



Misterea Social Studio

User guide · version 1.0.0

Organise clients, schedule, tasks, proformas and reports
from a desktop program that works offline.
The social media tools are an optional module.

Windows 10 / 11 · One-time payment · No subscription

1. What you need and how to install it

Requirements

- Windows 10 or 11, 64-bit. **There is no Mac or mobile version.**
- You don't need to install Python or any other program, and you don't need internet to use it.
- About 100 MB of free disk space.

Step-by-step installation

1. Unzip the ZIP file you downloaded.
2. Open the **1-INSTALLER** folder and double-click **Mistereia-Social-Studio-1.0.0-Setup.exe**.
3. If Windows shows "*Windows protected your PC*" (SmartScreen), click **More info** and then **Run anyway**. It appears because the installer comes from an independent developer without a paid digital signature. This is normal.
4. Accept the licence and click **Install**. You don't need administrator rights.
5. When it finishes you'll have a "Mistereia Social Studio" shortcut in the Start menu.

Language. The app opens in your Windows language (English or Spanish). You can change it any time in **Settings** → **App language**.

First launch. The app opens with *sample data* (clients, posts, invoices...) so you can see how every screen looks. When you want to start with your own: **Settings** → **Delete sample data**. Your own data is not touched.

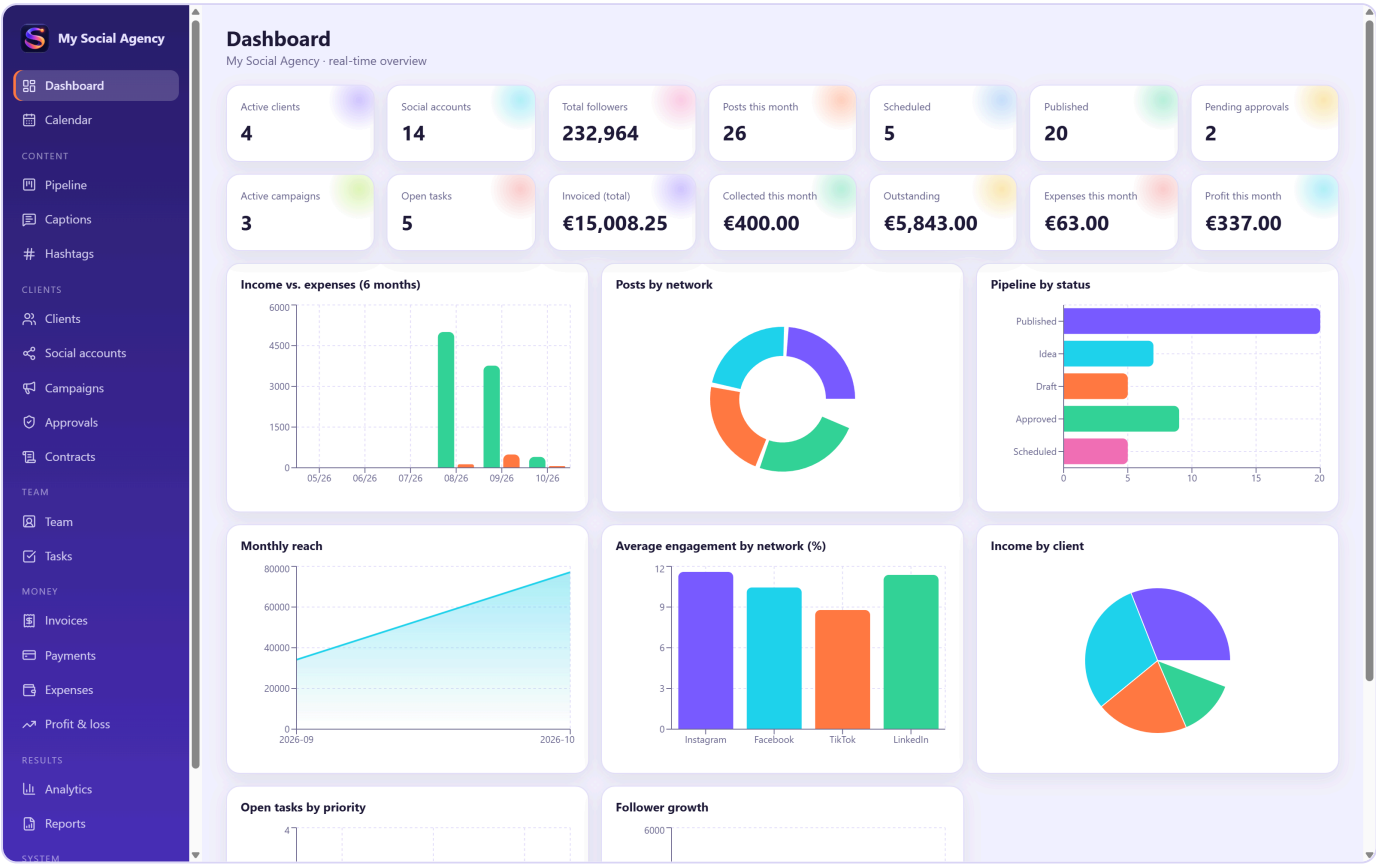
Important about your data. Everything is stored only on your computer. Before uninstalling, formatting or changing PC, download a backup in **Settings** → **Download backup**. To recover it: **Settings** → **Restore backup**.

