

OSHAANI

User Guide & Standard Operating Procedure

How to run Oshaani day to day: sign in, connect networks, post once to many destinations, handle DMs, and spend credits only when you use AI.

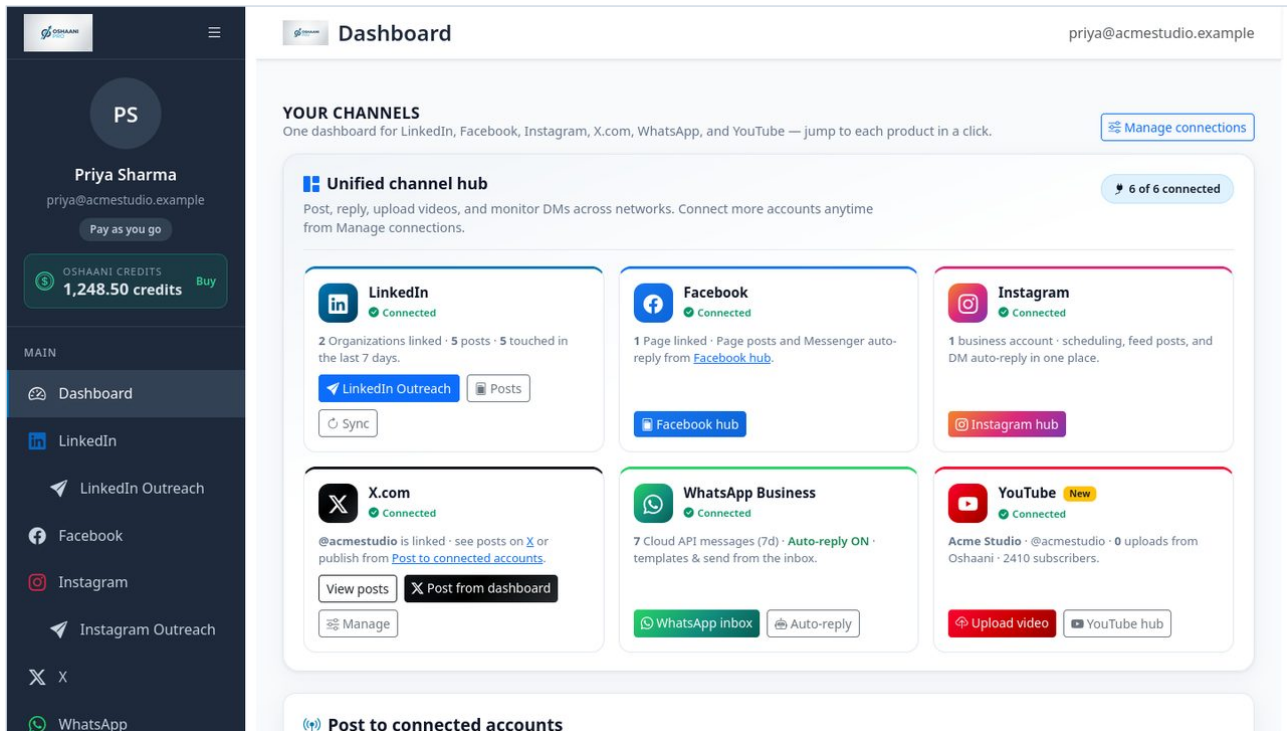
App: <https://social.oshaani.com> · Guide: <https://social.oshaani.com/sop/>

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1. Overview

Oshaani is a multi-network social workspace. From one dashboard you publish to LinkedIn (personal and company pages), Facebook Pages, Instagram, WhatsApp Business, YouTube, and X; reply to comments and DMs; and optionally let Oshaani AI draft posts or auto-reply.



The dashboard. The left sidebar opens every network hub and tool, your Oshaani credit balance sits under your name, and the channel hub shows which networks are connected.

What you can do

- Write once, post many: Use Post to connected accounts on the dashboard. Pick destinations under Where to post.
- Network hubs: LinkedIn, Facebook, Instagram, WhatsApp, and YouTube each have a dedicated page for inbox, scheduling, and settings.
- AI when you want it: Generate drafts, analyze a LinkedIn profile, and auto-reply to comments or DMs. Direct posts you write yourself do not use credits.
- Human takeover: Replying in a WhatsApp, Instagram, or Facebook Messenger thread does not stop AI auto-reply. Use Pause AI in that thread to stop it for that person until you resume it.

Who this SOP is for

Account owners and team members who publish or reply from Oshaani. Follow these procedures in order the first time you set up an account; after that, jump to the section you need.

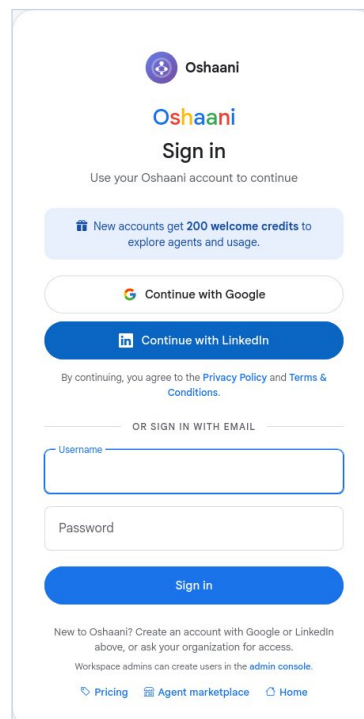
2. Getting started

Sign in

Authentication

1. Open the sign-in page: <https://social.oshaani.com/accounts/login/>. You are taken to the Oshaani sign-in screen — one Oshaani account works on oshaani.com and Oshaani Social.
2. Choose Continue with Google or Continue with LinkedIn, or sign in with your Oshaani username and password. New users can create an account with Google or LinkedIn on the same screen.
3. Authorize the app if the network asks. Oshaani never stores your social passwords for sign-in.
4. You land on the dashboard.

New accounts receive 200 free AI credits. There is no subscription required. Credits are spent when you run AI actions (drafts, analysis, auto-replies), plus a 100-credit monthly platform fee on pay-as-you-go (waived on monthly plans).



The Oshaani sign-in screen: continue with Google or LinkedIn, or use your Oshaani username and password.

Optional: use your own Oshaani agent token

AI features work out of the box and are paid for with your Oshaani credits. If you have your own agent on oshaani.com, you can use its token instead so agent usage is billed to that agent.

1. Open Profile in the sidebar and scroll to Oshaani Agent Token.
2. Click Create my custom agent on oshaani.com (or open your existing agent), go to API keys, and create a key.
3. Paste the key into API Key and click Save token. Leave it blank to keep using the default key.

