EastmarkHK Social for macOS — User Manual

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Platform covered: macOS

EastmarkHK Social for macOS creates branded social media posts with AI, helps you review and schedule them, and publishes through a browser session signed in to your accounts. This guide follows the Mac app’s screens and source code. Some publishing steps depend on the social network’s changing website, so automatic publishing can need maintenance; the app also has assisted publishing that leaves the final confirmation to you.

> **Create · Review · Publish**
>
> *A practical guide to using EastmarkHK Social.*

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1. What the app does

The usual workflow is:

1. Give the app context about your company, project, offer, and audience.
2. Ask it to create one or more post ideas.
3. Review the generated image, headline, subline, and platform-specific captions.
4. Edit or regenerate anything that needs work.
5. Publish immediately, schedule the post, or leave it as a draft.

The app uses an AI text model to write ideas and captions and an image model to create visuals. It draws the final poster itself, which lets it place the headline, brand name, and logo consistently. It can also make short AI videos, assemble a video around your own product photos, or add a brand end card to a video you supply.

The app supports Instagram, Facebook, LinkedIn, TikTok, Pinterest, Threads, YouTube, and Google Business Profile. X is intentionally not included. The available automatic publishing steps differ by network; see **Publish now**.

2. Before you begin

macOS

- macOS 14 or later, according to the project documentation.
- EastmarkHK Social installed and opened.
- An OpenRouter account, API key, and credit for AI generation. Video generation and some image operations also use OpenRouter credit.
- Login credentials for the social accounts you plan to use.
- The built-in publishing browser (recommended), or optionally Safari or Chrome if you choose an advanced browser setup.

The source project says the app is not sandboxed. The first time it uses a browser or system feature, macOS may ask for access. The built-in browser is the default and normally needs no Safari or Chrome automation setup.

Account safety

Sign in to social accounts only in the publishing browser you intend to use. Keep your computer protected by its normal account password and security settings. Review a post before publishing: AI can produce inaccurate claims, unsuitable imagery, or text that does not match your brand.

3. First-time setup

Step 1: Open the Setup guide

On first launch, the app opens its **Setup guide**. You can return to it at any time from the left-hand navigation. Follow the on-screen checks; the available checks depend on the selected browser.

Step 2: Add an OpenRouter API key

1. Open **Settings → OpenRouter**.

2. Use the **Create an account and an API key** link to create or access your OpenRouter account.
3. Add credit in OpenRouter. The app's AI usage is billed by OpenRouter to your account; that charge is separate from the app's licence.
4. Paste the API key into **API key** and press **Save**.
5. The toolbar shows the remaining OpenRouter balance when it can be read.
6. Keep the recommended text and image models initially. Their names and prices are supplied by OpenRouter and can change.

If the key is absent or invalid, generation and AI caption actions will fail. The app may import a key from another EastmarkHK app if one is found on the computer.

Step 3: Set up your brand

Open **Settings → Brand** and enter:

- **Company name** — printed on generated artwork and video end cards.
- **Website** — used on video end cards when enabled.
- **WhatsApp number** — optional; can be placed on a video end card.
- **Brand voice** — explain what the company does, what it offers, who it serves, and the tone to use. The AI uses this context when writing.
- **Logo** — upload an image or PDF. A transparent PNG usually gives the cleanest result. The app places the logo itself instead of asking the image model to draw it.

Review the name, logo, website, and contact details before generating content. These choices are reused across future posts and videos.

Step 4: Configure projects, if you will generate from project folders

In **Settings → Projects**, choose the parent folder containing your projects, then press **Reload**. Tick the projects you want the AI to promote. The app reads project README files and can use an editable description for each project. Replace the description with concise, accurate marketing context if the README is too technical or out of date.

You can skip this and use **From my own brief** on the Create page.

Step 5: Sign in to social networks

1. Open **Settings → Networks**.
2. For each network, use its login row or open the publishing browser and visit the network.
3. Sign in and, if appropriate for your device, select **Stay signed in** or **Remember me**.
4. Return to Settings. A network becomes available when the app has credentials/session information for it. You can switch a network off if you do not want it included by default.

The app keeps its own browser profile separate from your everyday browser. Use **Open the publishing browser** in Settings or the Setup guide. Do not close a browser window while a publishing operation is in progress.

