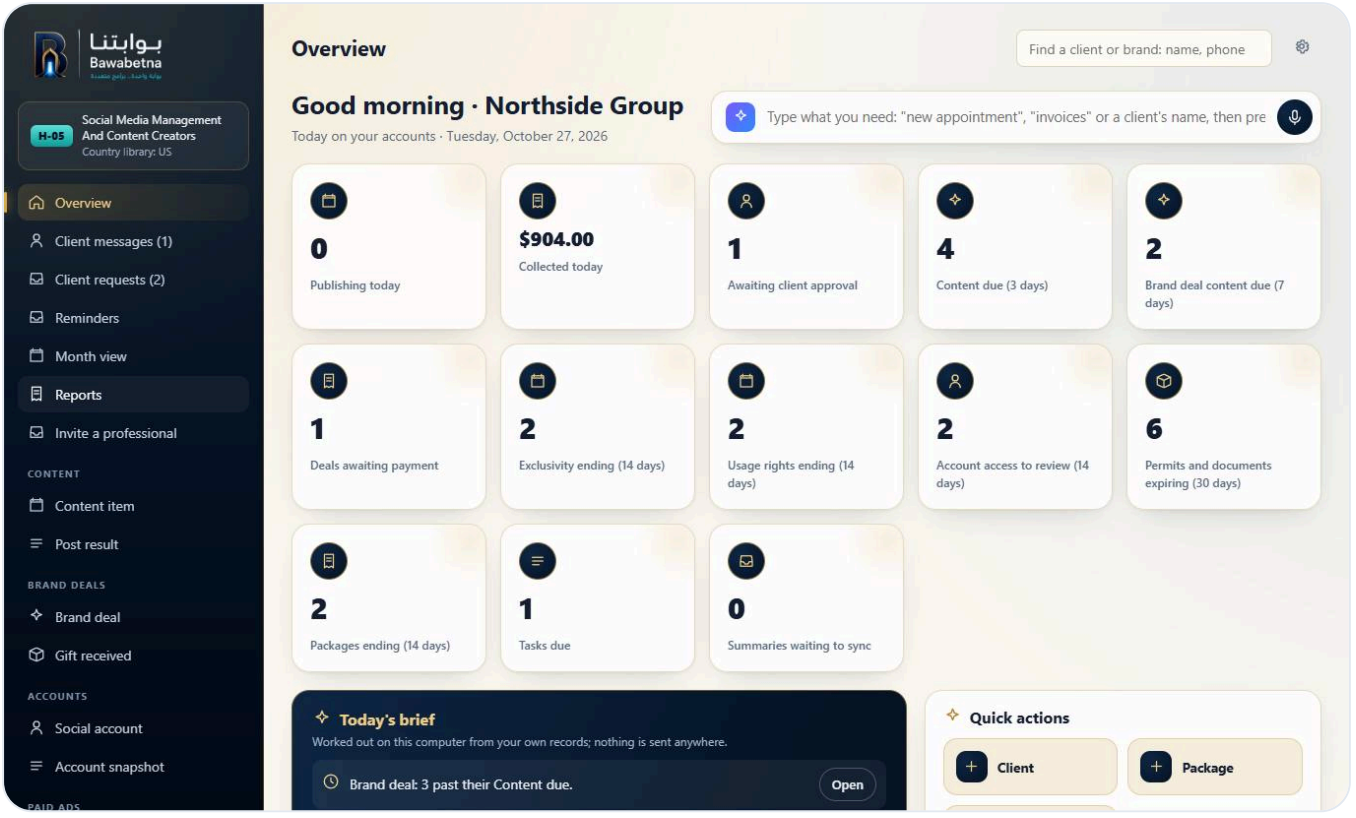
Bawabetna · User guide

Social Media Management And Content Creators

Every screen and every button, with real screens from the program.

Guide version 2026-10-27



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Getting started

Download the program from bawabetna.com or the Microsoft Store and install it. On first opening, sign in with your Bawabetna account. The first month is free with every feature.

