EastmarkHK Social for Windows — User Manual

Version: Prepared from the project source available on 13 October 2026

Platform covered: Windows

EastmarkHK Social for Windows 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 Windows app source and README. The Windows version has its own implementation, and the project README says it was written without a Windows compiler; features described here should be checked against the signed version you install. 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.*

Contents

1. **What the app does**
2. **Before you begin**
3. **First-time setup**
4. **The main window**
5. **Create posts**
6. **Review and edit posts**

7. **Publish now**
8. **Schedule a post**
9. **Set up recurring routines**
10. **Compare image models**
11. **Create a video from your own material**
12. **Calendar and Results**
13. **Settings reference**
14. **Files, privacy, and costs**
15. **Troubleshooting**
16. **Windows behavior and known limitations**

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

The project contains a Windows application built with WinUI 3 and .NET 10. The project README lists Windows 10 version 1809 or later (Windows 11 recommended), the .NET 10 Desktop Runtime, and Windows App Runtime 2.1 as runtime requirements. Use the signed installer supplied by the app's publisher; building from source is a developer task, not required for normal use.

Install and open the signed MSI. If Windows reports that a required runtime is missing, install the .NET 10 Desktop Runtime and Windows App Runtime 2.1 as directed by the installer or publisher. The Setup guide checks whether the bundled video tool is available; ordinary users should not need to install FFmpeg separately.

The built-in publishing browser uses the WebView2 Runtime, which is separate from the Edge browser. Windows 11 includes it; it is commonly present on Windows 10. If it is missing, the app displays a link to Microsoft's free Evergreen installer. The Edge or Chrome you use for everyday browsing is not opened or modified when the built-in option is selected.

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 its checks for the browser, sign-in window, OpenRouter key, video tool, keep-awake setting, and a final browser test.

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. 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 built-in browser has a private profile separate from your everyday Edge or Chrome profile. Use **Open the EastmarkHK Social browser window to sign in** in Settings → Publishing browser. Sign in to each network there; the sessions are kept in the app profile. Do not close the publishing window while an operation is in progress.

Optional: use Edge or Chrome instead

The app defaults to its built-in WebView2 browser. If you select Microsoft Edge or Google Chrome in **Settings → Publishing browser**, the app launches a separate private browser profile and controls it through a local DevTools connection. Keep that browser window open and not minimized while a post is publishing. If the browser is not installed, the app reports that and asks you to choose or install one. No browser extension is required.

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.
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 hides the app in the Windows system tray. Scheduled work runs even when the app is closed: Windows starts it at the right time. Reopen it from the tray icon. Choose **Quit** from the tray menu to stop background work.

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. Review the per-network result text in the post's Review details. For scheduled or routine posts, also check Windows notifications and inspect the post in Review. Confirm the post on the social network itself, especially for assisted publishing.

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 shown in Review 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 card in **Routines**.

The selected time is the PC's local time. The app does **not** need to be open: Windows starts it at the planned time through a Task Scheduler task, the app does the work and quits. If the PC is asleep, the task can wake it — Settings ▸ **Scheduled posts while the PC sleeps** ▸ **Wake the PC just before each routine** (on by default). A PC that is switched off stays off, and a closed lid still sleeps a laptop unless you turn on **Keep the PC awake even with the lid closed** there. An individual scheduled post that becomes overdue while the PC sleeps is processed when the PC wakes. A recurring routine is processed only within two hours after its chosen time; if the PC is unavailable longer, that day's routine may be skipped.

At run time, the app opens/uses the publishing browser. Check Windows notifications and the post's Review details for the result. 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 Windows notifications and inspect the resulting posts in Review 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: Windows starts it at each routine time through a Task Scheduler task, and the app quits when it is done. The scheduler allows a two-hour window after the routine time to catch up if the PC was briefly unavailable; after that the routine is skipped for that day.

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 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.

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 WebView2

browser is the default; Edge and Chrome are optional. |
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 PC sleeps**: keep the PC awake, wake it before each routine, 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

On Windows, posts are saved under `%USERPROFILE%\Downloads\social` by default; change the folder in **Settings → Files**. Each post has its own dated folder containing finished posters and, if created, `video.mp4` and `video.gif`. The app data directory is `%APPDATA%\EastmarkHKSocial`; the project README lists settings, encrypted secrets, schedule, crash log, and browser profile there. Protect this folder and your Windows account. The app stores its OpenRouter key and network logins encrypted in its own files, not in Windows Credential Manager.

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.
Built-in browser does not start	Check that the WebView2 Runtime is installed. Use the link shown by the app to install Microsoft’s Evergreen Runtime, then reopen the browser and rerun the test.
Edge/Chrome publishing fails	Confirm the selected browser is installed, use the app’s

test, and keep the private publishing window open and not minimized during the run. |
Network composer changed / automation stops	Finish manually in the open browser. Keep the exact error shown in Review 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 app was running, online, and signed in at the planned time. The scheduler can process overdue work when the app runs again, but verify the post in Review and on the network.
Routine generated but did not publish	Check whether Publish without my review is enabled, inspect the post's network result in Review, and check Windows notifications for 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. Windows behavior and known limitations

- The Windows app uses WinUI 3 and .NET 10. Its README targets Windows 10 version 1809 or later (Windows 11 recommended); customers also need the .NET 10 Desktop Runtime and Windows App Runtime 2.1. Use the signed MSI supplied by the publisher.
- The default publishing browser is the app's own WebView2 profile. It does not launch or use the regular Edge or Chrome profile. Edge/Chrome are optional advanced choices; their automation windows must stay open and not minimized during publishing.
- The README describes feature and screen parity with the Mac app, but also says the Windows version was written without a Windows compiler and may need build fixes. This manual documents intended Windows behavior; confirm it in the released build.

- Pinterest and Threads remain assisted on Windows, according to the README. Other automated recipes can also fail when a social network changes its website. Check the network itself after publishing.
- The Windows sidebar does not include the separate History page available in the Mac source. Check publication messages on each post in Review and use Windows notifications for scheduled or routine runs.
- **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 the post’s Review result and the network itself to confirm publication.** Browser automation 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.

© EastmarkHK · **eastmarkhk.com** · **eastmarkhk@eastmarkhk.com**

© 2026 EastmarkHK. All rights reserved. • EastmarkHK translated manual.