Optional: use Safari or Chrome on macOS

The app defaults to its built-in browser. To use Safari or Chrome, open **Settings → Publishing browser → Advanced: use Safari or Chrome instead** and select one. You may need to grant EastmarkHK Social Automation access in **System Settings → Privacy & Security → Automation**, and enable JavaScript control in the browser:

- **Safari:** Settings → Advanced → enable web developer features; then Develop → Developer Settings → **Allow JavaScript from Apple Events**.
- **Chrome:** View → Developer → **Allow JavaScript from Apple Events**.

The Setup guide has a browser connection test and step-by-step checks. Use **Test the browser connection** before relying on publishing.

4. The main window

The left sidebar contains:

Page	Purpose
Create	Generate posts from projects or your own brief; open the own-material workflow.

Compare models	Compare image model output and explore poster/video options.
Review	Edit, approve, reject, schedule, publish, or delete saved posts.
Calendar	See drafts, scheduled posts, and published items by date.
Routines	Configure repeat days and times for automatic post generation.
History	See upcoming work and publication logs, including a post-run check.
Results	Refresh available performance metrics and inspect post results.
Settings	Configure AI, language, brand, files, video, projects, browser, networks, and system behavior.
Setup guide	Return to setup instructions and browser checks.

The toolbar shows the OpenRouter balance and licence status. Closing the main window on macOS does not quit the app: it remains in the menu bar so scheduled work can run. Use **Quit** from the menu-bar menu to stop it.

5. Create posts

Open **Create**. There are three modes.

A. From my projects

1. Choose **From my projects**.
2. Select one project or **All selected projects**.
3. Optionally enter a theme, such as “new service launch” or “customer success story.”
4. Choose the visual character style and the people shown.
5. Set **Posts to create** (1–20).
6. Check the logo shown in **Logo on the posts**; change it here or in Settings if needed.
7. Press **Generate**.

The AI uses the selected projects’ descriptions and your brand context. If no projects are selected, select some in Settings or switch to your own brief.

B. From my own brief

1. Choose **From my own brief**.

2. Describe what you want to promote, the audience, offer, desired action, tone, important facts, and any link or contact details. Plain language is fine.
3. Optionally press **Ask me what you need**. The AI may ask up to five follow-up questions. Answer the questions shown.
4. Set the number of posts, visual style, people shown, and logo.
5. Press **Generate**.

Previous briefs are kept on this computer (up to 40). Open **Previous briefs** to reuse one, remove an entry, or clear the list.

C. From my product photos or video

This mode is designed for product videos and supplied customer videos. See **Create a video from your own material**.

What generation produces

For the first two modes, the text model creates ideas and platform-specific captions; the image model creates a background; the app lays out a branded poster for each enabled network. Generated posts are saved as drafts and appear in **Review**. Generation may take time and may consume OpenRouter credit. The app displays progress and reports if an image could not be created; a text-only poster may still be saved.

Image sizes are tailored to each destination (for example, Instagram/Facebook/Threads portrait, LinkedIn square, TikTok/YouTube vertical, Google Business Profile landscape). The app’s Review preview shows the dimensions for the selected network.

6. Review and edit posts

Open **Review** and select one post in the left-hand list. The list indicates its status, schedule, project, and whether it has a video. The right panel contains the preview and editable content.

Edit the artwork and captions

- Choose a network from the network menu to preview that network’s image and caption.
- Edit **Headline**, **Subline**, and the platform caption. The app saves edits automatically; **Save caption** saves immediately.
- **Another caption (AI)** asks the text model for a new caption for the selected network. **Back to previous** restores the prior caption.
- **Use for all networks** copies the current caption to every enabled network and truncates each copy to the app’s configured character limit. Review the result for each network.
- **Re-draw** renders the poster again using the current text and design settings.
- **New look** changes the poster layout/font and redraws it.
- If there is a video, use **Poster / Video** to switch the preview. Click the video preview to play or pause.
- Select the networks this individual post should target. At least one target is retained.

Approve, reject, schedule, or delete

- **Publish now** publishes immediately to the networks selected for this post, subject to the publishing behavior described below.
- **Schedule** chooses a date and time for this post. A scheduled post is approved and will be processed by the app at that time. **Change time** edits it; **Cancel schedule** removes the planned time while leaving the post approved.
- **Reject** marks the post rejected. A rejected post will not be published or scheduled until you create/approve another post.
- **Delete** removes the post and its associated artwork and video files. This cannot be undone.

The Review list’s **Select all** and **Delete** controls can delete multiple posts. Use deletion carefully.