Updating or uninstalling

Install the new version on top: your data is kept. To uninstall, use *Windows Settings* → *Apps*. If the uninstaller asks whether to delete the app data, only tick that box if you already have a backup.

2. Dashboard

The home screen summarises your business with 14 KPIs and 8 charts that update instantly: active clients, followers, posts this month, invoiced, collected, outstanding, expenses and profit, plus income vs. expenses, posts by network, pipeline status, reach and engagement.

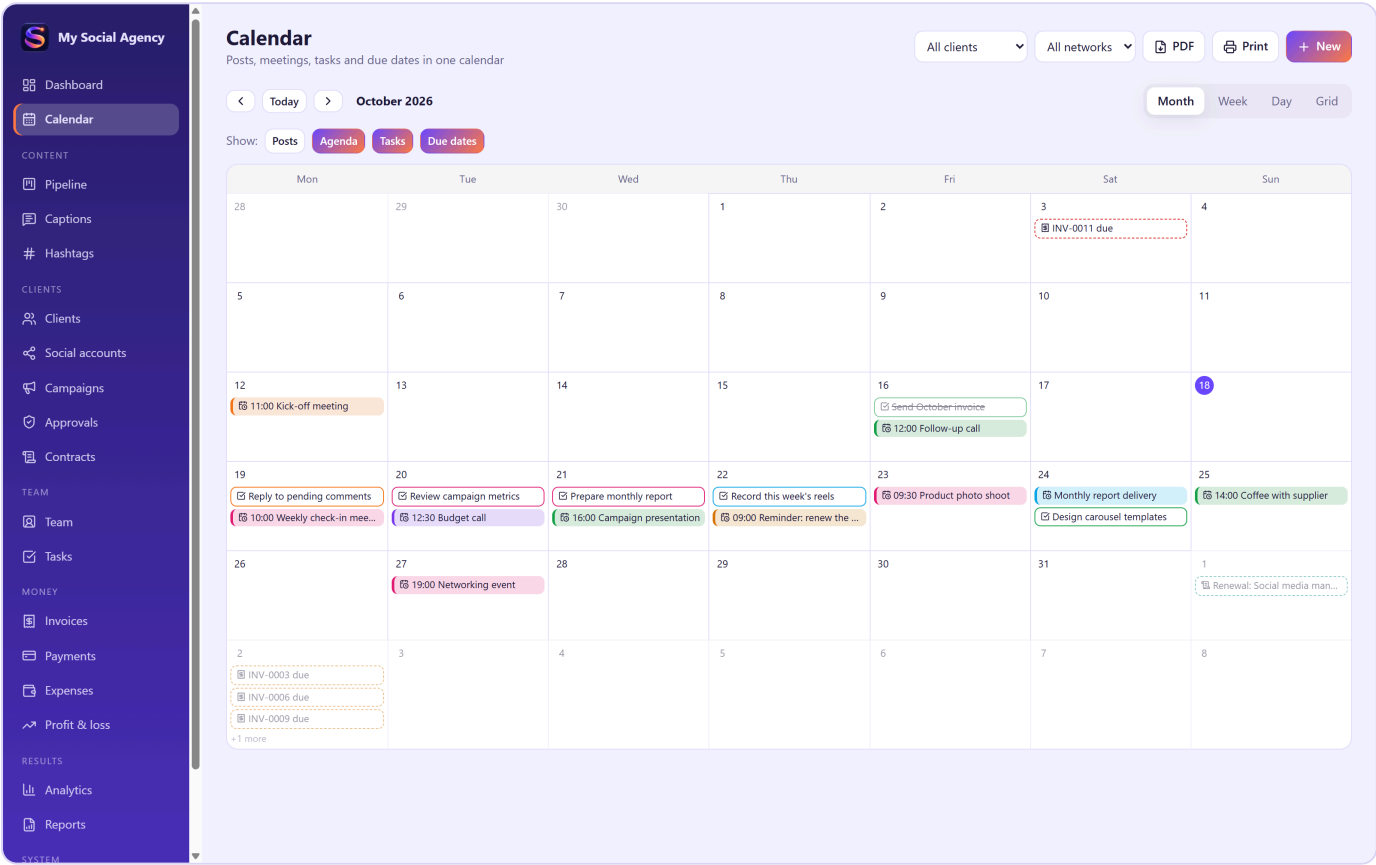


Dashboard (Aurora theme, with sample data).

3. Calendar, agenda and (optional) social media pipeline

Calendar and agenda

- Four views: **Month, Week, Day and Grid**. Filter by client and by social network.
- The calendar is not only for posts: click a day and choose **Post, Event or Task**. An **event** can be a meeting, call, video call, appointment, delivery or reminder, with start and end time, client, owner and place or link.
- The **Show** buttons switch layers on and off: *Posts, Agenda, Tasks* and *Due dates* (pending invoices and contract renewals). Each type has its own look.
- Click any item to edit it. Event types and statuses can be customised in **Settings** → **Lists**.
- Inside a post you can **Duplicate** it, **Move to date**, insert a caption from your library and a hashtag set.
- **PDF** button: saves the visible period. **Print** button: prints the view.



Monthly calendar. Each colour is a client.

Social media pipeline (Kanban, optional)

If you work with social media, drag each post between columns: **Idea** → **Draft** → **Approved** → **Scheduled** → **Published**. You can also open it and change the status in the form.

