

creatorhq.

THE ICE CREAM SOCIAL WORKBOOK

Show the scoop. Invite a reply.

Eight captions. Four useful weeks.
A complete free content packet.

Give every post a next step.

Captions / Image descriptions / Honest measurement

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

Build a permissioned calendar, handle a closure and read the results without inventing customer outcomes.

1. Give the calendar one job	3
2. Use eight finished posts and image descriptions	4
3. Make the artwork easy to understand	6
4. Handle a genuine change without hiding it	7
5. Measure attention and actual order states separately	8
6. Check ten reference answers	9
Sources and limits	10

How to use this workbook

Edition 2.0 - reviewed September 18, 2026

Give people something useful to notice, something accurate to read and an easy next step. This complete free workbook contains a four-week calendar, eight finished captions, matching image descriptions and a small outcome ledger. It works without an email signup, paid advertising or an AI subscription; no essential answer is reserved for a paid continuation.

Moon Scoop in Riverside is fictional. Its assets, permissions, enquiries and sales records are supplied teaching data, not customer photographs or measured campaign results. This workbook does not post, schedule, send or connect to a shop account. Finished text is ready to adapt only after the real business verifies the corresponding facts and permissions.

Allow an estimated 55-75 minutes with paper or a spreadsheet and a calculator. Use your own approved images later; no image-generation tool is required. Optional Kimi may audit only the synthetic packet. Real publication needs someone responsible for product information, asset rights, comments and order enquiries. Optional tool plans may cost money, but the exercise requires none.

1. Give the calendar one job

Owner Noor wants the four-week plan to explain the shop and encourage questions through its verified profile enquiry route. Approved facts are: Moon Scoop, Riverside; counter hours Tuesday-Sunday 12:00-18:00; closed Mondays; current product names Vanilla Cup and Cocoa Cup. No prices, discount, remaining-stock count, health statement or allergy-suitability claim is supplied for social publication.

An enquiry is not an order. The team separately confirms product availability, quantities, complete price and collection details before acceptance. Do not put a payment link into a post when the packet provides none. Keep personal requirements out of public comments and direct product-information questions to responsible staff rather than asking the AI to infer ingredients.

Asset	Supplied content	Rights and version	Use
A1	Owner's Vanilla Cup photograph	v2, organic Instagram/Facebook approved	P1/P5
A2	Owner's Cocoa Cup photograph	v1, same organic channels approved	P2/P6
A3	Original opening-hours card	v3, owner-approved words	P3/P8
A4	Owner's empty counter photograph	v1, no people/private records	P4/P7
A5	Customer photograph from a private message	No publication permission	Exclude
A6	Downloaded commercial song	No usable rights evidence	Exclude

Rights to take a photograph, permission to use another person's image and permission for a particular channel are different questions. This packet authorizes A1-A4 for organic use only; it does not authorize paid ads. Crediting A5's sender would not fill its missing permission. No actual source images are supplied, so the workbook's descriptions are a production brief, not proof of visual inspection.

The calendar covers October 5-29, 2026. Each Monday post explicitly handles the closed day or discusses planning; the Thursday posts occur on an opening day. This is a manageable exercise cadence, not a claimed optimal posting frequency.

2. Use eight finished posts and image descriptions

P1 - Monday October 5, A1-v2

"A small introduction to Moon Scoop: this is our Vanilla Cup, photographed by our own team for this approved post. We are in Riverside and closed today, Monday. Our regular counter hours are Tuesday-Sunday, 12:00-18:00. Planning a visit this week? Check with the team about current availability through our verified profile enquiry route. A message starts a conversation; it does not reserve an order."

Image description: "A Vanilla Cup on Moon Scoop's plain counter, photographed without people or private records. The caption gives the regular opening hours and notes Monday closure."

P2 - Thursday October 8, A2-v1

"Here is the Cocoa Cup from Moon Scoop's current product list. We are open today from 12:00 to 18:00 in Riverside. Before making a special trip for a particular item, ask the team what is available. For ingredient or allergen questions, speak with the responsible staff member rather than relying on a photograph or a short caption. We will help you find the current product information."

Image description: "Owner-created photograph of the Cocoa Cup on a plain surface. No ingredient list or suitability claim is shown."

P3 - Monday October 12, A3-v3

"A useful note for the week ahead: Moon Scoop's regular hours are Tuesday-Sunday, 12:00-18:00, with Mondays closed. Save the hours if they help you plan, but check any later dated update before travelling. If you want to discuss an order, use our verified profile enquiry route. We confirm the details separately; a comment or a saved post is not an accepted booking."