Oshaani Agent Token

Use your own API token from [oshaani.com](https://social.oshaani.com) so agent usage is billed to your Oshaani account. When you use your personal token, you are not charged credits on this platform. Leave blank to use the default key and pay with credits here.

[Create my custom agent on oshaani.com](#)

1. Create and publish your agent on oshaani.com (sign up there if you're new).
2. Open the agent, go to **API keys** and create a key.
3. Paste the key below and click **Save token**.

API Key

Enter your Oshaani API key

[Save token](#)

Profile → Oshaani Agent Token. Saving your own token is optional.

3. Connect accounts

Sign-in does not always connect every network for posting. Link each destination you want under Connected Accounts (<https://social.oshaani.com/accounts/connected/>) or from that network's hub in the sidebar.

Recommended order

1. LinkedIn — Connect, then open LinkedIn Organizations and click Sync Organizations so company pages appear under Where to post.
2. Facebook — Connect Pages you admin. Messenger inbox and auto-reply live on the Facebook hub.
3. Instagram — Connect a professional (business or creator) account linked to a Facebook Page. Needed for feed posts, Reels, and DMs.
4. WhatsApp — Open WhatsApp in the sidebar and complete setup (Embedded Signup or Cloud API credentials). The number must be on Meta Cloud API to receive DMs.
5. YouTube — Connect with Google and grant upload access for your channel.
6. X — Connect from Connected Accounts or the dashboard card, then post from the unified composer.

Connected Accounts

Manage your social media connections

[Back to dashboard](#)

Oshaani account
• Linked

oshaani.com account
Signs you in with your oshaani.com account

LinkedIn
• Connected

Priya Sharma
Founder at Acme Studio · Brand & growth ...

LINKED COMPANY PAGES

Acme Labs
Administrator · Approved
[View on LinkedIn](#) · [Posts in Oshaani](#)

Acme Studio
Administrator · Approved
[View on LinkedIn](#) · [Posts in Oshaani](#)

[Reconnect](#) [Disconnect](#)

Facebook
• Connected

Priya Sharma
1 page(s) connected

CONNECTED PAGES

Settings → Connected Accounts. Each network shows its status, the pages linked to it, and Reconnect / Disconnect buttons.

Reconnect when tokens expire

If publish fails with an auth or permission error, go to Connected Accounts and reconnect that network. For LinkedIn company pages, reconnect LinkedIn with Page posting permission if LinkedIn returns a denied/org-page error.

4. Post to connected accounts

Daily publishing starts on the Dashboard (<https://social.oshaani.com/dashboard/>) in the card Post to connected accounts.

Standard publish procedure

1. Where to post: Tap each destination (personal LinkedIn, each company page, Facebook Pages, Instagram, X, YouTube, WhatsApp). Use Select all or Clear as needed.
2. Write your post: Type the caption, or choose a style and click Generate draft.
3. Add media (optional): Drop photos or one video (up to 9 files: JPG, PNG, GIF, WEBP, MP4, MOV, WEBM), generate an image, or paste an HTTPS image URL.
4. Click Publish. Oshaani queues the job and reports success or error per destination. Stay on the page until results appear.

The screenshot shows the 'Post to connected accounts' interface. At the top, it says 'Write once, pick where it goes, then publish. Instagram needs a photo or video - YouTube needs a video - WhatsApp free-form text only reaches customers who messaged you in the last 24 hours.' Below this are 'Select all' and 'Clear' buttons. The 'Where to post' section shows 4 selected destinations: LinkedIn (personal), LinkedIn - Acme Labs, Facebook - Acme Studio, and Instagram - @acmestudio. A yellow note indicates that Instagram needs a photo or video. The 'Write your post' section has a text area with the draft 'Three lessons from launching 40 D2C brands this year' and a 'Draft with Oshaani AI' section with a 'Style' dropdown set to 'Warm & empathetic' and a 'Generate draft' button. The 'Add media (optional)' section has a 'Drop files here or browse' area with buttons for 'Choose from gallery', 'Generate image', and 'Generate video'. At the bottom, it says 'Ready to publish to 4 networks' and has a 'Publish' button.

Dashboard → Post to connected accounts. Step 1: tick the destinations. Step 2: write or generate the post. Step 3: add media. Then click Publish. A yellow note appears when a selected network needs media.

Media rules by network

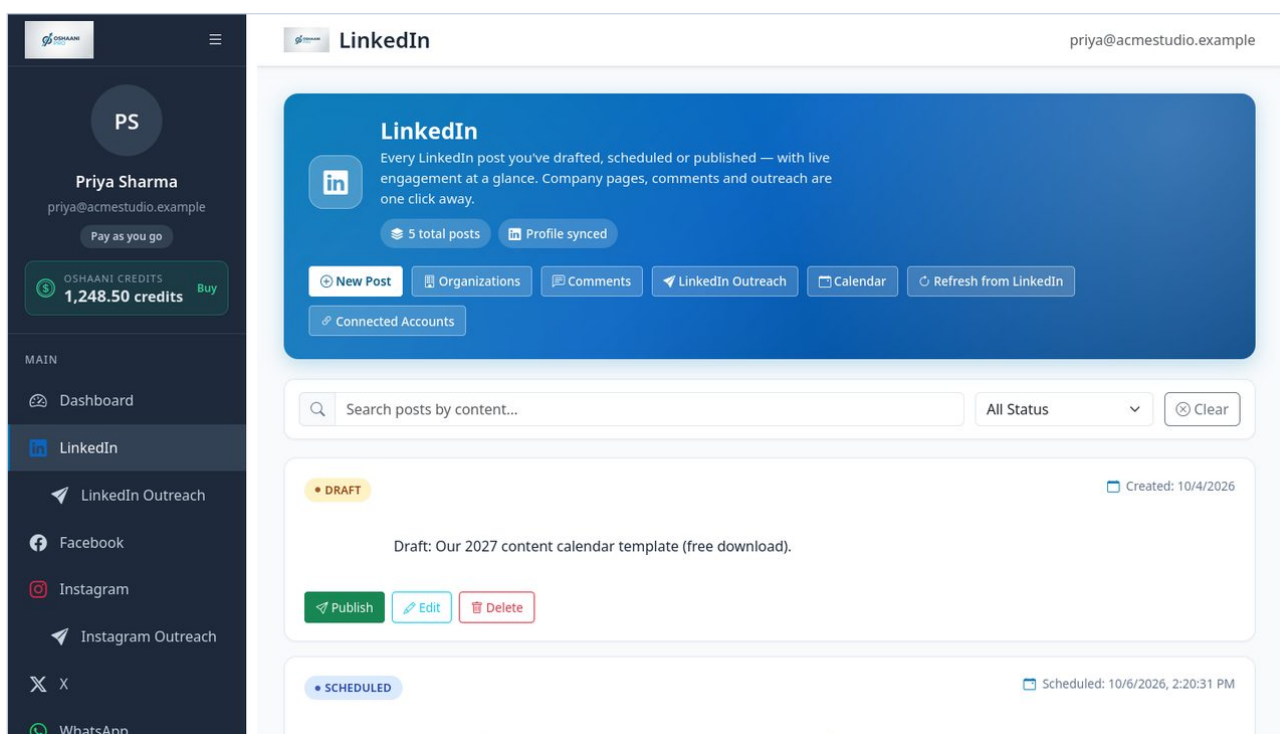
- Instagram needs a photo or video. Feed photos should be between 4:5 and 1.91:1; Reels should be 9:16. Oshaani pads media that is outside those ratios before publish.
- YouTube needs a video file. Use the YouTube hub if you also need title, tags, and privacy (Private / Unlisted / Public).
- WhatsApp free-form text is sent only to customers who messaged you in the last 24 hours. Older threads need an approved Meta template from the WhatsApp hub.
- X posts are short-form; keep copy within X's character limit.