7. Publish now

1. In Review, check the artwork, caption, destination network selection, and any AI-generated claims.
2. Press **Publish now**.
3. Watch the result shown for each network. The app records a success, assisted handoff, or error.
4. For assisted publishing, complete the post yourself in the browser window and press the network's final publish button. The app cannot confirm completion for an assisted handoff.
5. Open **History** to inspect the publication log. Scheduled/routine runs receive an additional check; manual posts also appear in the log.

Automatic and assisted publishing

Some networks have an automated recipe that enters the caption and uploads the media. Website layouts change frequently, so an automatic recipe can fail if the network changes its composer. If that happens, read the error in Review/History and finish manually in the opened browser.

Other networks use **assisted publishing**: the app opens the correct composer, copies the caption, and reveals the image or video file so you can finish the upload and confirm the post. Treat the browser as the final authority: only the social network's confirmation means the post is live.

The app may add an AI disclosure to the end of captions according to **Settings → Every publication**. For networks that offer a native AI label, turn it on in the network's own composer. The app may also remind you how to pin a post. Check that the final caption and label comply with the rules for your account and destination.

The app remembers networks it has already successfully posted to and normally skips them on a later attempt, to avoid accidental duplicates. **Send again** in the result row clears that record for the selected network; use it only when you intentionally want to repost.

YouTube requires a video. Make one in Review first or use the own-material workflow. The app’s default network selection excludes YouTube for a picture-only post.

8. Schedule a post

Scheduling an individual post is useful when the content is already prepared.

1. Open the post in **Review**.
2. Use the date/time control beside **Publish on**.
3. Choose a quick option (one hour, this evening, tomorrow morning, or Monday morning), select a date, and choose a time. The exact-time field is also available.
4. Press **Done**, then **Schedule**.
5. Confirm the scheduled badge and time. Find the post in **Calendar** or the scheduled-post list in **Routines/History**.

The selected time is the computer’s local time zone. The app does **not** need to be open: macOS starts it at the planned time through a small launchd agent, the app does the work and quits. If the Mac is asleep, the app can ask macOS to wake it a few minutes early — Settings ▸ **Scheduled posts while the Mac sleeps** ▸ **Wake the Mac just before each routine** (on by default; it asks for your administrator password once). A Mac that is switched off stays off, and a closed lid still sleeps the Mac unless you turn on **Keep the Mac awake even with the lid closed** there, or use an external screen, keyboard and power (clamshell mode). Routines run only while someone is logged in.

At run time, the app opens/uses the publishing browser. Check **History** afterward for the result and verification status. The app cannot guarantee that a third-party network’s site is available at the planned time.

9. Set up recurring routines

A routine generates fresh posts on selected weekdays and times. It is different from scheduling a specific post.

1. Open **Routines** and choose **Add a routine**.

2. Turn **Active** on.
3. Set the time and select the weekdays (the colored day circles are active days).
4. Choose **Posts per run** (1–20).
5. Choose the destination networks. If no individual networks are selected, the routine uses all enabled networks.
6. Optionally turn on **Make the video too**. Check the selected video model, duration, resolution, and current price in Settings/Compare first; this spends OpenRouter credit for each generated video.
7. Decide whether **Publish without my review** should be on.
8. - Off (recommended while getting started): generated posts wait in Review for approval.
9. - On: the routine attempts to publish without review. Confirm all browser sessions and recipes work first. Check History after each run.
10. Use **Run now** to try a routine immediately. The app also displays its next planned run.
11. To remove a routine, use its trash button. To pause it temporarily, turn **Active** off.

Routines use the app's current brand, project, AI model, visual, and network settings. Before enabling unattended publishing, test with a small number of posts and inspect the output. The app does **not** need to be open: macOS starts it at each routine time through a small launchd agent, and the app quits when it is done. If the Mac is asleep, the app can wake it a few minutes early (see section 8). A Mac that is switched off stays off, and a closed lid still sleeps the Mac unless the lid option is on.

10. Compare image models

The **Compare models** page can ask several image models to draw alternatives for the same post idea. Use it when you want to decide which image model or visual direction suits your brand.

1. Choose an optional project and enter a direction for the pictures (optional; any language is accepted).

2. Review the image-model list, one model per line. The list can be edited in Settings/model controls where available.
3. Decide whether each poster should use the same image idea (better for comparing models) or a different idea.
4. Choose who appears in the images and start the comparison.
5. Review output, timing, and the displayed cost. Use **Use this one** to adopt a candidate where offered.

The page also contains video options and the own-material panel. Creating a test video spends real OpenRouter credit. The interface displays an estimate and asks for confirmation before a video is made. Model availability, model names, accepted sizes, and prices can change; use the current in-app estimate.