Drag posts from Ideas to Published

All clients

All networks ▾

+ New idea

Idea 7

This weekend only: -20% #21
Luna Boutique - Facebook
18/10/2026

Casa Olivo - TikTok
19/10/2026

3 mistakes holding back your #26
Casa Olivo · LinkedIn
24/10/2026

This weekend only: -20% #29
Luna Boutique · LinkedIn
28/10/2026

3 mistakes holding back your #34
Casa Olivo - Facebook
03/11/2026

This weekend only: -20% #37
Luna Boutique - Facebook
06/11/2026

See you at Saturday's event #40
Clínica Aura · Instagram
10/11/2026

Draft 5

Thanks for 10K, this one is #23
FitNova - LinkedIn
20/10/2026

Thanks for 10K, this one is #31
FitNova - Facebook
30/10/2026

Behind the scenes of our sho #35
FitNova · TikTok
04/11/2026

Which one do you prefer? Tel #44
Clínica Aura · Facebook
15/11/2026

Your weekly routine in 5 ste #46
Casa Olivo - Instagram
17/11/2026

Approved 9

See you at Saturday's event #24
Clínica Aura · Instagram
22/10/2026

New collection out now ✨ #25
Luna Boutique · TikTok
23/10/2026

Behind the scenes of our sho #27
FitNova · Instagram
25/10/2026

Which one do you prefer? Tel #28
Clínica Aura · Facebook
26/10/2026

New collection out now ✨ #33
Luna Boutique · Instagram
01/11/2026

Which one do you prefer? Tel #36
Clínica Aura - LinkedIn
05/11/2026

New collection out now ✨ #41
Luna Boutique · TikTok
11/11/2026

3 mistakes holding back your #42
Casa Olivo · LinkedIn
12/11/2026

Behind the scenes of our sho #43
FitNova - Instagram
14/11/2026

Scheduled	5
-----------	---

Your weekly routine in 5 ste #30
Casa Olivo · Instagram
29/10/2026

See you at Saturday's event #32
Clínica Aura · TikTok
31/10/2026

Your weekly routine in 5 ste #38
Casa Olivo · TikTok
08/11/2026

Thanks for 10K, this one is #39
FitNova · LinkedIn
09/11/2026

This weekend only: -20% #45
Luna Boutique · LinkedIn
16/11/2026

Published 20

New collection out now ✨ #1
Luna Boutique - Instagram
24/09/2026

3 mistakes holding back your #2
Casa Olivo - Facebook
25/09/2026

Behind the scenes of our sho #3
FitNova · TikTok
26/09/2026

Which one do you prefer? Tel #4
Clínica Aura · LinkedIn
27/09/2026

This weekend only: -20% #5
Luna Boutique - Facebook
28/09/2026

Your weekly routine in 5 ste #6
Casa Olivo - TikTok
30/09/2026

Thanks for 10K, this one is #7
FitNova · LinkedIn
01/10/2026

See you at Saturday's event #8
Clínica Aura · Instagram
02/10/2026

New collection out now ✨ #9
Luna Boutique - TikTok
03/10/2026

3 mistakes holding back your #10
Casa Olivo - LinkedIn
04/10/2026

Behind the scenes of our sho #11
FitNova · Instagram
06/10/2026

Which one do you prefer? Tel #12

4. Clients, accounts, campaigns and more