For LinkedIn-only create, schedule, and history, use LinkedIn → Posts (<https://social.oshaani.com/posts/>). Scheduled items also appear on the Calendar.

5. LinkedIn

Personal posts

1. Open LinkedIn → Posts or use the dashboard composer with your personal profile selected.
2. Write or generate content, add media if needed, then publish or schedule.
3. Review comments under LinkedIn → LinkedIn Comments.

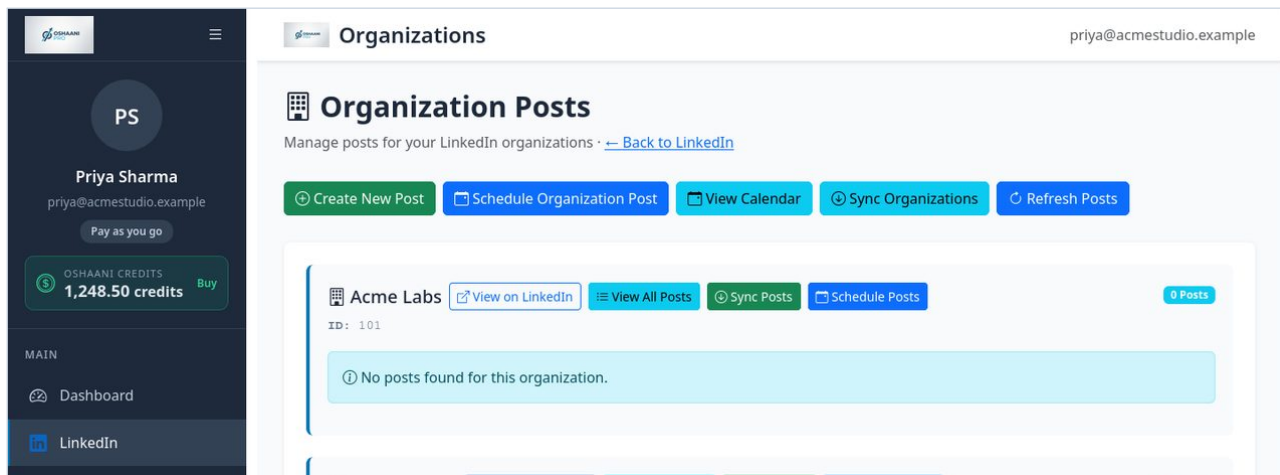


LinkedIn hub. Use New Post to write, and the buttons for Organizations, Comments, Outreach and Calendar. Each post shows its status (Draft, Scheduled, Published) with Publish, Edit and Delete actions.

Company pages (organizations)

Sync, then post

1. Go to LinkedIn → LinkedIn Organizations.
2. Click Sync Organizations. Only pages you can administer should appear.
3. Approved pages (and pages with a blank approval state) show as chips under Where to post. Pending or revoked pages stay hidden until LinkedIn approves them.
4. Select the company chip and publish from the dashboard, or use the organization's schedule/post actions on the Organizations page.



LinkedIn → Organizations. Click Sync Organizations to pull in your company pages, then create, schedule or sync posts for each page.

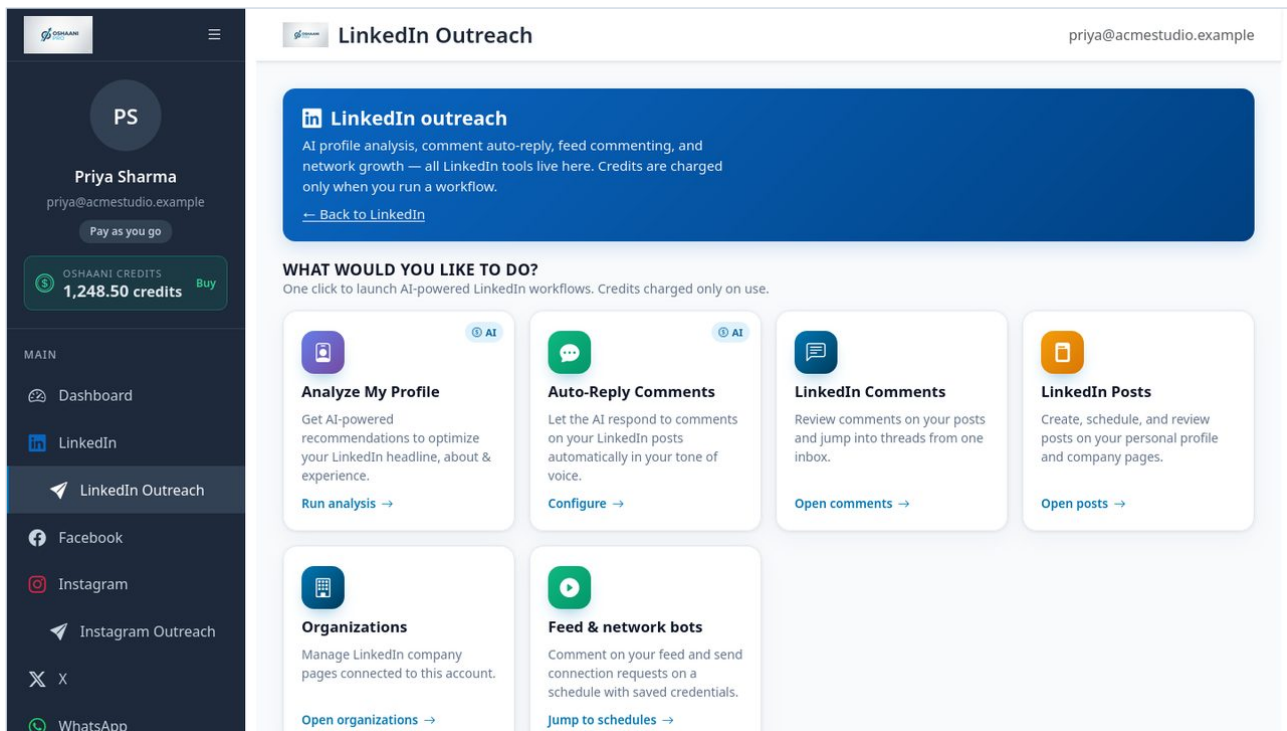
Company page posting denied

If LinkedIn blocks Page posts, reconnect LinkedIn and grant organization/Page posting permission, then sync again. Confirm the page is not pending or revoked.