The first-run assistant asks for a few details, then the program is ready:

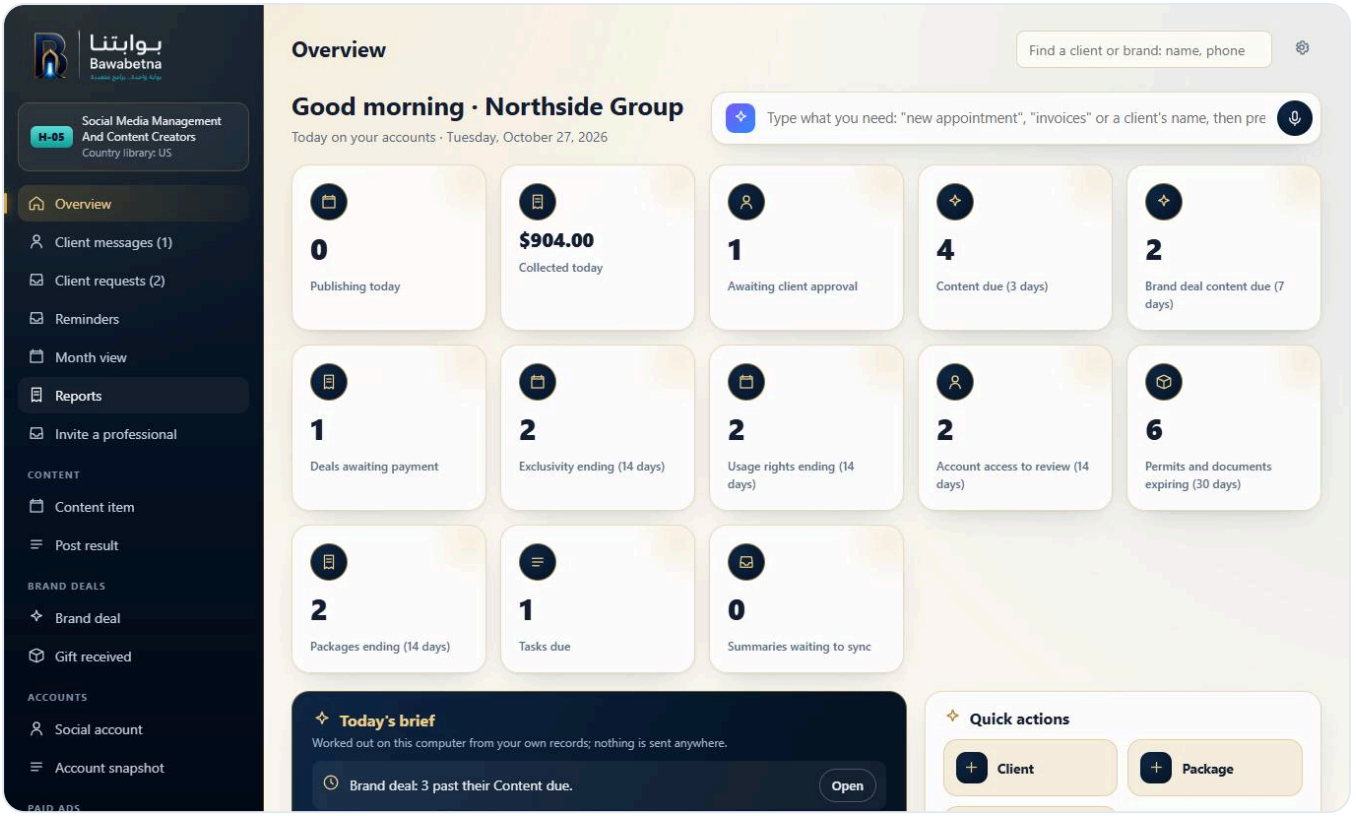
1. **Creator business**: Name, License number, Country, Default currency
2. **Branch**: Name, Phone
3. **Team member**: Full name, Specialty, Hourly rate

Each person signs in with their own role and sees only the screens of that role:

- Accountant
- Business owner
- Content creator
- Manager
- Media buyer
- Social media manager
- Talent manager

The home screen

The home screen shows today's work at a glance: counts, today's schedule, what is waiting and requests from clients. The command bar at the top opens any screen from a short sentence, such as a client's name or "new appointment".

