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THE COMPLETE FREE WORKBOOK

Flowers to show. Words to start.

Eight captions. Four weeks. Every
answer free.

Check before you promise.

A four-week publishing calendar / Image rights and privacy decisions / Ten answer-key checks

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

A complete free six-chapter social workbook with eight caption drafts and image descriptions, a four-week calendar, permission and privacy records, publishing-failure and sold-out corrections, deduplicated inquiry metrics and ten answers. All examples are fictional; no email required.

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How to use this workbook

Edition 2.0. Reviewed September 17, 2026. This complete free workbook includes eight finished caption drafts, a four-week calendar, permission decisions and an answer key. The fictional Willow Stem shop and all examples are practice data. No purchase, account or other guide is needed to finish it. Nothing in this exercise is an actual flower offer or a scheduled social post.

1. Give each post a verified fact card

The fictional shop opens Tuesday-Saturday, 10:00-17:00 local time. Its approved example bouquet is \$40 final total for this exercise: 5 roses, 3 tulips and 2 greenery stems, wrapped, without a vase. Collection only; no same-day promise and no unapproved substitution. The training campaign covers October 1-28, 2026. Captions with availability are drafts until a staff member inserts and checks the actual dated snapshot.

Do not use an AI assistant to invent flower varieties from a photo or claim that an arrangement is in stock because it looks attractive. Ask the owner for the exact recipe, offer, current availability and next step. Use Kimi or another approved assistant only on fictional or minimized inputs; no special platform integration is required.

Image permission records

Image	Supplied record	Publication decision
A	Shop-owned bouquet photo; organic channels approved	Eligible after safe crop review
B	Wedding photographer credited; license absent	Hold; credit is not permission
C	Licensed detail photo; organic only, ads excluded	Organic only; do not boost
D	Generated floral concept; not real stock	Label clearly as a concept

Image A's original includes an order card showing a customer address. The exercise supplies a second version, A-safe, whose review record says the card and all identifying text have been fully removed and the owner approved that version. Use A-safe, not the original. In a real workflow, create the crop and inspect the actual exported image before marking it safe; a prompt saying "crop the address" does not prove the work was done. No real image file or permission clearance is delivered by this text exercise.

Fictional visual-inspection record for A-safe: it depicts the approved example bouquet with roses, tulips and greenery, wrapped on a clear shop counter. This is supplied text for the exercise, not a claim that an actual photograph has been inspected by CreatorHQ. The descriptions below rely only on that record.

2. Use a four-week calendar with a purpose

Two posts per week are a practice cadence, not an algorithm guarantee. Assign one staff reviewer and a publishing check for each post. All dates below are fictional planning dates; verify real opening hours and current facts before reuse.

Week	Dates / post IDs	Purpose
1	October 1 / P1; October 3 / P2	Explain the product and collection
2	October 8 / P3; October 10 / P4	Show choices and a safe detail
3	October 15 / P5; October 17 / P6	Invite questions and clarify concepts
4	October 22 / P7; October 24 / P8	Explain substitutions and recap

A useful calendar records a reader question, the verified answer, an approved visual, the specific next step and who will answer incoming questions. It does not need eight invented discounts or eight different offers. Keep sales language tied to what the shop can actually deliver.

3. Eight complete captions and descriptions

P1: What is in the bouquet? / A-safe

"A bouquet should come with clear details. Our example \$40 collection bouquet contains 5 roses, 3 tulips and 2 greenery stems, wrapped without a vase. Ask the shop about current availability before ordering; this post does not reserve one. Collection only."

Image description: "Wrapped bouquet with roses, tulips and greenery on the shop counter." This description comes from the supplied image record, not visual analysis of an unseen file. Include the price and contents in the caption so essential information is not trapped in an image.

P2: Make collection clear / text card

"Planning a collection? Willow Stem's example opening hours are Tuesday-Saturday, 10am-5pm local time. Contact us to agree your arrangement and collection time before paying. We will confirm what is available; an open shop is not a promise of same-day flowers."

Image description: "Willow Stem collection information: Tuesday-Saturday, 10am-5pm; confirm your order and collection time with the shop." Do not add a street address that the fact card never supplied.

P3: Start with the occasion / A-safe

"Not sure what to ask for? Tell us the occasion, preferred colors, collection date and budget. We will explain the verified options and price before you decide. Please keep recipient addresses and personal messages out of public comments; use the shop's approved private order channel."

Image description: "The shop's wrapped example bouquet on a clear counter." An inquiry is not yet a confirmed order, even if the customer includes a budget.

P4: A closer look / C, organic only

"A small detail can help you decide what you like. This licensed floral detail image is inspiration, not a promise that the pictured arrangement is available. Ask us which current options suit your occasion and collection date. We will confirm the actual contents and price."

Image description: "Close-up floral detail used as inspiration." The supplied image record names no species or colors. Do not invent them. Keep this post organic: its permission record excludes paid advertising, including boosting.