LinkedIn Outreach

Open LinkedIn Outreach in the sidebar (<https://social.oshaani.com/linkedin/automations/>). Credits are charged only when you run a workflow.

- Analyze My Profile — AI recommendations for headline, About, and experience.
- Auto-Reply Comments — Click Configure to open the comment auto-reply settings; AI replies to comments on your posts in your chosen tone.
- LinkedIn Comments — Review and reply to threads.
- Feed & network bots — Optional: save LinkedIn email/password (encrypted) to comment on your feed or send connection requests on a schedule. Use only if you accept LinkedIn's rules for that kind of automation.



LinkedIn Outreach. Each card launches one workflow; cards marked AI use credits when you run them.

Set up comment auto-reply

1. Open LinkedIn Outreach and click Configure on Auto-Reply Comments.
2. Tick Enable Auto-Reply. Keep Use AI-Generated Replies on for replies written in context, or turn it off to use your own templates.
3. Set the minimum and maximum response delay so replies look natural, and optionally add keywords that trigger a reply.
4. Click Save Settings.

Comment Auto-Reply Settings

☒ **Enable Auto-Reply**
Automatically reply to comments on your LinkedIn posts

☒ **Use AI-Generated Replies**
Use AI to generate contextual replies instead of templates

Minimum Response Delay (minutes)
5
Minimum time to wait before replying

Maximum Response Delay (minutes)
30
Maximum time to wait before replying

Reply Templates
Enter reply templates, one per line or separated by commas
Example:
Thank you for your comment!
Great point! I appreciate your input.
Templates to use when AI replies are disabled. One per line or comma-separated.

Keywords/Triggers
Enter keywords that trigger auto-replies, one per line or separated by commas
Example:
question
help
interested
Keywords that trigger auto-replies. One per line or comma-separated.

Save Settings Cancel

Comment auto-reply settings for your LinkedIn posts.

6. Facebook, Instagram, WhatsApp, YouTube & X

Facebook

1. Open Facebook in the sidebar.
2. Confirm the Pages you admin are listed.
3. Publish Page posts from the dashboard composer or the Facebook hub.
4. Use Community for Page visitor posts, and the Messenger human-agent inbox for DMs, auto-reply, and takeover.

PS

Priya Sharma

priya@acmestudio.example

Pay as you go

OSHAANI CREDITS
1,248.50 credits [Buy](#)

MAIN

Dashboard

LinkedIn

LinkedIn Outreach

Facebook

Facebook

priya@acmestudio.example

Priya Sharma

1 Page Synced 3 minutes ago

Community

Published posts

Reconnect

Connected Accounts

Managed Pages

Acme Studio
Marketing agency · 3150
[Post to this page](#)

Posts from Oshaani

No Facebook posts from Oshaani yet. Publish from this page or the dashboard.

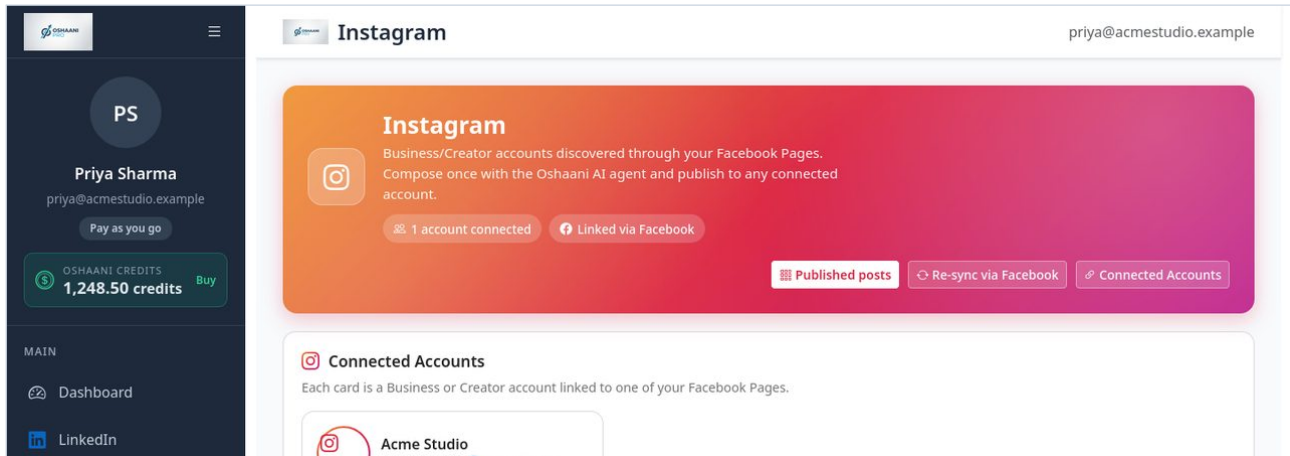
Community

Latest visitor posts · Acme Studio

Facebook hub: your managed Pages with Post to this page, posts published from Oshaani, and the Community inbox.

Instagram

1. Open Instagram. Connect a professional account linked to a Facebook Page.
2. Publish feed posts or Reels from the composer (media required).
3. Use the Instagram hub for the feed, DMs, auto-reply, and human agent inbox.



Instagram hub: each connected professional account, linked through its Facebook Page, with a Post button.

WhatsApp Business

1. Open WhatsApp. If you are not connected, complete setup (Embedded Signup is the usual path).
2. Confirm Cloud API is active for the number. Business App-only numbers cannot receive DMs in Oshaani.
3. Reply in the per-customer inbox, or enable Oshaani auto-reply on the WhatsApp page.
4. Send free-form text inside the 24-hour customer-service window. Outside that window, send an approved template from the WhatsApp hub.
5. The dashboard composer can broadcast free-form text to contacts currently inside the 24-hour window.