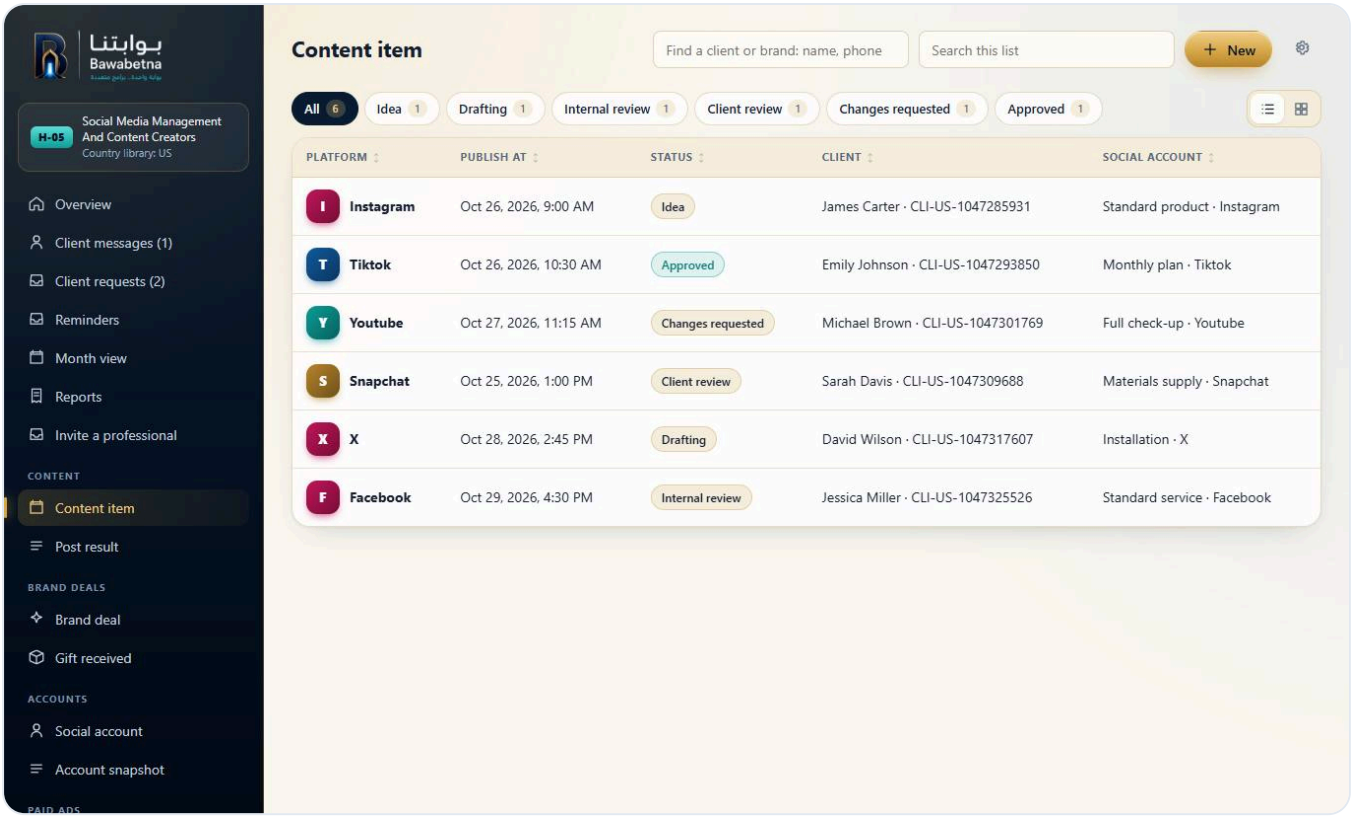


The home screen

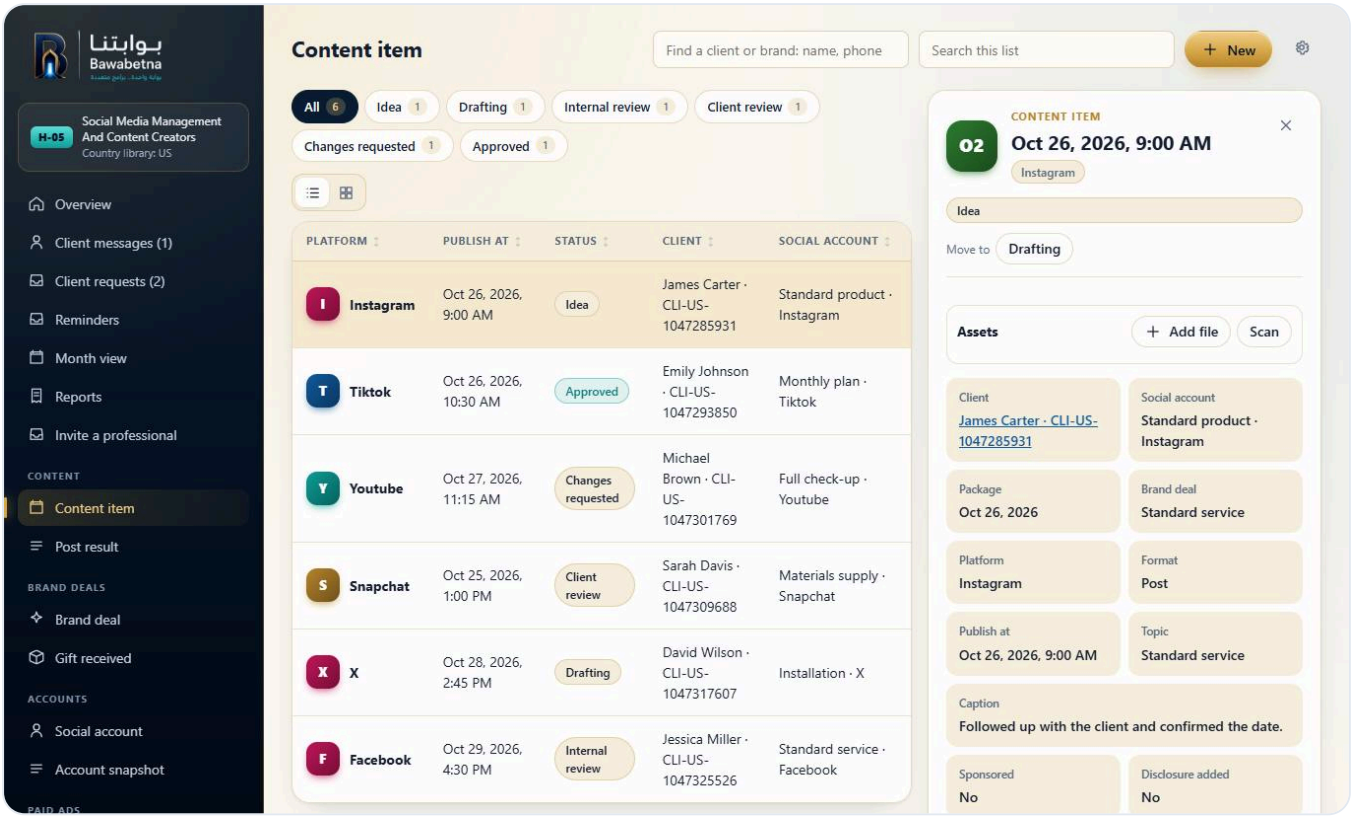
Screens and what you record in them

The side menu groups the screens by kind of work. Each screen lists its records: New adds one, a click opens it, and the buttons at the bottom of a record move it to its next stage.

Content



Content item



A record open for editing

Content item