P5: Ask before the rush / text card

"Have a date in mind for flowers? Ask us about availability before making plans around a particular arrangement. Share your preferred collection date and budget through the shop's approved order channel. We will confirm the offer, price and timing; a message alone does not hold stock."

Image description: "Before you order: confirm availability, price and collection time." This is a general planning post, not a false deadline or an event-specific scarcity claim.

P6: Show a concept honestly / D

"AI-generated floral concept, not a customer order or an available bouquet. We are using this idea to start a conversation about style. If something here appeals to you, ask about the real flowers, cost and timing we can currently offer. We will confirm those separately."

Image description: "AI-generated floral concept shown for style discussion, not a real stocked arrangement." Add any platform-required label after checking the current publishing interface. Do not convert a concept into a testimonial or claim it was delivered to a client.

P7: Explain substitutions / A-safe

"Your approved flower choices matter. If an agreed arrangement needs a change, we will contact you with the verified alternatives before substituting. We will not assume that a different flower, color or price is acceptable. Ask us to clarify your order details before collection."

Image description: "Wrapped example bouquet used to illustrate a post about agreeing flower choices." This caption states the fictional shop's supplied policy; do not reuse it if your real policy differs.

P8: Give the reader a next step / text card

"Your next flower order starts with four details: occasion, collection date, budget and preferred style. Send those through Willow Stem's approved order channel and we will confirm available options. No need to put a recipient's personal details in a public comment."

Image description: "Flower inquiry checklist: occasion, collection date, budget and preferred style." Check that the actual profile contact button or linked inquiry page works before publishing this invitation.

4. Publish, verify and correct

Keep separate statuses: draft, approved, scheduled, published, corrected and withdrawn. Store the exact exported visual version and published URL. A scheduler may require manual completion for some posts; scheduling alone is not proof that the post is visible.

Practice failure: P5 is marked scheduled but has no public URL and the platform reports a publishing error. Correct status: failed/unpublished, not published. The reviewer checks the reason and approves a retry; the assistant must not claim that eight posts reached viewers.

Practice correction: an availability post outside this eight-post calendar says "collection bouquet available" but stock has since sold out. Update the public message promptly: "Update: this arrangement is now sold out. Existing confirmed orders are unchanged. Contact the shop about other options; availability and price will be confirmed separately." Close or update the corresponding ordering path too. Editing the caption while leaving a misleading checkout open is incomplete.

Caption-check prompt

Review these fictional captions against the fact and permission cards.
Flag invented stock, dates, discounts, species, guarantees or rights.
Check that image B stays on hold, C is organic-only and D is labeled.
Require the reviewed A-safe export, not the original customer card.
Return a corrected caption and its source facts; do not publish it.
Keep orders, inquiries, schedules and actual publication separate.

5. Measure something useful

The supplied practice report shows 1,200 impressions and 24 link-click events. The click-event/impression ratio is $24/1,200 = 2\%$. These are events, not necessarily unique people or completed website visits.

Six inquiry records have person IDs F1, F2, F2, F3, F4 and F4. They represent four people. F1 and F3 each place one confirmed order; F2 and F4 do not. Inquiry-to-order conversion is $2/4 = 50\%$, not $2/6$. These small fictional samples do not predict future performance or prove that social posting caused the orders.

Keep a simple weekly register: post ID; actual URL; date/time; visual permission; impressions; clicks; deduplicated inquiries; confirmed order IDs; canceled orders; staff minutes; next experiment. Compare like-for-like periods and keep definitions stable. If an order arrives without a source, mark it unknown instead of assigning it to the most recent post.

6. Answer key and reusable release checklist

1. **Free completeness:** all eight captions, the full calendar and every answer are included here.
2. **A-safe:** eligible only because the supplied record confirms a reviewed safe export; a real file still needs actual inspection.
3. **B:** hold until rights are verified; a credit line is not a license.
4. **C:** organic only; do not boost or reuse in paid advertising.
5. **D:** clearly label generated concept and distinguish it from stocked flowers.
6. **P5 failure:** scheduled plus publishing error means unpublished.
7. **Availability correction:** update the post and the connected order path.
8. **Click ratio:** 2%, with impressions and click events named accurately.
9. **Inquiries:** six records, four people, two orders, 50% person-based conversion.
10. **Causation:** no causal sales lift or expected conversion can be inferred.

Before each real post, check the facts, current offer, rights, privacy, description, link, approval and actual publication. Your finished starter is eight reviewed drafts and one reusable control sheet. The optional member workbooks cover inventory, deliveries, seasonal preorders and wedding scope; nothing needed to complete this exercise is withheld.

Sources and boundaries

- [W3C image decision tree](#) supports choosing descriptions according to an image's purpose and context.
- [Canva licensing overview](#) describes Canva content licensing; it does not license arbitrary photographer images found online.
- [Buffer notification publishing](#) explains publishing flows that need a manual completion step. Check the current account and channel before relying on automation.

The fictional image records illustrate decisions; they are not actual third-party licenses. No customer information, photographs or social accounts are connected by this workbook.