Image description: "Text card reading Moon Scoop, Riverside; Tuesday-Sunday 12:00-18:00; closed Mondays. The same information appears in the caption."

P4 - Thursday October 15, A4-v1

"An empty counter before service is a chance to make the next conversation simpler. When enquiring with Moon Scoop, tell us the product name, quantity and preferred collection date. Please keep personal information out of public comments. We will discuss availability, the complete price and collection arrangements through the appropriate private route before anything is accepted. Our regular Thursday counter hours are 12:00-18:00."

Image description: "Empty Moon Scoop counter with no customer faces, order slips, payment screens or private details visible."

P5 - Monday October 19, A1-v2

"A familiar cup, a new week. This approved Vanilla Cup photograph introduces one product rather than promising unlimited stock. Moon Scoop is closed today and normally opens Tuesday-Sunday, 12:00-18:00. If a particular date or quantity matters, ask the team before making plans. We will check the current details instead of treating an old post as a reservation. Find our verified enquiry route on the profile."

Image description: "The same approved Vanilla Cup photograph used for P1, reused with a new planning caption and no claim that it was photographed today."

P6 - Thursday October 22, A2-v1

"Choosing between the names on a menu is only the start of the conversation. This is Moon Scoop's Cocoa Cup. Ask the team about the current selection and product information before ordering; we do not infer dietary suitability from a name or an image. Our Riverside counter is normally open today, 12:00-18:00. Please check any dated service update, and use a private enquiry for personal requirements."

Image description: "Approved Cocoa Cup image reused from A2-v1. The caption invites questions rather than making health, ingredient or allergy assurances."

P7 - Monday October 26, A4-v1

"Planning for later in the week? A useful Moon Scoop enquiry includes the item, number of cups and preferred collection date. We are closed on Mondays, so this post is a planning invitation, not a promise of service today. The team will confirm current availability and the complete terms separately. Please do not post phone numbers, payment details or personal requirements in the comments."

Image description: "Owner-created empty-counter photograph. The accompanying text explains what to include in a future order enquiry and notes Monday closure."

P8 - Thursday October 29, A3-v3

"Before the month ends, here is the practical information in one place: Moon Scoop is in Riverside, with regular counter hours Tuesday-Sunday, 12:00-18:00, and Mondays closed. Check the latest dated update before visiting. Ask our team about today's selection and current product information. Thank you for following along; likes and saves are welcome, but we confirm every actual order through its own conversation."

Image description: "The approved opening-hours card, repeated for convenience; all essential wording is also written in the caption."

3. Make the artwork easy to understand

Use a simple image-first layout: product or counter photograph, short shop identifier and enough space that the subject remains recognizable. Keep essential hours and the next step in ordinary caption text, not only tiny lettering on the image. A visual designer may adjust crops without adding more product, changing its appearance or removing context that affects the claim.

The hours card can use three text lines: Moon Scoop - Riverside; Tuesday-Sunday 12:00-18:00; Closed Mondays. Review a phone-size preview and a plain-text version. Do not place a fictional five-star badge, award ribbon or customer quote on the design to make it look more established.

Optional story adaptation: frame one shows A4 with "Planning a visit?"; frame two shows the hours card; frame three says "Ask the team about current availability through our verified profile enquiry route." It contains no music, customer image or urgency countdown. This adaptation is a storyboard, not an additional measured post in the ledger below.

Reusable publication worksheet: post ID/date ____; asset/version ____; image-rights evidence ____; any subject approval ____; channel ____; factual source/version ____; caption ____; image description ____; reviewer/time ____; published reference ____; later correction ____.

Before publication, one staff member checks asset authority and a second check compares product and opening information with the current shop record. In a one-person shop, use two separate review passes. A saved draft is not evidence the checks occurred, and a screenshot of a scheduled queue is not evidence the post went live.

4. Handle a genuine change without hiding it

Independent change C1 occurs before P6 publishes. At 09:00 on October 22, the owner confirms an exceptional closure for that day. No reason is authorized for publication. Hold P6 and replace it with a factual notice; do not leave "open today" in the queue because the regular schedule is usually correct.

Complete correction draft

"Moon Scoop update for Thursday October 22, 2026: our Riverside counter is closed today. This replaces the regular-hours information for this date. If you already discussed a collection with us, use our verified private enquiry route so the team can review your arrangement. We have not automatically changed or refunded an order through this post. Please check the next dated update before travelling."