What you record: Client, Social account, Package, Brand deal, Platform (required), Format (required), Publish at (required), Topic (required), Hook, Caption, Hashtags, Call to action, Assets, Sponsored, Disclosure added, Music cleared, Team member, Revision round, Client feedback, Post link, Status (required)

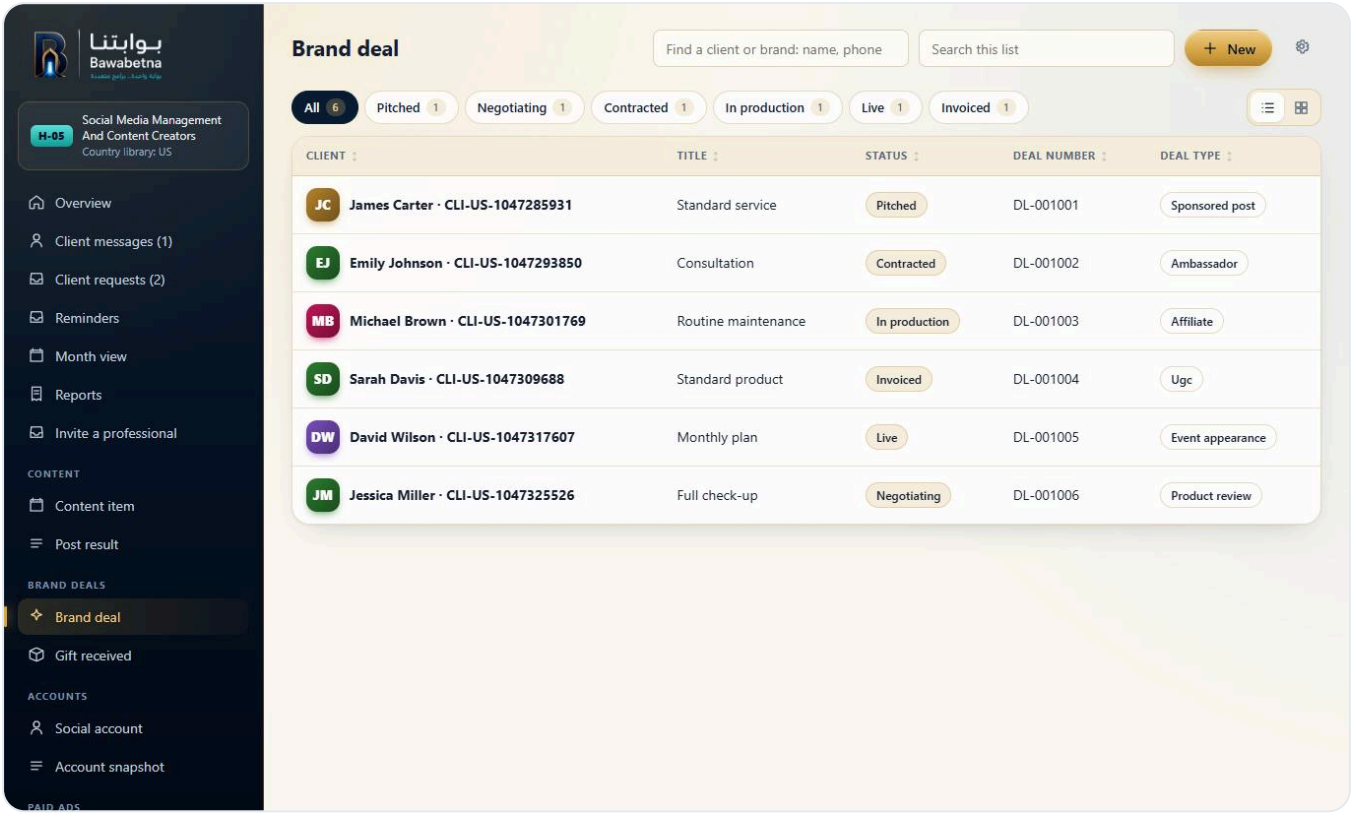
Stages: A new record starts as "Idea".