11. Create a video from your own material

Choose **From my product photos or video** on Create, or use the **Your own photos or video** panel in Compare models.

From product photos

1. Add up to five product photos by drag-and-drop or **Choose photos**. Common image types are supported.
2. Enter a headline, optional offer/subline, and a short description of the product.
3. Choose the product type and optional color/item to feature.
4. Choose which enabled networks should receive the resulting post.
5. Optionally enable **Clean the background of my photos first**, select a background, and preview the cleaned images. Background cleaning costs a small amount per photo. Click a photo to choose whether the original or cleaned version is used.
6. Set the video look, model, length, format, and resolution as needed. These controls are shared with Settings → Video.
7. Press **Make a video from my photos** and confirm the estimated work/cost.

8. When finished, open the post in Review to inspect it and publish or schedule it.

The video model is instructed to keep the product itself recognizable while restaging it. Still inspect the result: generated video may distort product details, colors, labels, or proportions.

Add a brand page to your own video

1. Choose **Choose customer video** or drag a video into the panel.
2. Check the headline and brand/video options.
3. Press **Add the brand page to my video**.
4. Review the resulting post before publishing.

The project documentation says a supplied customer video is processed locally for the brand end card; the video itself is not sent to the AI service for generation. Confirm the current privacy report and in-app text if this distinction is important to your workflow.

Video output options

In **Settings → Video**, choose character style; headline/wave banner or title page; company logo; optional WhatsApp number on the end card; video model; total length; number of shots; portrait 9:16 or landscape 16:9; and 480p, 720p, or 1080p when available. A short brand end card is added. The app also exports a GIF. Video generation and some image cleaning spend OpenRouter credit; review the displayed price before confirming.

12. Calendar, History, and Results

Calendar

Use **Calendar** to inspect a month. Move with the arrows or press **Today**. Select a date to inspect its posts. Use the filter to show all items, scheduled posts, published posts, or drafts. Month tiles summarize counts and active routines. Select a post to open it in Review.

History

History shows planned posts and enabled routines, recent publication counts, success rate, and problems. Filter the log by manual, scheduled, or routine runs; turn on **Problems only** to focus on items needing attention. Expand an entry to see network results. A scheduled run can be checked again from its **Re-check now** action where available. Assisted results require your own confirmation on the network.

Results

The Results page can read post-performance numbers from supported networks, such as views, likes, comments, shares, and saves. Connect the relevant data source in **Settings → Results (statistics)**, then press **Refresh the numbers**. The app keeps the retrieved metrics on this computer and can use them to identify posting times after it has enough dated posts (at least four for a network according to the interface).

Statistics access is separate from a social publishing login and can require developer credentials or API tokens. Facebook/Instagram setup uses Meta permissions and an Instagram Business or Creator account linked to a Facebook page. YouTube statistics use a Google API key and channel handle. TikTok uses the public profile through the publishing browser. Pinterest can use an access token that may expire. Follow the instructions shown in Settings; these integrations can change when providers change their APIs or policies. Results are optional and are not needed to create or publish posts.

13. Settings reference

Settings section	What it controls
OpenRouter	API key, text model, image model, account/credit links. The model lists and prices can update.
Language	Language for generated post copy and language for the app interface. The interface may translate itself on first use of a language.
Appearance	Clear, dark, or system theme.
Brand	Company name, website, WhatsApp number, logo, and brand voice/context.

Files	Destination folder for generated posts. Default: `~/Downloads/social`. Each post gets its own folder.
Video	Character style, banners/title page, logo/contact end card, model, duration, shot count, format, and resolution.
Projects	Parent folder, project selection, editable project descriptions, reload.
Publishing browser	Browser choice and browser connection test. Built-in browser is the default.
Every publication	Follow/subscribe invitation, AI disclosure wording, and best-effort pin behavior.
Networks	Account setup and which networks are enabled by default.
System	Launch at login. **Scheduled posts while the Mac sleeps**: keep the Mac awake, wake it before each routine or scheduled post, and keep it awake with the lid closed.
Results (statistics)	Optional statistics credentials and whether AI may learn from performance.
License / About	Licence status, version, support, privacy information, and product details.

Settings are generally saved as you edit them; secret fields such as API keys have an explicit **Save** button. Network credentials must be present for a network to be enabled.

14. Files, privacy, and costs

Where files are saved

Generated files go to the folder configured under **Settings → Files** (default `~/Downloads/social`). Each post has its own dated folder containing the finished network posters and, if created, `video.mp4` and `video.gif`. Working files are kept in a `_work` subfolder. Deleting a post in Review also deletes its generated media.