WhatsApp Business priya@acmestudio.example

Acme Studio
Send messages, review approved templates, and wire your Meta webhook to this app.
Acme Studio TIER_1K GREEN
Update details Facebook onboard Disconnect

Questions or setup help? Chat with us on WhatsApp: +917291059787

How it works: Webhooks deliver customer messages into your account only. Use the **per-customer inbox** below to reply as a human (AI auto-reply keeps running unless you pause it for that person) or enable **Oshaani auto-reply**. Messaging follows Meta's WhatsApp rules (24-hour session; templates outside the window).

Connection details
Phone number ID, WABA ID, Meta App credentials, and permanent access token. Update these if Meta shows an authentication error or you rotate tokens.

DISPLAY NUMBER	PHONE NUMBER ID	WABA ID	META APP ID
+91 98765 43210	6001	5001	1621189442469808

ACCESS TOKEN APP SECRET LAST UPDATED
Saved Saved 3 minutes ago

Update WhatsApp details Disconnect

WhatsApp Business hub: business name, messaging tier and quality rating at the top, then connection details. Use Update WhatsApp details if Meta shows an authentication error.

Customer inbox Refresh chats

Karan Mehta (AI OK)
You: Absolutely! Friday 11am or ...
4m

Ananya Iyer (HUMAN)
You: Sorry about that, Ananya. I ...
4m

Rahul Verma (AI OK)
Yes please, and do you do Whats...
4m

Karan Mehta
Can I book a demo for Friday?
Karan Mehta · 4m

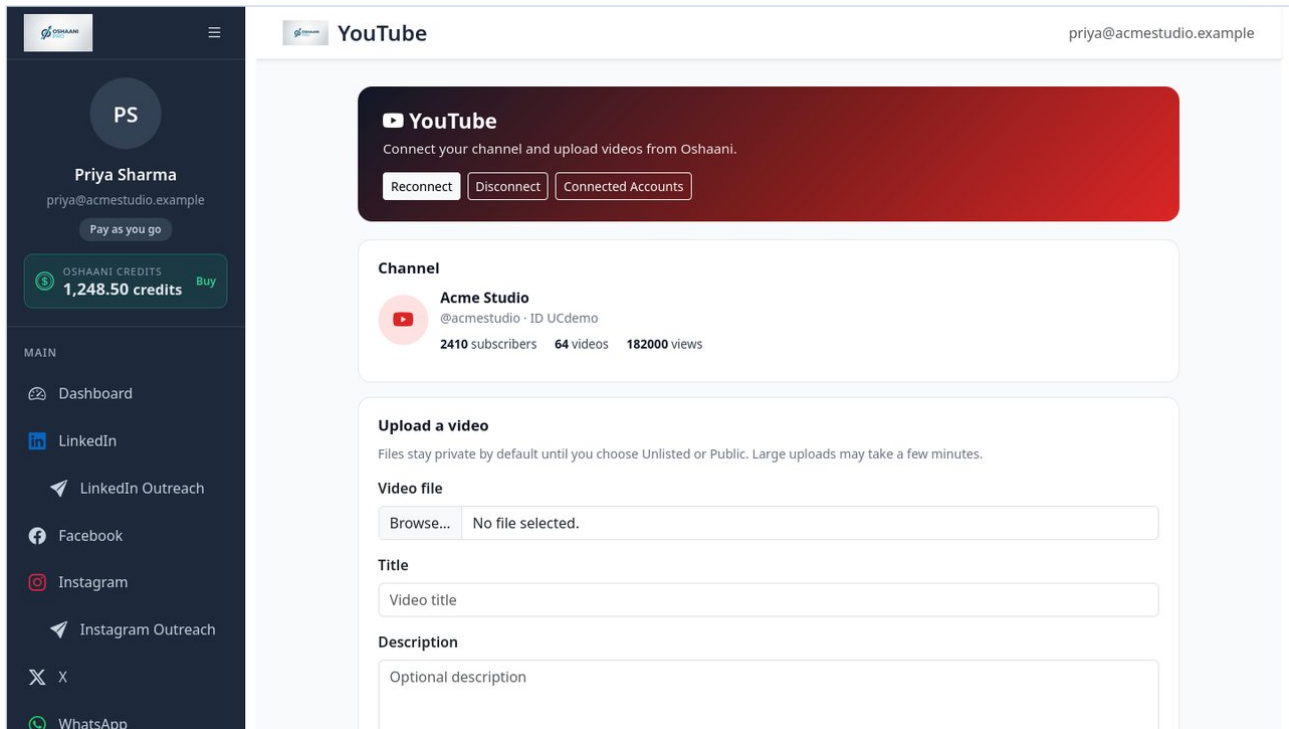
Absolutely! Friday 11am or 4pm works. Which do you prefer?
AI · 4m

Type a reply as a human agent... Send

The per-customer inbox on the WhatsApp page. Pick a customer on the left, read the thread, and type a reply at the bottom. Labels show whether AI is answering (AI OK) or a person is (HUMAN).

YouTube

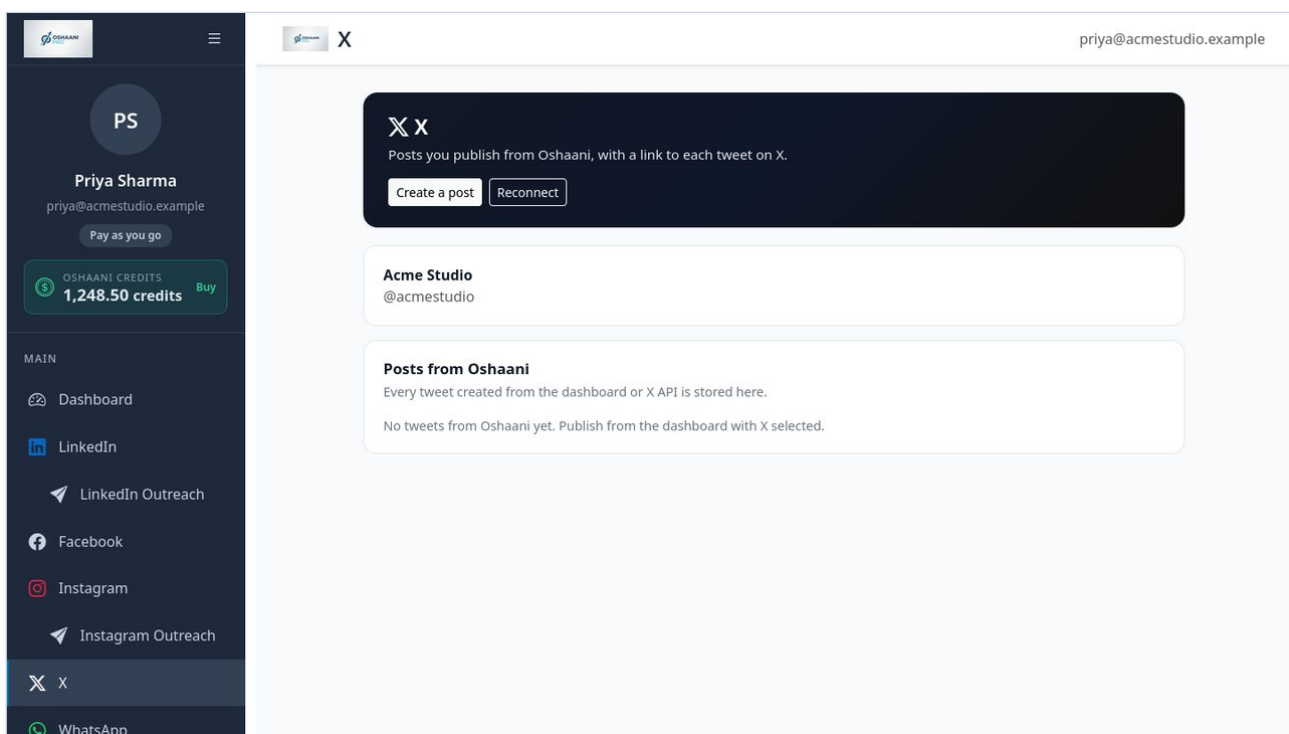
1. Open YouTube and connect with Google.
2. Choose a video, enter a title (required), optional description and tags, and privacy (Private by default, or Unlisted / Public).
3. Click Upload to YouTube and wait for the watch URL. You can also send a video through the dashboard composer when YouTube is selected.
4. YouTube access tokens expire about hourly; Oshaani refreshes them automatically. Reconnect only if refresh fails.



