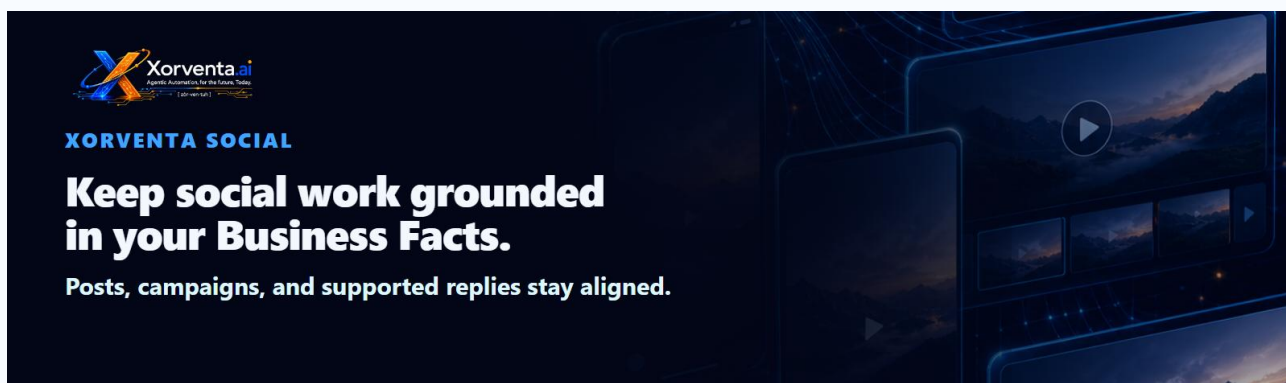




# Describe the campaign once. We write it for every network you use.

Xorventa Social turns one brief into posts sized for each connected network, schedules them together, and helps you answer the comments and messages that come back — all written from the business information you approved.

**Ten networks. Free for 30 days. From \$69 a month.**

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## This document is in two parts

### **PART ONE** Why Xorventa Social

Why this matters · One trusted source · What works on each network · How replies run · What it costs · What it will not do

### **PART TWO** How to set it up

Before you start · Connect your accounts · Set the reply rules · Run a campaign · Keeping it useful

PART ONE

## Why Xorventa Social

What it does for your business, and what it costs.



### WHY THIS MATTERS

## Posting to five networks is five jobs, so it becomes none.

You write the post. Then you rewrite it shorter for one network, add hashtags for another, swap the image for a third, and by the fourth you have lost the hour you were going to spend on the business. So the posting stops — and then the comments go unanswered too, which customers notice faster than the silence.

### Xorventa Social starts from one brief.

- **Say it once.** “Two weeks on the autumn service special.” A version is written for each connected network, sized to its limits — length, hashtags, mentions, images and links.
- **Review them together.** Edit, schedule and send them as one campaign. A post that cannot fit a network is flagged with the reason, never silently cut.
- **Reuse what worked.** A campaign that did well can be run again instead of rebuilt from nothing.
- **Answer what comes back.** Comments, mentions and messages are drafted from your approved business information, where the network allows it.

ONE TRUSTED SOURCE

## The same facts behind every post.

Xorventa Social writes from your approved Business Facts — the same set your website assistant and your search work use. Change a price or an opening time once and every product writing on your behalf is working from the corrected version.



That matters most in the replies. When somebody asks a question your approved information does not cover, the reply agent declines instead of guessing — and the question comes back to you as something to answer once.

# What actually works, network by network.

No tool does everything everywhere, and most are vague about it. Here is the whole picture.

| Network         | Post | Reply | Messages | Availability                                                               |
|-----------------|------|-------|----------|----------------------------------------------------------------------------|
| Facebook        | ✓    | ✓     | ✓        | Live now                                                                   |
| Instagram       | ✓    | ✓     | ✓        | Live now                                                                   |
| LinkedIn        | ✓    | ✓     | —        | Live now                                                                   |
| Bluesky         | ✓    | ✓     | ✓        | Connect now                                                                |
| YouTube         | ✓    | ✓     | —        | Video publishing, comment replies                                          |
| Threads         | ✓    | ✓     | —        | Posts and public replies; connected separately from Instagram and Facebook |
| Google Business | ✓    | ✓     | —        | Local posts, review replies                                                |
| X (Twitter)     | ✓    | —     | —        | Posting only                                                               |
| Pinterest       | ✓    | —     | —        | Posting only                                                               |
| TikTok          | ✓    | —     | —        | Posting only                                                               |

A post that cannot fit a network is flagged with the reason — never silently cut. You connect your own accounts, and you can disconnect any of them at any time.

