



CONFIGURED CONTENT OPERATIONS

Bellbird Enterprise

Everything the content team runs on, **in one system**

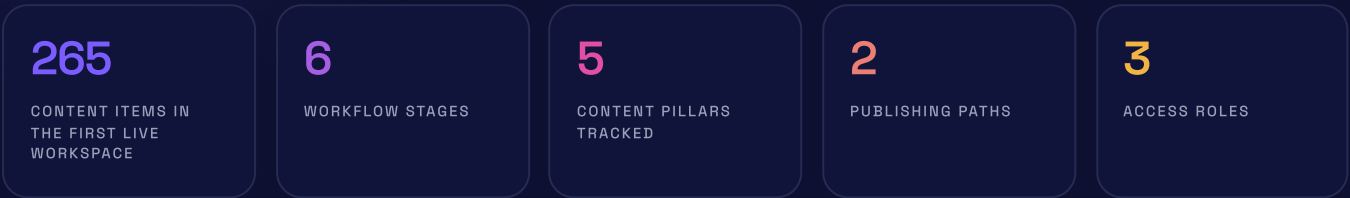
Bellbird Enterprise turns the content-calendar spreadsheet a business already relies on into a configured workspace for planning, drafting, review, approval, scheduling, publishing and reporting. This data sheet sets out what it does, what it runs on, and what an implementation includes.

TECHNICAL DATA SHEET

PRODUCT SUMMARY

A configured content operation, not a template

Bellbird Enterprise starts from the workbook a business already relies on. The structure that works becomes the foundation of the workspace; what is inconsistent is resolved during a reviewed, mapped implementation. The team keeps a year of planning and gains a workflow it can follow.



PRODUCT DATA

ITEM	SPECIFICATION
Product	Bellbird Enterprise — configured content operations.
Category	Content operations and editorial workflow platform for marketing teams.
Delivery	Hosted web application. No install, no spreadsheet add-in, no plugin on the company website.
Deployment	A single workspace configured for one business, with its own data, assets, roles and approved connections.
Access	Named individual accounts. Self-service signup is disabled; membership is granted, not requested.
Client requirement	A current desktop or mobile browser. Nothing is installed on a company machine.
Configuration	Terminology, workflow stages, defaults, content pillars, roles, reporting and approved publishing connections are all set per business.
Status	In production. The first implementation runs a real full-year content calendar for an Australian building-products manufacturer.

Assisted, not generic

Bellbird Enterprise makes no claim that an arbitrary spreadsheet can be uploaded and work instantly. Each source file is reviewed and mapped so dates, channels, statuses, campaigns and custom fields arrive correctly — then totals are reconciled and sample records checked before the workspace is accepted.

CAPABILITY SPECIFICATION

What the workspace does

Every module below is built and running in production, working on a live content calendar rather than a demonstration workspace.

MODULE	FUNCTION
● Pipeline	Six-stage board from backlog to published. Drag to move work, assign one accountable owner per post, filter by owner or unassigned, archive and duplicate.
● Calendar	Monthly grid by publish date with the same shared filters as every other view.
● This Week	Monday–Sunday schedule banded by posting window, with status counts for the week.
● List	Dense sortable table across the whole plan, with search and filters for bulk reading and checking.
● Insights	Content-pillar mix measured against target strategy, read from the live data rather than a fixed list, so a new pillar is never silently dropped.
● Image Library	Shared asset library with draft, approved and rejected review states, a full-size viewer, per-image usage across posts, in-place replacement and a 90-day restorable bin.
● Review	Attributed, individually tickable change requests per post, with a permanent history that follows the card through to publication.
● Notifications	Personal unread hand-backs for the people who asked for changes, plus a team-wide log of the review conversation.
● Website publishing	Visual article editor with branded preview, native content blocks, featured and inline images, private drafts and scheduled publishing.
● Social publishing	Company-page posts, long-form articles and multi-image carousels, published as the company page rather than anyone's personal profile.
● Reporting & export	Monthly activity, weekly access, and administrator-only export of the current plan as an Excel-compatible or CSV file.
● Guide & administration	Shared in-app instructions for the team, with role visibility, build log and commercial detail kept on separate administrator-only pages.