Approved → Scheduled | Approved → Published | Changes requested → Drafting | Client review → Changes requested | Client review → Approved | Drafting → Internal review | Idea → Drafting | Internal review → Drafting | Internal review → Client review | Internal review → Approved | Scheduled → Published

Post result

What you record: Content item (required), Measured on (required), Views, Reach, Likes, Comments, Shares, Saves, Link clicks, Sales or codes used, Engagements (worked out by the program), Engagement rate (worked out by the program)

Brand deals



Brand deal

Brand deal

What you record: Deal number (worked out by the program), Client (required), Title (required), Deal type (required), Platforms, Deliverables summary, Deliverables count, Fee (required), Commission percent, Content due, Go live, Usage rights (required), Usage rights until, Exclusivity category, Exclusivity until, Disclosure required, Contract files, Team member, Deliverables published (worked out by the program), Deliverables remaining (worked out by the program), Paid at (worked out by the program), Status (required)

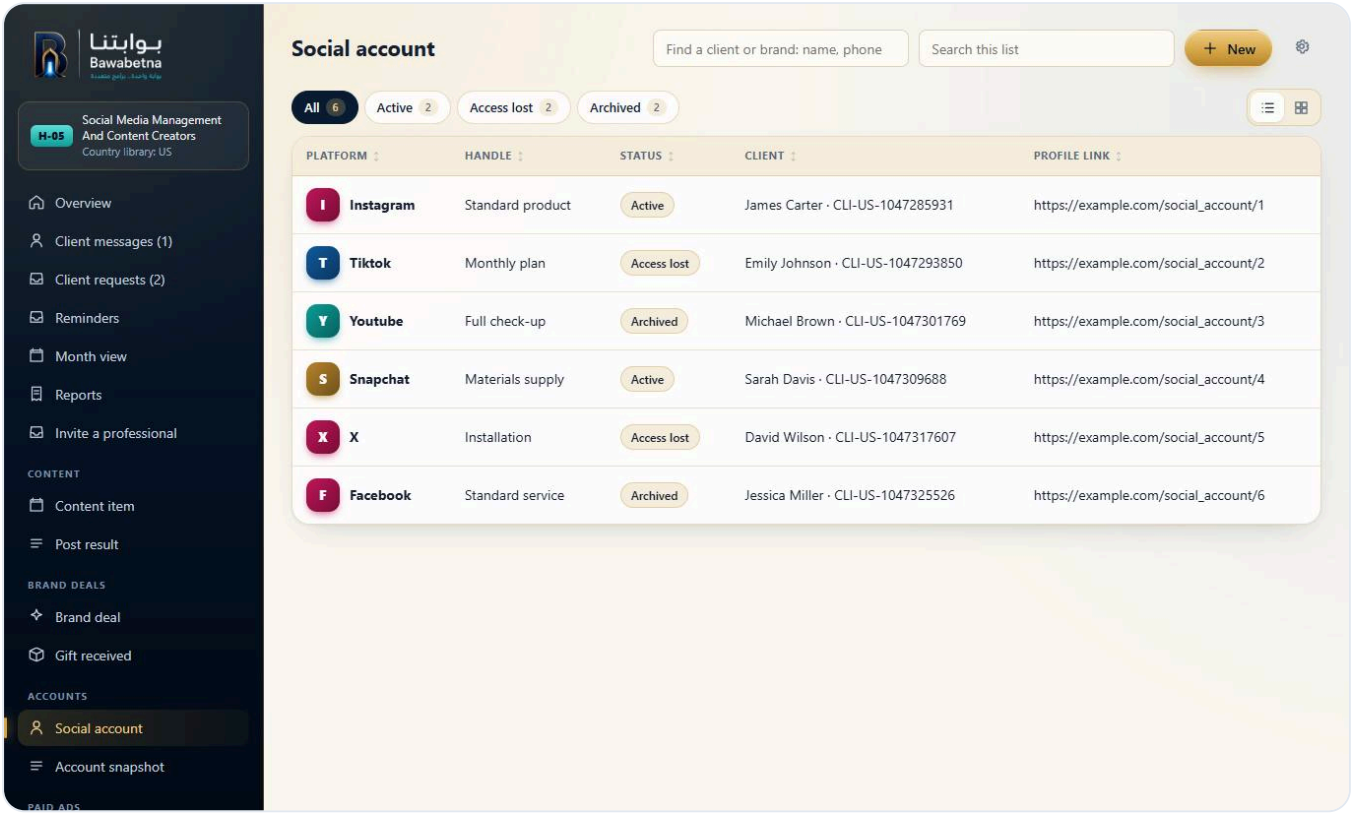
Stages: A new record starts as "Pitched".

