

RMG Backstage — DIY Kit

The complete how-to library for RMG Backstage & Second Shift

26 step-by-step guides — the same how-to library that lives in your portal under How-To Guides. Work top to bottom and you are set up end to end.

1. Start here — your portal in five minutes

The five-minute tour: where everything lives and how work flows.

1. Your Week Board is home: everything made for you lands there.
2. The Ask bar at the top turns a plain request ("make a video about Saturday's sale") into a plan.
3. Nothing ever posts without your OK — approvals wait on the Week Board.
4. Every feature has a guide on this page, with a video as soon as it is published.

2. What your product does, in plain words

We plan, make, check and post your content on a schedule — you just approve.

1. Repertory Media Group runs channels of its own every day. Backstage is that same production system, opened up for your business.
2. Backstage is the suite you run yourself: you ask, it makes, you approve, it posts.
3. Second Shift is the done-for-you service: our team runs the same system for you, on the same portal.
4. Every plan includes unlimited posts and unlimited platforms. Plans differ by team size, support speed and extras — never by how much you may post.
5. Everything passes a quality check before it can post, and nothing posts without your approval.

3. Your Week Board — home base

One screen with your whole week: live, being made, and waiting on you.

1. Each day of the week shows what is scheduled, with a plain-language status and honest progress.
2. Anything marked Needs you is waiting for your approval — nothing moves until you say so.
3. The counters at the top show what is live now and how much is waiting on you.
4. Announcements from us appear here too, so news never gets buried in email.

4. Make, Publish, Grow — the three rooms

Make builds it, Publish schedules and posts it, Grow shows what is working.

1. Make is where pieces are built — you can watch real progress, not a spinner.
2. Publish holds what is approved and scheduled, and posts it at its slot.
3. Grow collects results and lessons, so the next pieces start smarter.
4. Use the menu to open a room; the Week Board always shows the whole picture.

5. Your trial, your plan, and what unlimited means

14 days free with full access and no card — then the plan you picked, unlimited posts and platforms.

1. Your trial runs 14 days at full access. No card is taken up front.
2. When the trial ends, access locks — your work is never deleted, and picking a plan unlocks everything as it was.
3. Every plan, including the trial, has unlimited posts and unlimited platforms.
4. Higher plans add seats for your team, faster support, priority in the work queue, and the Learning Loop.
5. Your current plan, price and status are always visible in Billing and on your Week Board.

6. Add-ons — the shelf of extras

Optional one-off extras like a Spokesperson Twin or a Live Show Kit — things, never posts or platforms.

1. Add-ons are finished things you can buy once: a Spokesperson Twin, a Live Show Kit for an event, a Sonic Identity, a Cast Cameo, Story of the Business, extra toolkit and graphics packs.
2. They never gate your posting — posts and platforms are unlimited on every plan already.
3. Your add-ons are listed on your license in Run the Business.
4. Ask in Support or the Ask bar if you want one scoped for you.

7. The Learning Loop — your results make the work smarter

What performs gets studied, and the lessons aim the next pieces better.

1. Every posted piece reports back: views, watch time, what landed and what did not.
2. Those lessons feed the next round of work, so topics and treatments keep improving.
3. The Learning Loop is included on Studio Multi and Second Shift Partner, and can be added on other plans.
4. You see the effect in Grow — better picks, explained in plain words.

8. Set up your business profile

Your business details, contact and timezone — set once, used everywhere.

1. Open Profile in the menu.
2. Add your business name, contact person and email, phone, address and website.
3. Pick your timezone — your schedule and deadlines run on it.
4. Choose which email notifications you want, then Save.

9. Logo & brand kit — colors, logo text, voice

Your colors, logo text and voice, saved once — every piece comes out in your brand.

1. Open Run the Business → Brand kit.
2. Type your business name and the text form of your logo.
3. For each color: tap the swatch to open the color wheel and pick visually — or type a hex code if you already have one.
4. Use the house presets as a starting point if you have no colors yet.
5. Describe your voice in a few words (for example "Warm, upbeat, plain-spoken"), then Save brand kit. Every tool opens with this kit from now on.

10. Connect YouTube

Link your YouTube channel so finished videos can be posted for you.

1. Open Integrations in the menu.
2. Find YouTube and tap Connect.
3. You are sent to Google to sign in with YOUR account and approve access — we never ask for your password.
4. Back in the portal the status reads Connected. If it later reads Needs attention, reconnect the same way.

11. Connect Instagram

Link Instagram so posts and reels can go out on schedule.