Update the dated hours card or use plain text, and record the replacement as P6-C1. Keep the other seven scheduled concepts unchanged unless the owner supplies a broader closure. Do not invent a reopening time, illness story or compensation offer. Previously accepted orders need individual review; the public post cannot settle their terms.

Independent change C2 withdraws permission for A1 before the campaign begins. Hold P1 and P5, leaving six original placements eligible from A2-A4. A replacement could use the approved hours card with newly reviewed wording, but it is a new draft, not proof that the withdrawn image was legally reusable. C1 and C2 are separate exercises, not combined with the measurement packet.

5. Measure attention and actual order states separately

The supplied report measures only P1-P4 in one defined window. Displays are platform-reported observations, not deduplicated people. Interactions are the report's combined actions; one person may contribute more than once.

Post	Displays	Interactions	Interaction/display rate
P1	400	20	5.0%
P2	300	9	3.0%
P3	500	10	2.0%
P4	200	6	3.0%

Totals are 1,400 displays and 45 interactions, so the pooled rate is $45/1400 = 3.21\%$. The simple mean of four percentages is 3.25%, a different calculation. Neither rate measures visits, orders or revenue.

Event	Person	Supplied contact event	Count treatment
E1	U1	Initial enquiry	Keep
E2	U2	Initial enquiry	Keep
E3	U1	Follow-up	Keep
E4	U3	Initial enquiry	Keep
E5	U4	Initial enquiry	Keep
E6	U5	Initial enquiry	Keep
E3	U1	Follow-up	Exact duplicate: ignore

There are seven rows, six unique event IDs and five unique people. Separate order records say U1 paid 12 and retained the order; U3 paid 10 and later received a full 10 refund. Others have no paid order in the observation window. Initial paid conversion is $2/5 = 40\%$; retained-paid conversion is $1/5 = 20\%$. Cash receipts 22 less refund 10 leave 12 before costs, not profit. No source attribution proves these orders were caused by the posts.

Optional Kimi prompt: "Audit only the supplied synthetic P1-P4 metrics and E1-E6 ledger. Deduplicate exact event IDs, then count people separately. Compute pooled interactions/displays and both initial-paid and retained-paid conversion. U1 pays 12 and retains the order; U3 pays 10 and is refunded 10. Keep cash, visits and causality separate. Check the October 22 closure against P6. Do not post, infer ingredients or invent testimonials."

6. Check ten reference answers

1. **Which assets are eligible initially?** A1-A4 under their supplied organic-channel/version permissions. A5 lacks publication permission and A6 lacks music-rights evidence.
2. **How many finished calendar posts are supplied?** Eight across four weeks: October 5/8, 12/15, 19/22 and 26/29, 2026. Monday captions acknowledge closure; Thursday captions use the stated regular hours subject to updates.
3. **What changes under C1?** Hold P6's regular-hours caption and use P6-C1 for the October 22 closure. Seven other original concepts remain unchanged by this date-specific fact.
4. **What changes under independent C2?** A1 withdrawal holds P1 and P5, leaving six eligible original placements. It does not silently authorize a substitute photograph.
5. **What is the pooled interaction rate?** $45/1400 = 3.21\%$, not the 3.25% unweighted mean. Displays and interactions are not unique customers.
6. **How does the enquiry ledger reconcile?** Seven rows become six unique events after ignoring the repeated E3. Those events represent five people because U1 contacted twice.
7. **What is initial paid conversion?** U1 and U3 are two initially paid people out of five enquirers: 40%. Do not divide by six events or 1,400 displays.
8. **What remains after the refund?** One retained paid person out of five is 20%; 22 received minus 10 refunded leaves 12 before costs. This is neither profit nor attributed social revenue.
9. **What does a missing metric mean?** P5-P8 have no supplied performance data. Do not assign zero, copy another post's results or include them in this four-post rate.
10. **What must a real release check reject?** Invented discounts, fabricated reviews, unsupported dietary claims, unauthorized customer images and unchanged open-today copy after C1. The complete free workbook already includes all necessary reference answers.

Sources and limits

Sources opened September 18, 2026: [W3C image alternatives](#) informs meaningful descriptions; [U.S. Copyright Office photography guidance](#) supplies general rights context; [FTC advertising guidance](#) supports accurate claims; [FDA food-allergy information](#) provides a boundary for product questions. Kimi is optional for synthetic drafting only.

Editorial review role: social-content, rights and measurement reviewer. Edition 2.0 replaces generic posting promises with eight complete captions, an asset register, two change drills and a reconciled enquiry/refund example. No actual advertising, platform configuration, food inspection or customer communication was performed.