Contracted → In production | In production → Live | Invoiced → Paid | Live → Invoiced | Negotiating → Contracted | Negotiating → Declined | Pitched → Negotiating | Pitched → Declined

Gift received

What you record: Client, Brand name, Item (required), Estimated value, Received on (required), Posting expected, Content item, Return required, Notes

Accounts



Social account

Social account

What you record: Client, Platform (required), Handle (required), Profile link, Followers, Access held by, Access review on, Two factor holder, Audience notes, Status (required)

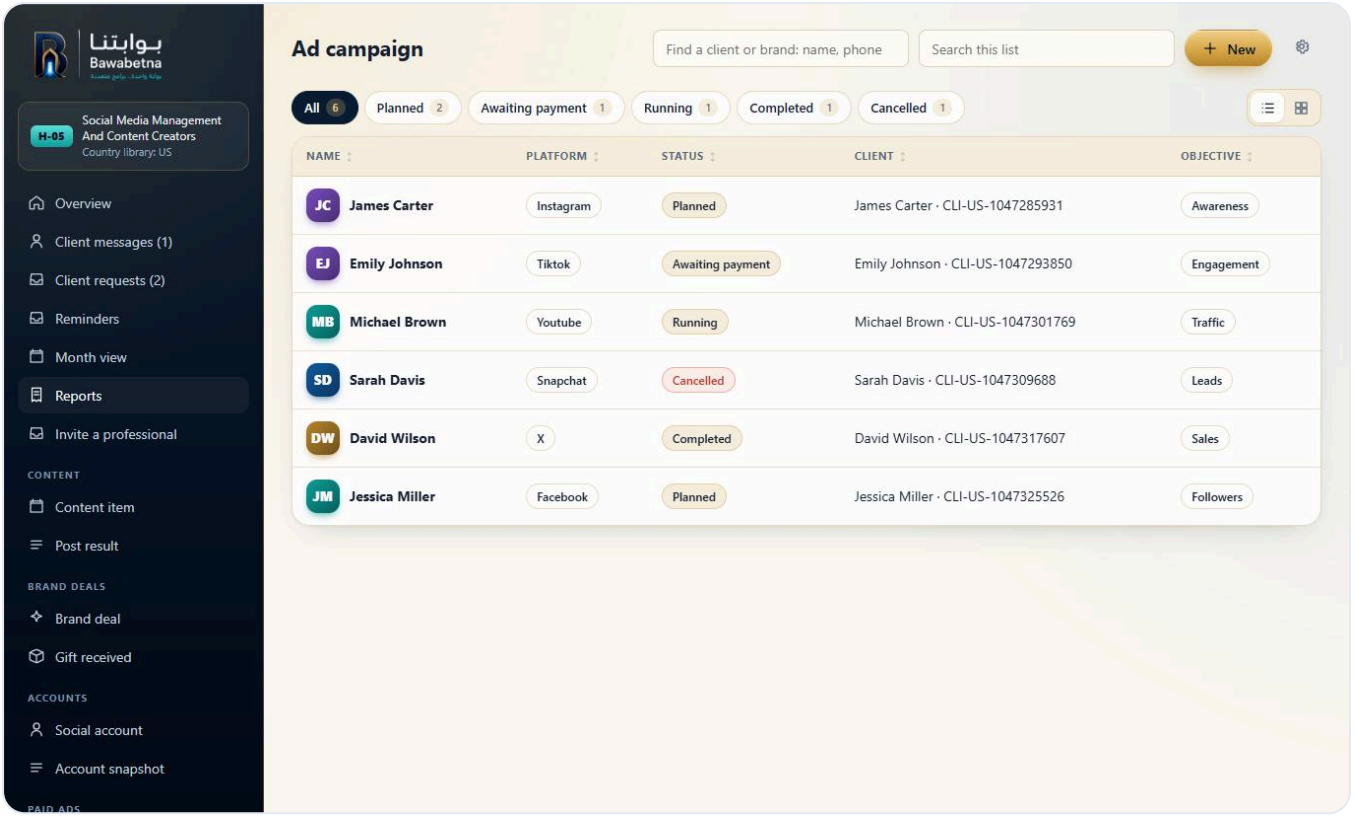
Stages: A new record starts as "Active".