App settings and encrypted secrets are stored under `~/Library/Application Support/EastmarkHKSocial/`. The project source states that the OpenRouter key and saved network secrets are encrypted in the app's own files and are not stored in the macOS

Keychain. This means a backup/migration should preserve the app's data folder if you need to retain local state; protect that folder and your computer account.

AI and network data

AI generation sends the prompts, brand/project context, and any source images needed for the requested AI operation to the configured OpenRouter model provider. Do not include confidential or personal information unless you are comfortable sending it to that provider under your account's terms. A customer video workflow is described by the project as local end-card processing; generated video and AI background cleaning are different operations and may use an AI provider.

Publishing occurs through a signed-in browser session. Statistics use separate network APIs or public pages. Read the app's Privacy Policy and Privacy Report from About for the current data handling details.

Costs

- OpenRouter bills your account for model usage, separately from the EastmarkHK Social licence.
- Text/image generation, caption regeneration, product-photo cleaning, and AI video can incur charges depending on the model and request.
- Video is usually more expensive than writing text or drawing a single image. Read the per-request estimate and confirm before proceeding.
- Model prices and availability can change; rely on the current OpenRouter listing and the app's estimate, not a saved manual price.

15. Troubleshooting

Problem	What to try
Generate says no OpenRouter key	Open Settings → OpenRouter, enter the key, press Save, and confirm the balance/model list can load.
No project appears	Check the parent folder in Settings → Projects, press Reload, and

confirm it contains project subfolders. Or use your own brief. |
No network is enabled	Sign in to the network in the publishing browser, return to Settings → Networks, and enable it.
Image is missing / text-only poster	Read the Create status message. Try a different image model in Settings, then use New look or regenerate. Check OpenRouter credit and model availability.
macOS blocks browser control	Open System Settings → Privacy & Security → Automation and enable EastmarkHK Social for the selected browser. If using Safari or Chrome, also follow the Setup guide to enable JavaScript from Apple Events, then run the browser test again.
Network composer changed / automation stops	Finish manually in the open browser. Keep the exact error from History and report it to the app publisher; recipes can be updated as supported.
Caption is clipped	Check the character count in Review. Use a shorter version; Use for all networks may truncate captions to different limits.
Scheduled post did not run	Confirm the Mac was awake (or that the wake option is on), online, and signed in at the planned time. The app does not need to be open. Check History and rerun/re-schedule as appropriate.
Routine generated but did not publish	Check whether Publish without my review is enabled, inspect the post in Review, then inspect History for browser/network errors.
YouTube option fails	YouTube requires a video. Create one first and confirm the correct signed-in channel is selected.
Statistics show an error	Recheck the relevant token/API key, permissions, account type, page/channel handle, and token expiry in Settings → Results. Statistics are optional.
Video is expensive or too slow	Use a lower resolution, shorter duration, fewer shots, or a lower-cost model. Read the displayed estimate before confirming.

16. macOS behavior and known limitations

- The Mac app uses SwiftUI and requires macOS 14 or later according to the project README. Its built-in browser is the default. Safari and Chrome are optional advanced

choices and require one-time permissions/settings.

- Closing the main window leaves the app running in the menu bar. Scheduled work runs even when the app is closed: macOS starts it at the right time. Choose **Quit** from the menu-bar menu to stop the app.
- **Publishing is not uniformly automatic.** The Mac source includes assisted flows and automated publishing recipes, and its README marks some scripted Facebook/LinkedIn flows experimental. Social network website changes may break automation.
- The checked-in Mac publisher has automated recipes for Instagram, Facebook, LinkedIn, TikTok, and YouTube. Pinterest, Threads, and Google Business Profile use assisted publishing unless a valid signed remote recipe supplies a flow. Recipe availability can change when the app refreshes remote recipes.
- **This app schedules complete posts, not a separate per-network time for every caption.** Routines create new content on recurring days/times; individual schedules publish an already prepared post.
- **Use History and the network itself to confirm publication.** Browser automation, an “OK” result, or an assisted handoff is not a substitute for checking the destination account if a post is business-critical.
- **The application’s licence/trial and OpenRouter credit are separate.** The source configures a 14-day trial; creating/publishing features may require an active app licence after the trial.

This manual is based on the checked-in project documentation and source code. Labels can vary slightly by app version or language setting. If the app’s on-screen instructions differ, follow the current app UI and contact the publisher through the About section.

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