YouTube hub: your channel stats and the Upload a video form (video file, title, description, tags and privacy).

X (Twitter)

1. Connect X from Connected Accounts or the dashboard X card.
2. Select X under Where to post and publish from the composer.



X page: the connected account, Create a post, and every post published from Oshaani with a link to it on X.

7. Inbox, auto-reply & human takeover

Incoming Messenger, Instagram, and WhatsApp messages are stored per account. You can answer as a human or let Oshaani reply — on the web hubs or from the Android Mobile API.

Turn on AI auto-reply

1. Open the network hub (Facebook, Instagram, or WhatsApp) and find the auto-reply panel.
2. Enable auto-reply. Optionally set keywords so AI only answers matching messages, a cooldown so the same person is not messaged too often, and a fallback template.
3. For LinkedIn comment auto-reply, open LinkedIn Outreach in the sidebar and choose Auto-Reply Comments.

Human takeover

Sending a human reply in a WhatsApp, Instagram, or Facebook Messenger thread does not pause AI auto-reply; the bot keeps answering that person. Use Pause AI in the thread when you want to handle it yourself, and resume when the bot should take over again. Always pause for complaints, payments, or anything that needs a person.

The screenshot displays the 'Oshaani auto-reply' control panel. At the top, it indicates 'Oshaani connected' and 'Tenant webhook'. Below this, a status bar shows 'Auto-reply is ON · 128 auto-replies sent', a 'Cooldown' set to 'Off', and a 'Reply delay' set to 'Immediate'. A 'Configure' button is also present. The main section is titled 'Customer inbox' and features a 'Refresh chats' button. The inbox lists three conversations: 'Karan Mehta' (AI OK), 'Ananya Iyer' (HUMAN), and 'Rahul Verma' (AI OK). The 'Ananya Iyer' conversation is expanded, showing a message from the user: 'I was charged twice for my invoice'. A yellow banner across the chat states 'Human agent mode — AI auto-reply is paused for this customer.' Below this, a response from the AI is visible: 'Sorry about that, Ananya. I have flagged this to our accounts team and will update you today.' At the bottom, there is a text input field labeled 'Type a reply as a human agent...' and a 'Send' button.

The auto-reply panel (WhatsApp shown; Instagram and Messenger look the same). The top row shows whether auto-reply is on, plus the cooldown, reply delay and Configure. In this thread AI is paused: the yellow banner says a person is handling the customer, and Resume AI hands it back to the bot.

Customer inbox on mobile

- Native Android clients use the same human-agent inbox over `/api/mobile/v1/` (Token auth).
- List conversations, open a thread, reply, pause/resume AI, and edit auto-reply config for WhatsApp, Instagram, and Messenger.
- On WhatsApp you can also rename a contact or sync your phone address book from the Android app so inbox numbers show contact names. Discovery document: `GET /api/mobile/v1/ (v1.3)`.

8. Calendar & analytics

Calendar

1. Open Calendar in the sidebar.
2. Review scheduled and published posts across networks in one view.
3. Reschedule from the calendar when the item supports it.

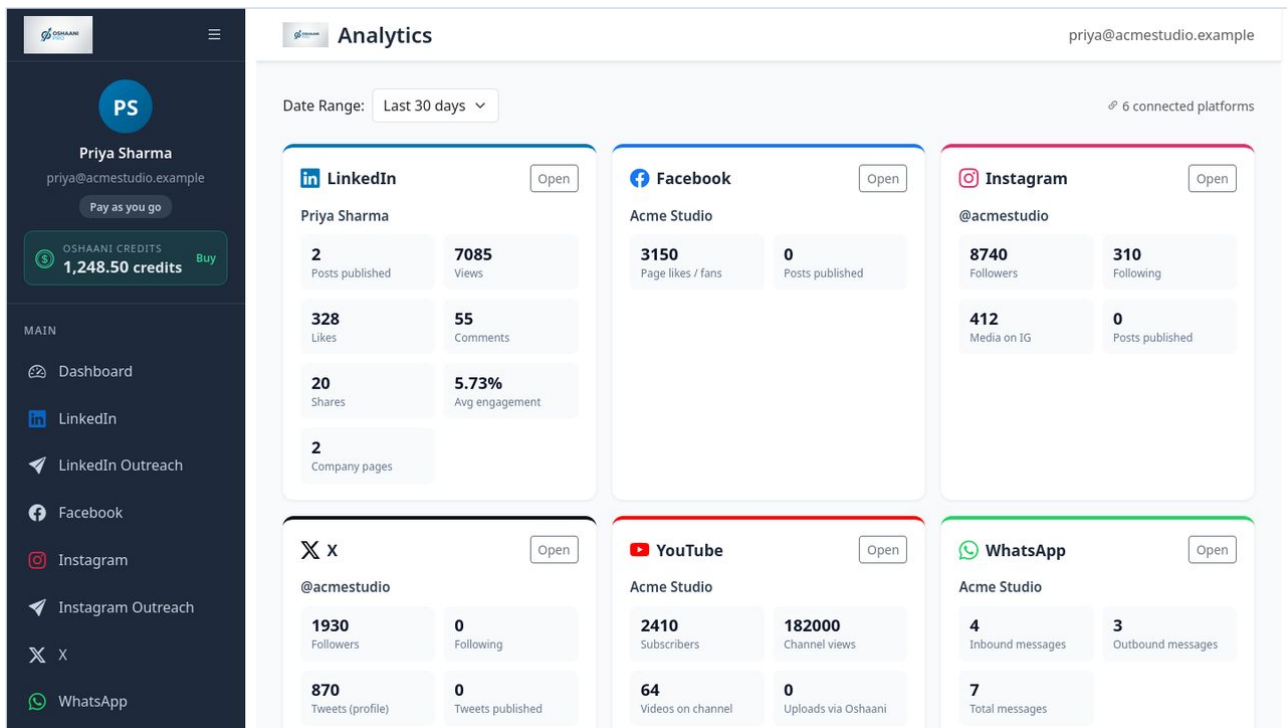
Content Calendar: published posts in green, scheduled posts in blue. Switch between month, week and day views, or filter by organization.