Section	What it's for
Clients	A profile for each client: brand colour, tone of voice, audience, monthly fee, status.
Social accounts	One profile for every network you manage, with followers and status.
Campaigns	Budget, spend, objective, platforms and dates.
Approvals	A record of every client review round and their feedback.
Contracts	Amount, dates and status. In Reports you'll see how many days are left until renewal.
Team and Tasks	People, rates and tasks with priority, assignee and due date.
Captions and Hashtags	A library of texts and hashtag sets ready to copy (copy icon).

My Social Agency

Dashboard

Calendar

CONTENT

Pipeline

Captions

Hashtags

CLIENTS

Clients

Social accounts

Campaigns

Approvals

Contracts

TEAM

Team

Tasks

MONEY

Invoices

Payments

Expenses

Profit & loss

RESULTS

Analytics

Reports

SYSTEM

Clients

CRM: brand, tone of voice and audience for each client

Search...

Status: all

CSV

New client

Name / brand ▲	Industry	Contact person	Status	Monthly fee	
Casa Olivo	Restaurants	Pablo Ortega	Active	€650.00	
Clinica Aura	Health	Dr. Raúl Soto	Active	€780.00	
FitNova	Fitness	Marta Gil	Active	€1,100.00	
Luna Boutique	Fashion	Lucia Marin	Active	€900.00	
TechNest	Technology	Irene Vidal	Prospect	€1,400.00	

Every table lets you search, filter, sort by column and export to CSV.

If you delete a client, its accounts, campaigns, contracts, invoices, payments and posts are deleted too. The app will ask you to confirm.

5. Invoices, payments, expenses and profit

1. **Invoices** → **New invoice**. Choose the client, add items (quantity × price), a discount (% or fixed amount) and tax. Total, balance and status are calculated automatically.
2. The invoice number is suggested automatically (prefix configurable in Settings).
3. **Record payment** (wallet icon): supports partial payments and won't let you collect more than the balance due.
4. Invoice **PDF** with your logo, status and the balance due highlighted.
5. In **Payments** you'll see every payment and can generate a PDF receipt.
6. **Expenses** and **Profit & loss**: income collected minus expenses, by month and by category.

Invoice INV-0003

Client * Luna Boutique Invoice no. * INV-0003

Issue date * 18/10/2026 Due date * 02/11/2026

Base status * Issued Tax (%) 21

Items

Description	Qty	Price	Amount
Social media management	1	900	€900.00
Graphic design pieces	4	35	€140.00

+ Add item

Discount 0 %

Subtotal €1,040.00
Discount -€0.00
Tax €218.40
Total €1,258.40
Paid €400.00
Balance €858.40

Notes

Cancel Save invoice

Invoice editor with automatic calculation.