REVIEW AND ACCOUNTABILITY

The part a spreadsheet cannot do

Feedback is where content operations actually stall — a comment in a message thread, an image quietly replaced, nobody sure whose move it is. Bellbird Enterprise makes the review loop a record rather than something people have to remember.

01

One ask per tick-box

A rejection is a list of separate, attributed requests, not one paragraph holding four problems. Each is ticked off by name.

02

Feedback survives approval

Review history is permanent. Approving a post or an image no longer erases the record of what was asked, who asked it and who resolved it.

03

Posts and images share one loop

A note about an image written on a post is the same record in the library. Ticking it off in either place is the same action, so the two never drift apart.

04

Whose move it is, visibly

Work handed back notifies the people who asked for it, and a shared log carries the review conversation — not every keystroke.

PUBLISHING AND INTEGRATIONS

Approved connections, never automatic sends

PATH	SPECIFICATION
Company website	Articles publish into the site's existing content type as native blocks, with featured and inline images, a branded preview before anything leaves Bellbird Enterprise, private drafts for sign-off, and reconciliation against what is already live.
Company social page	Text posts, long-form articles and 2–20 image carousels assembled into the document format the platform requires. Posts publish as the company page, never a personal profile.
Scheduling	Per-post send times inside agreed posting windows, so a post lands when it was planned to rather than when someone remembers.
Arming	A post publishes by itself only when a person deliberately arms that one post. There is no bulk arming, and the capability to add it is deliberately excluded.

Two isolated paths

Website and social publishing are separate systems with separate credentials and separate schedules. Neither shares an activation with the other, so approving one channel can never quietly enable the other.

PLATFORM SPECIFICATION

Modern software, controlled operation

ITEM	SPECIFICATION
Application	Next.js 16 and React 19 — a responsive production web interface, not a spreadsheet skin.
Data	Managed PostgreSQL with authentication, file storage and a full activity history.
Hosting	Managed cloud deployment with a verified release process and a recorded live version.
Access control	Viewer, editor and administrator roles enforced in the database itself, not only hidden in the interface.
Credentials	Publishing tokens are stored encrypted. Automated jobs sign in as their own restricted service account, so the same access rules apply to them as to a person.
Destructive actions	Review, rename and delete run through protected database routines rather than open write permissions. Deleted images go to a 90-day restorable bin.
Audit	An append-only review log the team can read but no client can write, alongside a general activity record.
Presentation	Account-based light and dark themes, a collapsible navigation rail, and full use on desktop, tablet and phone.

DATA OWNERSHIP

Clear lines, and a route out

THE BUSINESS KEEPS

Its content, brand assets, source files, business data and publishing credentials — with administrator-only export of the whole plan to an Excel-compatible or CSV file at any time, including archived work.

BELLBIRD ENTERPRISE PROVIDES

The software, the configured workflow, the implementation, maintenance, updates, support and an agreed commercial licence to use the workspace.

No lock-in by obscurity

The plan that goes in can come back out in the format it arrived in. A business that stops using Bellbird Enterprise still has its calendar, its history and its assets.

IMPLEMENTATION

From business spreadsheet to live workspace

1

Review

Understand the existing workbook, the calendar rhythm, the channels, the approvals and who is responsible for what.

2

Map

Match spreadsheet columns and business terms to workflow fields, statuses, dates, content pillars and campaigns.

3

Import & check

Run a controlled migration, then reconcile the totals and sample real records before the workspace is accepted.

4

Configure & onboard

Set roles, defaults and approved connections, then show the team its own process working in Bellbird Enterprise.

COMMERCIAL MODEL

PART	WHAT IT COVERS
Setup & migration	Workbook review, field mapping, controlled import, validation and workspace configuration.
Platform licence	Commercial permission for the business to use its configured Bellbird Enterprise workspace.
Hosting & support	An agreed service for operation, maintenance, backups, updates and day-to-day support.
Optional extensions	Additional workflows, reports and approved connections to company websites and social platforms.

NEXT STEP

Start with the spreadsheet you already use

A short review of the existing workbook is enough to identify what should be carried across, what needs cleaning, and how Bellbird Enterprise should be configured around the team.

PRODUCT

harmonics.au/content-calendar

ENQUIRIES

harmonics.au/#contact