Analytics

How to read the dashboard

1. Open Analytics.
2. Pick a date range (last 7 / 30 / 90 days, or all time).
3. Check views, likes, comments, shares, and engagement rate. Compare personal vs organization performance where data is available.

Metrics depend on what each network returns. If a chart is empty, publish first, then try All time.



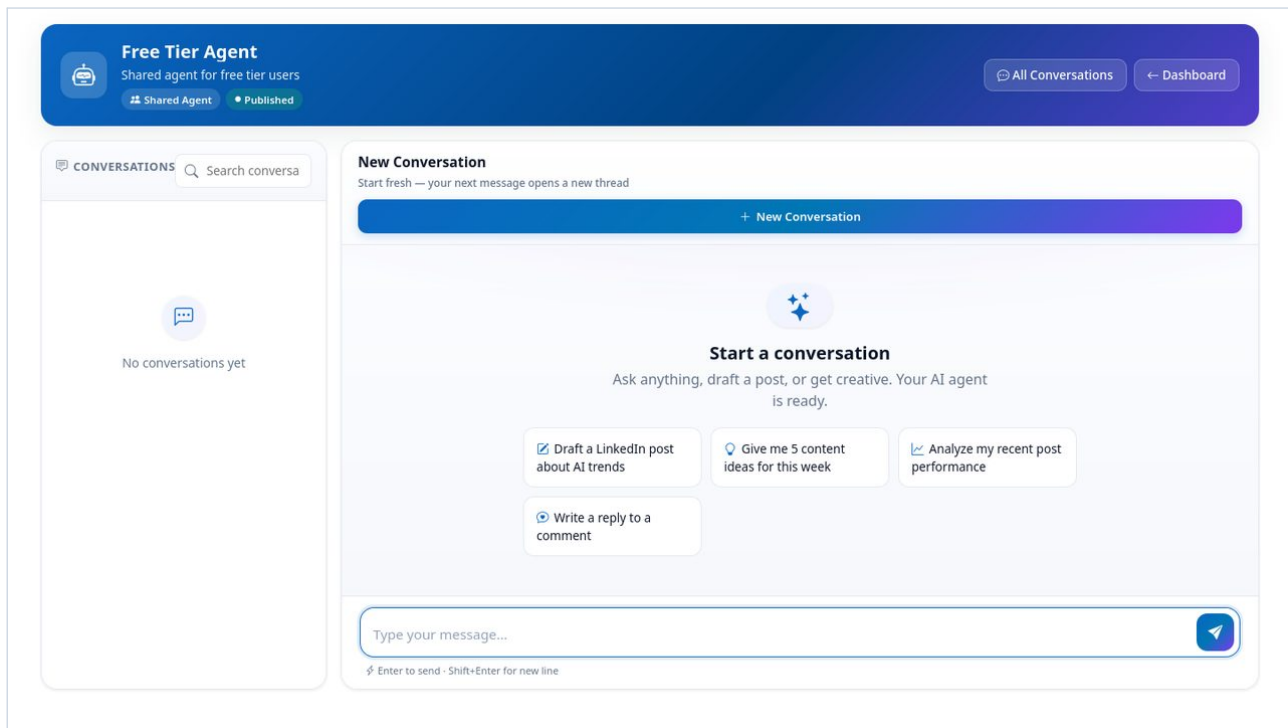
Analytics: one card per connected network with posts, views, likes, followers and engagement for the selected date range.

9. AI Agent & conversations

AI Agent

1. Open AI Agent in the sidebar.
2. Ask for post ideas, caption rewrites, or LinkedIn advice.
3. Copy useful replies into the dashboard composer and edit before you publish.

Each AI call uses credits (typically 32 credits ≈ \$0.32). Past threads are under Conversations.



AI Agent: start a new conversation, tap a suggestion such as “Draft a LinkedIn post”, or type your own request. Past chats are listed on the left.

10. Credits

Credits pay for AI and metered API actions. Writing and publishing a post yourself does not charge credits.

Pricing

- Standard AI / API actions: 32 credits (~\$0.32) each — 2× our oshaani.com / model cost (\$1 = 100 credits).
- New accounts start with 200 free AI credits.
- Credits do not expire. \$1.00 USD = 100 credits when you purchase more.

Buy more credits

Your credits live in one Oshaani wallet shared by oshaani.com and Oshaani Social.

1. Click Buy on the credits box in the sidebar (or open Subscriptions → Credits).
2. Click Open oshaani.com billing. Packs, monthly plans, payments and invoices are handled there.
3. Credits you buy on oshaani.com show up here straight away.

For an offline purchase or invoice, contact support at support@oshaani.com.

Check balance and history under Usage in the sidebar. You get a weekly email if the balance falls below the low-credit threshold (default 10 credits).



Dashboard Profile Subscriptions Logout User Guide WhatsApp support

Credits

One Oshaani wallet for oshaani.com and Oshaani Social

WALLET BALANCE

1248.50

credits

Buy credits and manage plans on oshaani.com

Packs, monthly plans, payments and invoices are handled centrally. Credits you buy there work here straight away.

Open oshaani.com billing

Credits page: your Oshaani wallet balance and the button to buy credits or manage plans on oshaani.com.