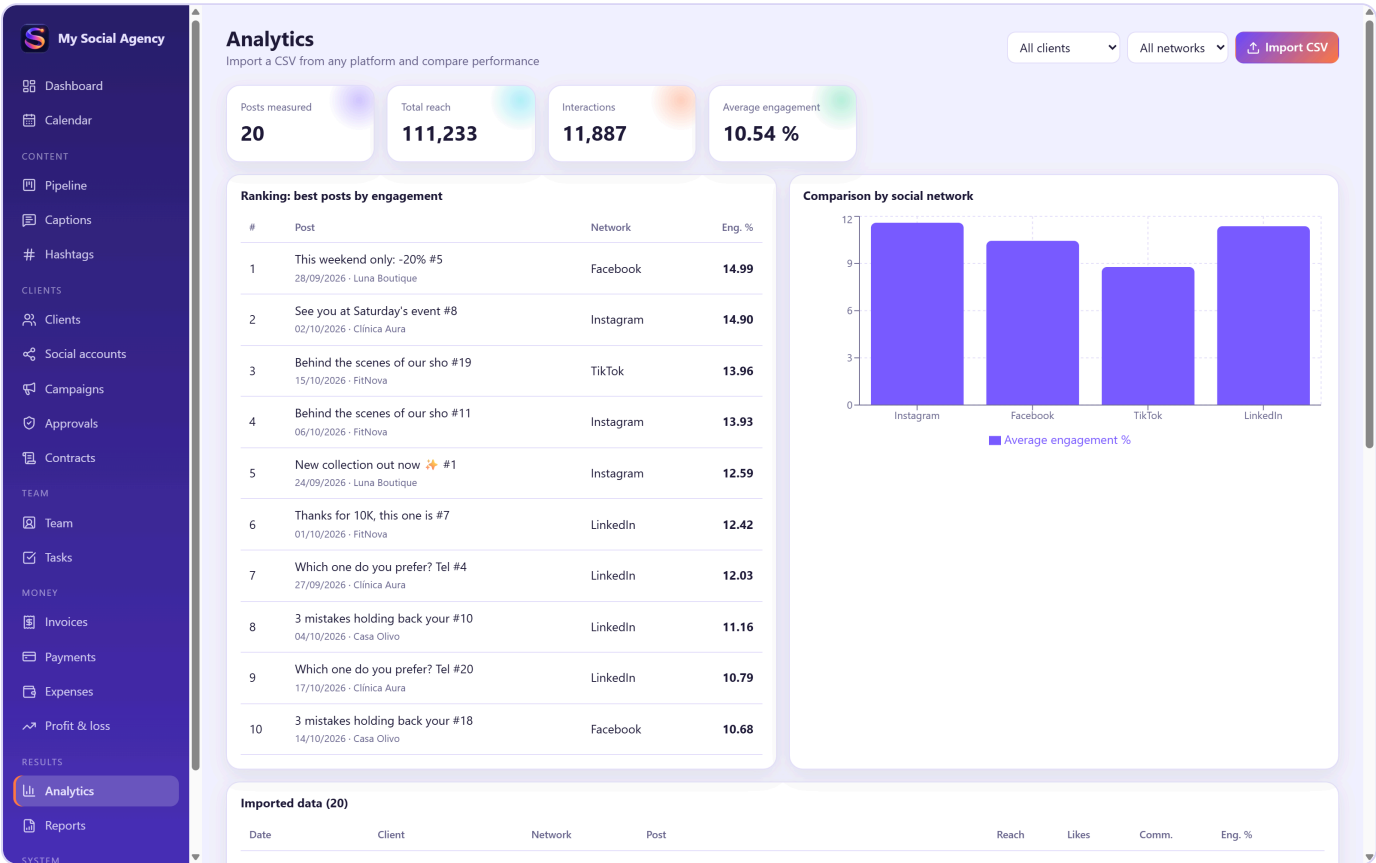
Invoice statuses: Draft, Pending, Partial, Paid, Overdue and Void. Calculations are done in cents to avoid rounding errors. Invoices are a management aid: check with your accountant that they meet your country's tax requirements.

Spain: this app is not a VERI*FACTU invoicing system, so in Spanish the module is called *Facturas proforma*. If you invoice in Spain, issue your official invoices with compliant invoicing software.