## YOU SET THE RULES

# How replies run is your decision, network by network.

Inbound conversation is where most businesses either shine or go quiet. You choose how much Xorventa does, separately for each network you connect.

- **Automatically.** Supported replies go out on their own, written from your approved information.
- **As drafts.** Every reply waits for your approval before it is sent.
- **Off.** Xorventa does not reply on that network. Posts still publish; incoming comments and messages are still collected for you to see.

And Xora, your assistant in the account, can publish a prepared post when you ask her to — she names the post and waits for your yes, and that permission is off until you switch it on.

## WHAT IT COSTS

# Two tiers. Both include every network.

A Social action is a post, a reply or a message Xorventa handles for you. A post sent to five networks counts as five actions.

|       | Monthly | Yearly  | Social actions | Post media |
|-------|---------|---------|----------------|------------|
| Basic | \$69    | \$690   | 5,000 / month  | 10 GB      |
| Plus  | \$199   | \$1,990 | 20,000 / month | 50 GB      |

No setup fee. Cancel any time.

- **30-day free trial.** Covers everything except publishing to X.
- **Publishing to X.** Draws on a prepaid \$10 Publishing Pack rather than your monthly bill, because X charges for it separately.
- **More than one product.** When an account owns two or more different Xorventa products, Xorventa automatically applies a 10% discount to every separately purchased product on the account, for as long as you keep two or more. It is two different products that unlock it — for example Xorventa Assist + Xorventa Social.

## What Xorventa Social will not do.

The limits are as much the product as the features are.

- **It will not invent an answer.** When a question is not covered by your approved information, the reply agent declines and hands it to you.
- **It will not manufacture engagement.** No bought followers, no fake comments, no reciprocal-like schemes. Ever.
- **It does not promise reach.** What a network shows to whom is the network's decision, not ours.
- **It cannot exceed what a network allows.** The table earlier in this document is the whole truth, and it changes only when a network changes.

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**Ready to set it up? Part two starts on the next page.**

## PART TWO

# How to set it up

Connect your accounts, set the rules, and get a campaign running.



## BEFORE YOU START

# Have these to hand.

Connecting your first network takes a couple of minutes. The whole setup is about half an hour.

- **Your approved Business Facts.** Social writes from them, so fill them in first if you have not already — hours, services, prices, policies.
- **Admin access to your accounts.** You will connect each network yourself. Every network uses its own sign-in page except Bluesky, which uses an app password you create in Bluesky — never your main password.
- **A campaign in mind.** One thing you actually want to say over the next fortnight. It is the fastest way to see what the product does.

**Xorventa.ai**  
EASY TO SET UP. EASY TO USE.

## AI help is built into the work.

From first setup to everyday changes, Xorventa helps you move forward without taking control away.

- 01 GUIDED SETUP
- 02 IN-APP HELP
- 03 FREE SELF-SERVICE UPDATES

AI-assisted. Business-controlled.

## STEP BY STEP

# Setting it up.

### Step 1 — Connect your networks

Open Social in your account, then Setup → Networks, and connect the networks you use. Every network sends you to its own sign-in page, where you grant Xorventa access, except Bluesky, which uses an app password you create in Bluesky — never your main password. You can disconnect any of them from the same screen later.

### Step 2 — Decide how replies run

For each connected network, choose whether supported replies go out automatically, wait as drafts for your approval, or are switched off. You can set these differently per network, and change them whenever you like.

### Step 3 — Describe a campaign

Write one brief in plain language — what you want to say and for how long. Xorventa writes a version for each connected network, sized to what that network accepts.

### Step 4 — Review, edit and schedule

Read them together before anything goes out. Edit any of them, drop the ones you do not want, and schedule the rest as one campaign. Anything that cannot fit a network is flagged with the reason so you can decide what to do about it.

## AFTERWARDS

# Keeping it useful.

Most of the value arrives in the second month, once the replies start carrying your real answers.

- **Clear the drafts.** If you set replies to wait for approval, they are listed in your account. Approving one sends it; you can edit it first.
- **Answer what it could not.** Public comments your information did not cover are saved for you. When you approve a reply you can choose to add the question and your answer to your Business Facts, so the next person who asks gets a real reply.
- **Reuse a campaign that worked.** Copy it under a new name rather than writing the same fortnight twice.
- **Check the published list.** Every post Xorventa sent is listed with what the network actually returned — including the ones it refused, and why.

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## Need a hand?

Ask Xora inside your account — she can explain a setting, take you to the right page, or publish a prepared post once you switch that permission on. Or start a 30-day free trial at [xorventa.ai](https://xorventa.ai).

[xorventa.ai](https://xorventa.ai)

Xorventa · Delray Beach, Florida