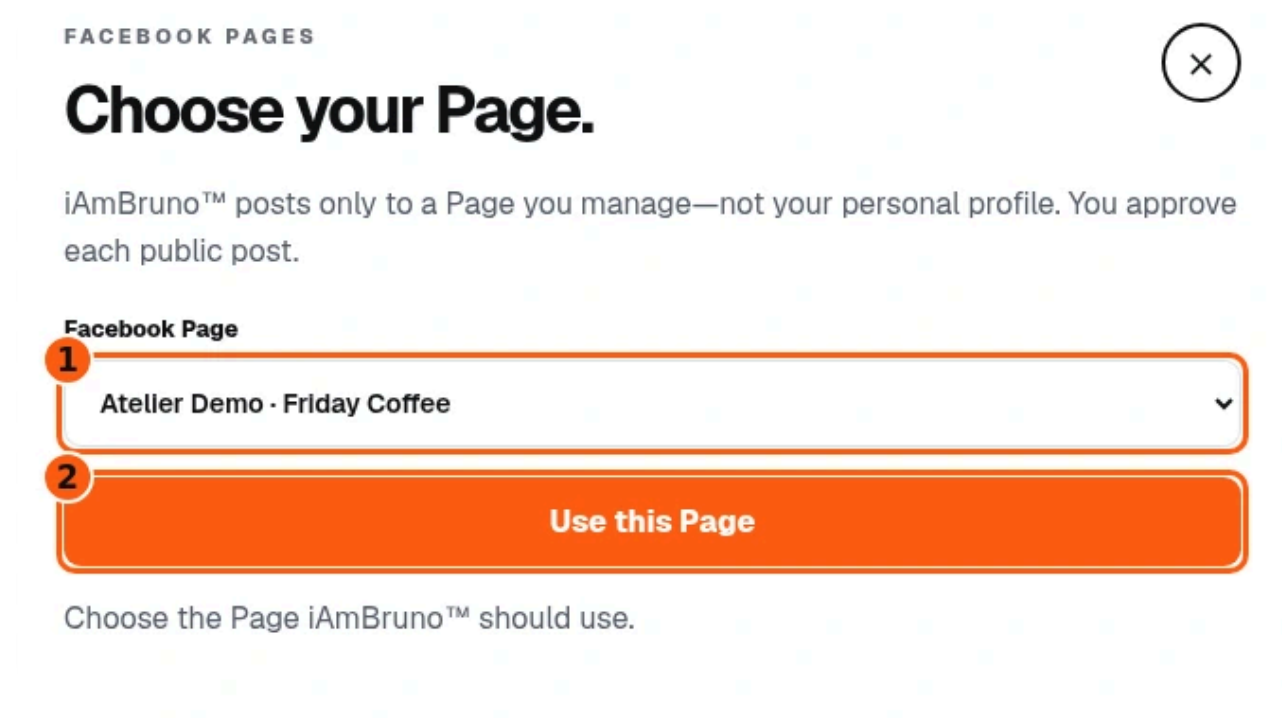
Check each planned time, destination and post title. Select an entry to open its saved post detail.

Close the day schedule to return to the calendar. A planned time on a draft is not proof of publication.

WHAT HAPPENS NEXT

You can see what is planned for that day without changing or publishing the content.

For Facebook, choose the managed Page



Atelier Demo - Example account and simulated responses.

1 The managed Page to use.

2 Save the Page selection for this connection.

After the actual Facebook authorization returns, Bruno asks which managed Page to use. This picture uses a fictional account with a simulated successful provider return.

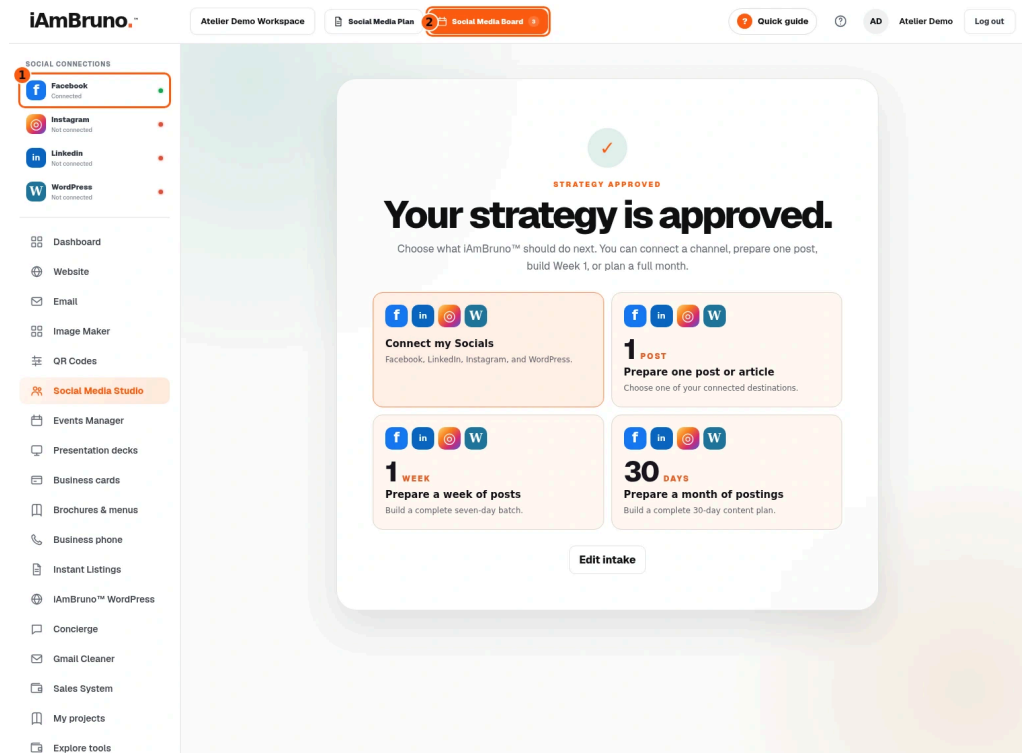
Select the intended Page from the list. Bruno does not post to your personal Facebook profile.

Choose Use this Page to save that destination. If this dialog was opened for a public post, read the confirmation label carefully: it can instead say Publish to this Page.

WHAT HAPPENS NEXT

The selected Page is retained as the Facebook destination; saving it alone does not publish a post.

Check the connection indicators



Atelier Demo · Example account and simulated responses.

- 1 The confirmed fictional Facebook connection.
- 2 The content board remains separate from connection settings.

The persistent sidebar reports which destinations are Connected. Our fictional Facebook connection is confirmed while the other providers remain unconnected.

Connection status applies to that provider, not every channel in the plan. Open the connection list to reconnect or resolve a missing setup.

Your plan and draft board remain available. Publish only to the intended connected destination after reviewing the selected content.

WHAT HAPPENS NEXT

The example has a saved Page destination and checked draft content, with no automatic public post.

KEEP THIS GUIDE HANDY

Come back whenever you need it.

Use Quick guide for a short reminder of the main controls. Keep this full manual for the complete task and its different choices.

In your dashboard, choose **Quick guide** → **Show me around** to replay the short tour. Use **Read the guide** or **Download PDF** for these complete instructions.

Need help? Email help@iambruno.com with the service name and what happened. Do not send passwords or connection keys.

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