6. Analytics and reports

Import analytics from a CSV

1. Export your social network's report as CSV (the header must be on the first row).
2. **Analytics** → **Import CSV**. The app guesses the columns; check them and choose the date format (DD/MM/YYYY or MM/DD/YYYY).
3. You'll see how many rows are valid and which are skipped (impossible date, invalid number...). Click **Import**.



Ranking of best posts by engagement and comparison by network.

Reports center

23 reports (clients, content, analytics, income and team) that you can export to **PDF, Excel or CSV**. When exporting, a window opens to choose where to save it and the file opens when it's done.

My Social Agency

Dashboard

Calendar

CONTENT

Pipeline

Captions

Hashtags

CLIENTS

Clients

Social accounts

Campaigns

Approvals

Contracts

TEAM

Team

Tasks

MONEY

Invoices

Payments

Expenses

Profit & loss

RESULTS

Analytics

Reports

SYSTEM

Reports center

23 professional reports - export to PDF, Excel or CSV

PDF

Excel

CSV

CLIENTS

Client list

Clients by industry

Social accounts by client

Contracts and renewals

Approval status

CONTENT

Scheduled content

Posts by status

Posts by social network

Posts by client

Content pillar mix

Campaigns and budget

ANALYTICS

Best posts

Performance by network

Performance by client

Follower growth

INCOME

Invoice list

Outstanding balances

Income by client

Income by month

Payments by method

Expenses by category

Client list

Client	Industry	Status	Contact	Monthly fee
Luna Boutique	Fashion	Active	Lucía Marín	€900.00
Casa Olivo	Restaurants	Active	Pablo Ortega	€650.00
FitNova	Fitness	Active	Marta Gil	€1,100.00
Clinica Aura	Health	Active	Dr. Raúl Soto	€780.00
TechNest	Technology	Prospect	Irene Vidal	€1,400.00

7. Settings and customisation

- **Business:** name, logo (shown in the app and on invoices), invoice prefix and default tax.
- **Language:** English or Spanish. Change it in **Settings** → **App language**; it applies instantly and is remembered. Your data doesn't change (sample data is regenerated in the chosen language with "Load sample data").
- **Formats:** 11 currencies, 5 date formats and 12- or 24-hour clock.
- **Themes:** 10 colour themes (7 light and 3 dark) that change the whole app instantly.
- **Editable lists:** 24 drop-down lists (networks, industries, statuses, payment methods, categories...) that you can extend or reduce.
- **Data:** download and restore backups, load sample data, delete it or delete everything.

My Social Agency

Settings
Appearance, formats, editable lists and backups

Business

Business name
My Social Agency

Invoice prefix
INV-

Default tax (%)
21

Logo (shown in the app and on invoices)
No logo [Upload](#)

Language and formats

App language
English

Sample data stays in the language it was created in. Click "Load sample data" (below) to regenerate it in this language.

Currency
EUR

Date format
DD/MM/YYYY

Clock
24-hour

Preview
€1,234.50 · 15/10/2026 · 15:30

Color theme (7 light · 3 dark)

Aurora
Light

Mint
Light

Coral
Light

Lavender
Light

Sky
Light

Lemon
Light

Rose
Light

Neon midnight
Dark

Graphite
Dark

Ocean
Dark

Editable drop-down lists (24)

Social networks [Restore](#)

