

COMMUNICATE

Intermediate

25 MIN

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Draft multi-angle social posts checked against brand guidelines.

Generate several post variants for a launch with Copilot Cowork and have each one verified against your brand doc before scheduling.

MICROSOFT 365

Word

WORKS WITH

Copilot Cowork

Business Outcome

Campaign posts go out on-brand and on-message across every variant, without a manual guideline check slowing down the publishing calendar.

Workflow Steps

Step 1: Brief Cowork on the launch and brand rules

Copilot Cowork

Give Cowork the launch details — product, key message, target audience — and point it at your brand guidelines document as the standard every variant must pass.

PROMPT

Draft 5 social post variants announcing our new feature launch, each taking a different angle (customer benefit, behind-the-scenes, data-driven, customer quote, playful). Check each one against our brand guidelines doc and flag anything that violates tone, terminology or claims rules.

Step 2: Review the flagged violations first

Copilot Cowork

Open the pass/fail notes first and read the cited brand-guideline section for each failing variant.

Confirm the flag actually holds up against the real guideline text, then either rewrite the specific flagged phrase or drop that variant entirely rather than making a surface-level edit that leaves the underlying issue in place.

Step 3: Fact-check any specific claims

Word

For any post making a data claim or feature claim, verify it against the actual product documentation — a brand-guideline pass doesn't confirm factual accuracy.

Step 4: Get marketing sign-off before scheduling

Word

Route the surviving variants to whoever owns brand approval for a final look, since an automated guideline check isn't a substitute for human sign-off on public-facing copy.

✓ Check the work

- Confirm every flagged violation was real by checking it against the brand guidelines doc yourself.
- Verify any factual or product claim independently — brand compliance and factual accuracy are different checks.
- Check that no two variants say something contradictory about the same feature.

Expected Outcome

A set of brand-checked social post variants ready to schedule, each with a pass/fail note against the brand guidelines.

Want help rolling this out across your team? [Go to Liminals.Tech](#) ■