1. Open Integrations in the menu.
2. Find Instagram and tap Connect.
3. Sign in with YOUR Instagram/Facebook account on the official page and approve access — never share your password with anyone.
4. Confirm the status reads Connected.

12. Connect TikTok

Link TikTok so your short videos post where your audience scrolls.

1. Open Integrations in the menu.
2. Find TikTok and tap Connect.
3. Approve access on TikTok's own sign-in page — we never see your password.
4. Confirm the status reads Connected.

13. Connect Facebook

Link your Facebook Page so posts publish there too.

1. Open Integrations in the menu.
2. Find Facebook and tap Connect.
3. Sign in with YOUR account on Meta's page and choose the Page we should work with.
4. Confirm the status reads Connected.

14. Connect your website

Link your website so finished work can point back to it.

1. Open Integrations in the menu.
2. Find Your website and tap Connect.
3. Confirm the site address is yours — this link lets finished work point back to your site.
4. Confirm the status reads Connected.

Connect your platforms

15. Connect Google Business Profile

Link your Google listing so you show up right in Search and Maps.

1. Open Integrations in the menu.
2. Find Google Business Profile and tap Connect.
3. Sign in with the Google account that manages your business listing and approve access.
4. Confirm the status reads Connected.

16. Ask for work with the Ask bar

Type the outcome you want in plain words — we turn it into a plan and make it.

1. Type the outcome you want in plain words in the Ask bar.
2. You get the plan back step by step before anything is made.
3. The work appears in Make / Publish / Grow on your Week Board with honest progress.

17. Approve, request changes, or reject work

You are always the last say — approve it, send it back, or stop it.

1. Anything waiting on you sits on the Week Board marked Needs you.
2. Tap Approve to send it to scheduling, Request changes to send it back with a note, or Reject to stop it.
3. Every action lands in Activity — and everything can be undone.

18. Activity & undo — nothing is final by accident

Every action is written down, and anything can be undone.

1. The Activity list on your Week Board shows everything that happened, in order, with times.
2. Most actions carry an Undo button — approvals, changes and requests included.
3. Undone actions are marked, never hidden. The record stays honest.

19. Invite your team & manage seats

Bring your people in — each plan includes seats, top plans are unlimited.

1. Open Profile → Team.
2. Add each person's name and email and send the invite.
3. Your plan sets how many seats you have — Studio Multi and Second Shift Partner are unlimited.
4. Invited people show as Invited until they accept, then Active.

20. Announcements & monthly shipping notes

What improved and what shipped, posted to your Week Board every month.

1. Announcements appear as panels on your Week Board — read them there, no email digging.
2. Once a month, shipping notes round up what improved in the product, in plain words.
3. Past notes stay readable under Run the Business.

21. Billing — plans, invoices & payment

Your plan, invoices and payment method — self-serve, no ticket needed.

1. Open Billing in the menu to see your plan, status and invoices.
2. Change plans there any time — changes are recorded in Activity.
3. If a payment ever fails you get a plain-language email and time to fix it; access locks before anything is ever at risk, and your work is never deleted.
4. Your license key lives under Run the Business — it is the proof on your record, and it claims a purchase if you ever check out with a different email.

22. Get support — and our reply-time promise

Real help in plain language, with a first-reply time your plan promises.

1. Open Support in the menu and write in plain words.
2. Your plan carries a first-reply promise (shown on your Week Board) and the clock is visible on every ticket.
3. Urgent and broken beats routine — say so in the first line.

23. Secure your account — password & two-factor

Two-factor sign-in and session control keep your account yours.

1. Open Account in the menu.
2. Turn on two-factor authentication with any authenticator app.
3. You can review and sign out other sessions there too.
4. Forgot your password? The sign-in page sends a reset link — and a subscription invite code works in the same box.

24. Your data — export or delete any time

Download everything that is yours, or delete your account — no hostage vault.

1. Open Account → Export to download your data in one file.
2. Delete lives in the same place. Deletion starts a grace period, and export stays available during it.
3. Everything you made is yours — canceling or deleting never takes your finished work away.

25. The status page — when something is down, we say so

A public page showing live service status in plain words.

1. The status page lists any incident, what it affects, and when it was posted.
2. Statuses use the same plain words as your portal — a dot and a word, never color alone.
3. If something affects your work, we post it there and announce it on your Week Board.

26. Switch language — English / Español

One tap switches the portal between English and Spanish.

1. Tap the EN | ES button at the top of any screen.
2. Menus, headings and core screens switch immediately.
3. Your choice sticks while you work — switch back any time.