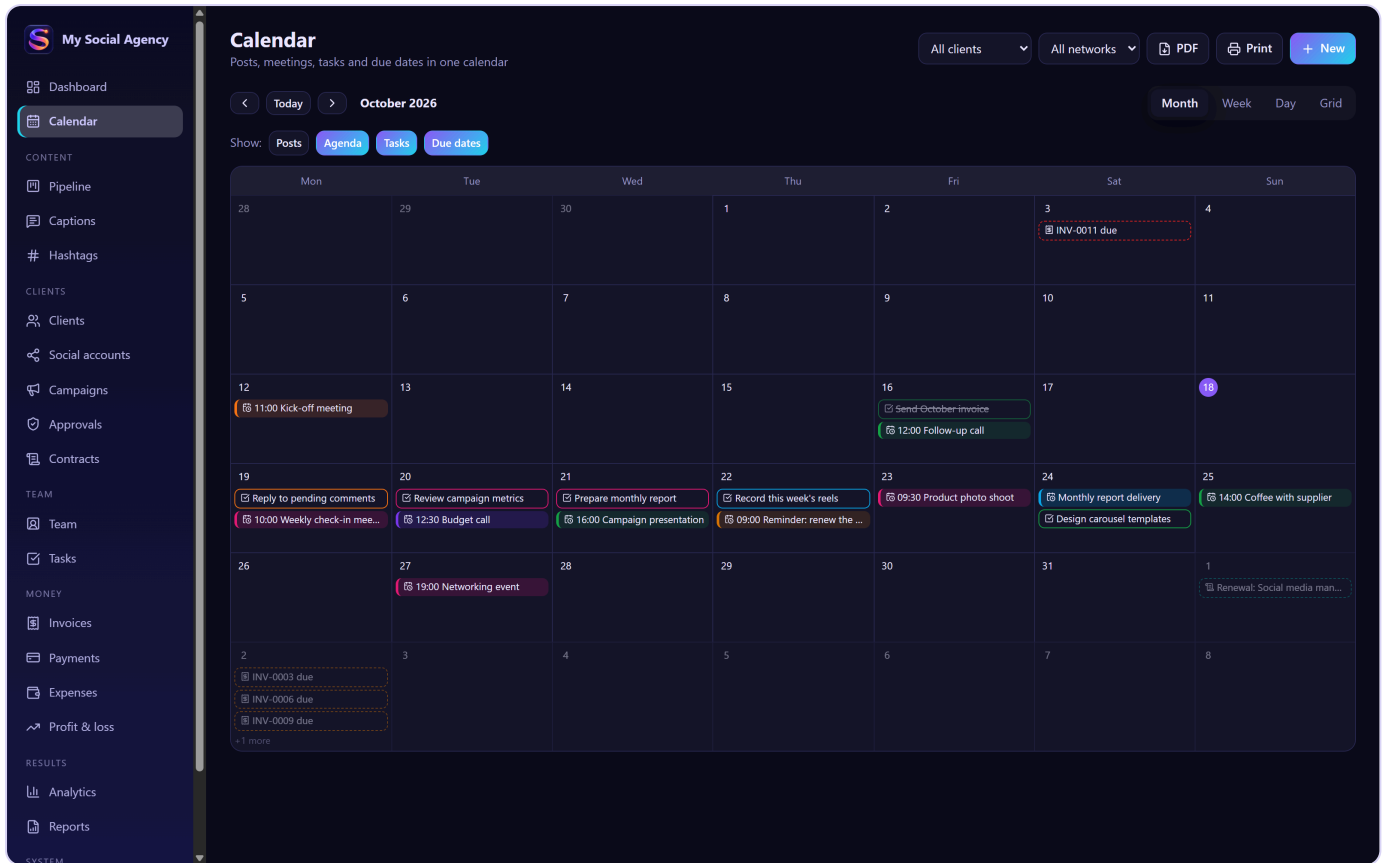
Instagram × Facebook × TikTok × LinkedIn × YouTube × X × Pinterest × Threads ×

New value... [+ Add](#)

Data and backups

Everything is stored only on this computer. Download a backup from time to time.

[Download backup](#) [Restore backup](#) [Load sample data](#) [Delete sample data](#) [Delete everything](#)



The same calendar with the dark theme "Neon midnight".

8. Frequently asked questions

Do I need internet?

No. It works offline and doesn't send data anywhere.

Does it work on Mac or mobile?

No. Windows 10/11 64-bit only.

Where is my data stored?

In the app data folder of your Windows user. Make backups from Settings.

Can I use it on two computers?

Yes, on your own computers. Data isn't synced: use "Download backup" and "Restore backup" to move it from one to the other.

Windows says the installer isn't safe.

It's the standard SmartScreen warning for programs without a paid signature. Click "More info" → "Run anyway".

I lost my data or restoring failed.

Restore your latest downloaded backup. If the file isn't valid, the app rejects it without touching your data.

Can I change the code?

The source code (folder `3-SOURCE-CODE`) can be modified for your own use. Read the licence: it can't be resold or redistributed.

Support

Write to **contacto@mistereia.com** (or message us on Etsy if you bought there) with your Windows version and what's happening; I'll reply as soon as possible.

Mistereia Social Studio 1.0.0 · Usage licence included in the installer and in the licences folder.