Usage by Type (Last 30 Days)

Oshaani_Api
2 actions
64.00
credits

Auto_Replies
2 actions
64.00
credits

AI_Analysis
1 actions
32.00
credits

Usage Type

Date From

Date To

All Types

mm / dd / yyyy

mm / dd / yyyy

Filter

Usage History

Purchase Credits

Date & Time	Type	Description	Quantity	Credits	Related Object
Oct 04, 2026 09:23		Generate draft — LinkedIn post	1	-32.00	-
Oct 03, 2026 14:23		WhatsApp AI auto-reply	1	-32.00	-
Oct 02, 2026 19:23		Analyze My Profile	1	-32.00	-
Oct 02, 2026 00:23		AI Agent chat	1	-32.00	-
Oct 01, 2026 05:23		Instagram DM auto-reply	1	-32.00	-

Settings → Usage: credits used by type over the last 30 days and a filterable history of every AI action.

11. Platform rules & best practices

Do not skip these limits

- WhatsApp: Free-form replies only inside 24 hours of the customer's last message. Use approved templates outside the window. Marketing broadcasts must follow Meta opt-in rules.
- Instagram: Professional account required. Attach media. Oshaani will pad odd aspect ratios; square or 4:5 photos and 9:16 Reels still perform best.
- LinkedIn Pages: You must be able to post as the organization. Sync after reconnecting if chips are missing.
- YouTube: Respect YouTube's upload and copyright rules. Start with Private if you are testing.
- LinkedIn feed/network bots: Optional and credential-based. Using them may conflict with LinkedIn's user agreement; run only if you accept that risk.

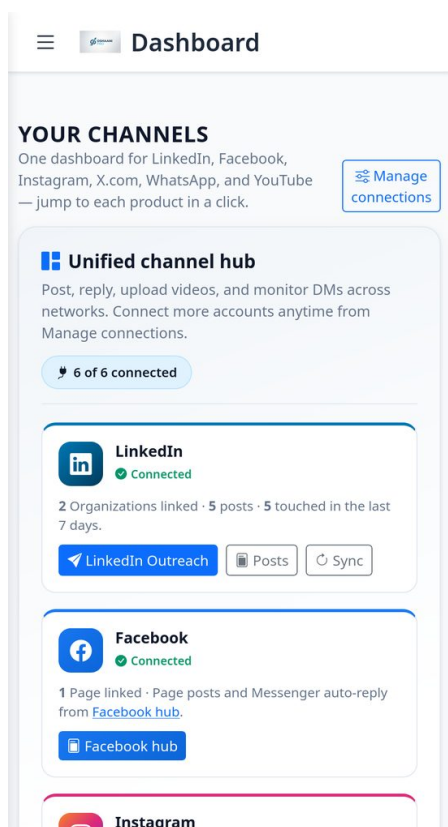
Content habits that work

- Lead with a clear first line; add one image when the story needs it.
- Use 3–5 relevant hashtags on LinkedIn and Instagram; keep X copy tight.
- Reply to comments and DMs within a day, or enable auto-reply with human takeover for exceptions.
- Schedule from the LinkedIn Posts page and Calendar when you are not publishing live.

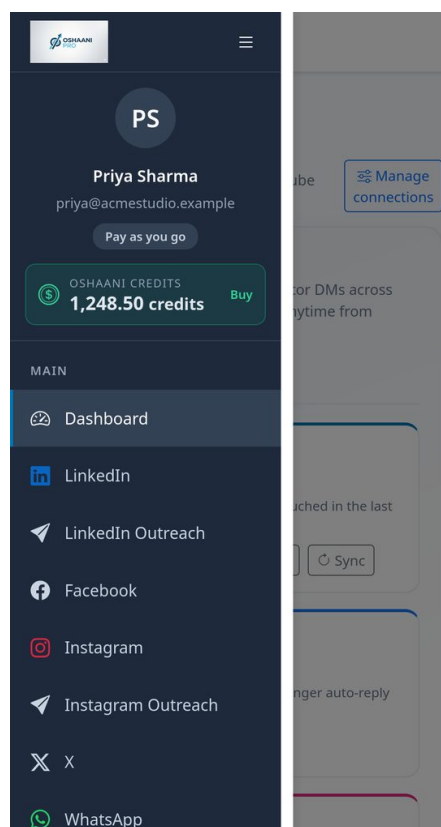
12. Mobile app

You can use Oshaani in the mobile browser, install the Android app (Play Store TWA, which wraps the same site), or build a native Android client against the Mobile API.

- Sign in the same way as on desktop (TWA / browser).
- Use the dashboard composer and network hubs; layout is the same product, not a separate feature set.
- Native Android clients: token login (POST /api/mobile/v1/auth/login/), then Authorization: Token ...
Discovery: GET /api/mobile/v1/ (v1.3).
- Customer inbox (WhatsApp, Instagram, Messenger), WhatsApp contact sync, composer destinations, YouTube uploads, and account connect links are available on the Mobile API. See mobile/README.md for endpoint tables.



Dashboard on a phone.



Tap the menu icon (three lines, top left) to open the sidebar menu.

13. Troubleshooting

Cannot sign in

- Clear cookies for social.oshaani.com or try a private window.
- Use another method (Google vs LinkedIn vs email).
- If an OAuth app error appears, the network's redirect URI may be misconfigured — contact support.

Publish failed or still spinning

- Wait for per-destination results; large video uploads can take a few minutes.
- Reconnect the network on Connected Accounts if you see auth or token errors.
- Instagram: attach media. WhatsApp: confirm the 24-hour window or use a template.
- LinkedIn company page: reconnect with Page posting rights, then Sync Organizations.
- AI drafts: confirm you have credits. If you saved your own agent token on Profile, check it is still valid.

Organization missing under Where to post

- Sync Organizations on the Organizations page.
- Confirm you admin the Page on LinkedIn and it is not pending or revoked.

WhatsApp DMs not arriving

- The number must be on Meta Cloud API (not Business App only).
- Finish WhatsApp setup so the webhook points at this app.
- In Meta Business Suite, complete WhatsApp / Cloud API onboarding for that number.

YouTube upload fails

- Reconnect YouTube under Connected Accounts or the YouTube page.
- Retry with a smaller file. Confirm the Google account owns the channel.

AI not responding

- Check your credit balance in the sidebar (an AI action typically needs 32 credits).
- If you saved your own agent token on Profile, confirm it is still valid, or clear it to use the default key.

14. Getting help

Support

- WhatsApp: +917291059787 — <https://wa.me/917291059787?text=Hi%20Oshaani%20support%2C%20I%20need%20help%20with%20my%20account>. — fastest for account and publish issues. Start with “Hi Oshaani support, I need help with my account.”
- Email: support@oshaani.com
- This guide (web): <https://social.oshaani.com/sop/> (no login required)
- This guide (PDF): <https://social.oshaani.com/sop/pdf/>

When you write in, include the network (LinkedIn, Instagram, WhatsApp, ...), whether you published from the dashboard composer, and the exact error text if you have it.