Access lost → Active | Access lost → Archived | Active → Access lost | Active → Archived

Account snapshot

What you record: Social account (required), Month (required), Followers (required), New followers, Reach, Impressions, Engagements, Profile visits, Link clicks, Engagement rate (worked out by the program), Audience top country, Audience female percent, Audience 18 34 percent

Paid ads



Ad campaign

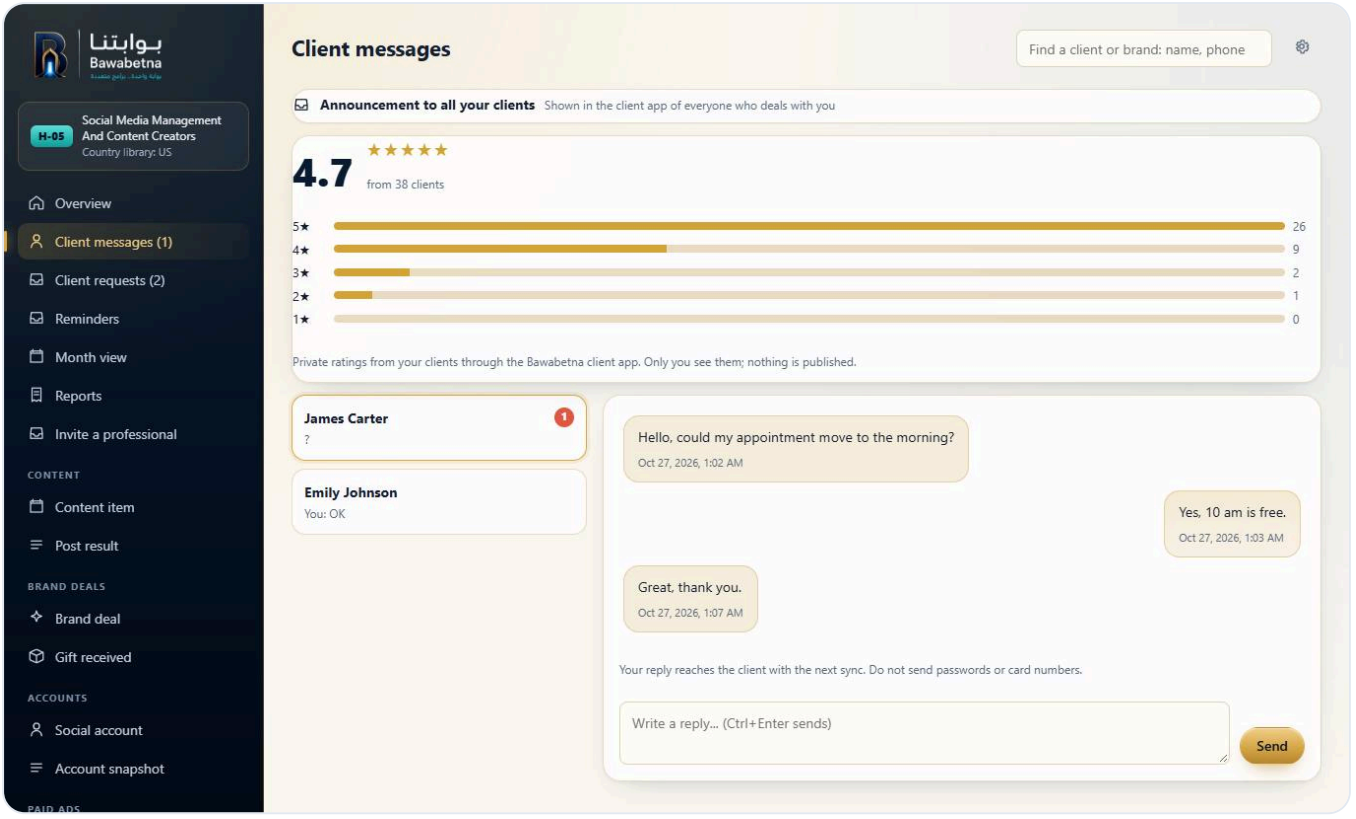
Ad campaign

What you record: Client (required), Name (required), Platform (required), Objective (required), Budget (required), Start date (required), End date (required), Spend, Impressions, Clicks, Results, Cost per click (worked out by the program), Cost per result (worked out by the program), Budget used percent (worked out by the program), Status (required)

Stages: A new record starts as "Planned".

- Awaiting payment → Running
- Awaiting payment → Cancelled
- Planned → Awaiting payment
- Planned → Running
- Planned → Cancelled
- Running → Completed

Clients



Client

Client

What you record: Full name (required), Client type (required), Company name, Industry, Contact person, Email, Brand guidelines, Phone, Client code, Ecosystem registration, Identity country, Official identity number (required), Notes

Package

What you record: Client (required), Scope, Monthly fee (required), Posts per month, Videos per month, Stories per month, Revisions included, Ads management, Start date (required), End date (required), Status (required), Contract months (worked out by the program), Items budget (worked out by the program), Items published (worked out by the program), Items remaining (worked out by the program)

Stages: A new record starts as "Draft".

Active → Paused | Active → Ended | Draft → Active | Paused → Active | Paused → Ended

Document

What you record: Client, Brand deal, Category (required), Title (required), Reference number, Issued on, Expires on, Files

Work

Work task

What you record: Client (required), Title (required), Team member, Due date (required), Priority, Status (required)

Stages: A new record starts as "Open".

Open → Done | Open → Cancelled

Time entry

What you record: Client (required), Team member (required), Work date (required), Hours (required), Rate (required), Description (required), Billable, Invoiced lines (worked out by the program), Unbilled hours (worked out by the program)

Billing

Service

What you record: Code, Name (required), Category, Price (required), Vat rate (required), Active

Invoice

What you record: Invoice number (worked out by the program), Client (required), Brand deal, Package, Currency (required), Issued at (worked out by the program), Subtotal (worked out by the program), Tax total (worked out by the program), Total (worked out by the program), Paid (worked out by the program), Refunded (worked out by the program), Net paid (worked out by the program), Balance (worked out by the program), Status (required), E invoice reference, Notes

Stages: A new record starts as "Draft".

Draft → Issued | Draft → Voided | Issued → Voided | Refunded → Reconciled | Settled → Reconciled

Invoice line

What you record: Invoice (required), Time entry, Service, Description (required), Quantity (required), Unit price (required), Discount, Vat rate (required), Line net (worked out by the program), Line tax (worked out by the program), Line total (worked out by the program)

Payment

What you record: Receipt number (worked out by the program), Invoice (required), Amount (required), Method (required), Transaction reference, Paid at (worked out by the program)

Refund

What you record: Refund number (worked out by the program), Payment (required), Invoice (worked out by the program), Amount (required), Reason (required), Refunded at (worked out by the program)

Setup

Creator business

What you record: Name (required), License number, Country (required), Tax number, Default currency, Whatsapp enabled, Online meeting link, Payment link, Review link, Ai assistant enabled, Ai model, Ai endpoint

Branch

What you record: Creator business (required), Name (required), Address, Phone

Team member

What you record: Branch (required), Full name (required), License number, Hourly rate, Specialty, Active

Reports

Reports are worked out on your computer from your records. Choose a period, see the chart and the table, then print or export them. The reports of this program:

- Content by status
- Published content by platform
- Published content by client
- Engagement by content format
- Engagement by platform
- Brand deals by stage
- Deal income by brand
- Gifts received by brand
- Ad spend by client
- Hours by staff
- Hours by client
- Revenue by month
- Revenue by service
- Collections by payment method
- Outstanding balances by client
- Receivables aging (days since issue)
- Unbilled work in progress by age (days)
- Unbilled hours by client

Working with your clients

A client with a Bawabetna Client Code can, from the free client app: book an appointment, write to you, send requests and documents, sign documents, see what they owe and pay you directly, tell you they have arrived, ask for an earlier time and see their points. Everything reaches this program with its next sync.

Your data

Your records are kept encrypted on your own computer; only a short summary of each transaction is sent to Bawabetna. Make a backup from Settings; it is encrypted with your recovery key.

Help

Write to info@bawabetna.com or use the contact page at bawabetna.com/contact.