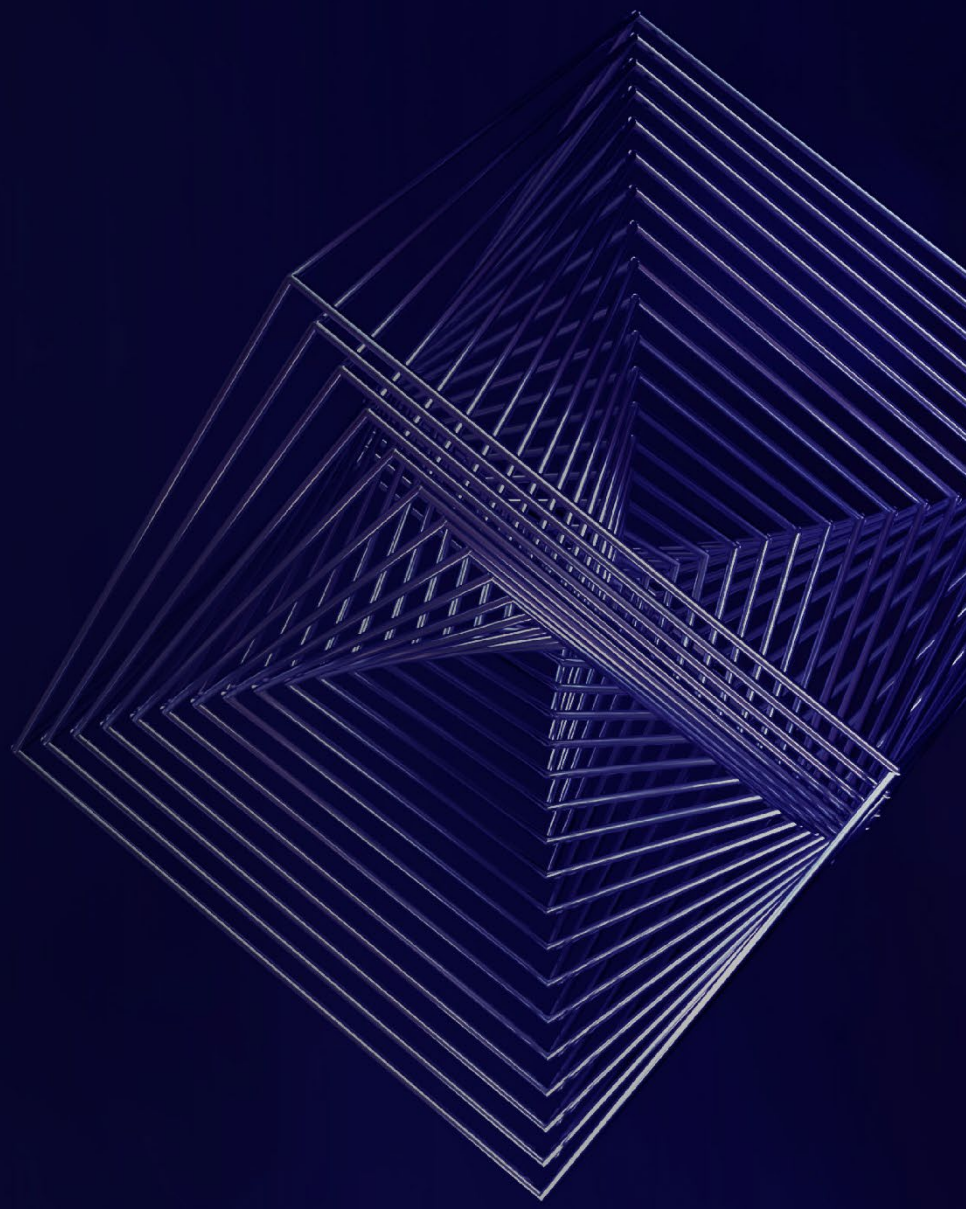
THE OBSIDIAN CO™

Content Credit Guide

Credits Breakdown - How We Work

July, 2026



© 2026 The Obsidian Co.™

Table Of Contents

Table Of Contents 1

Content Credit Guide 2

- Photography Only Post 2
- Graphic Post 2
- Video Posts 2
- Photography Carousel 3
- Graphic Carousel 3
- Content Resized For Ads 3
- Revisions 4

Buy Additional Credits 5

How We Work 6

Content Credit Guide

How credits work: Every piece of content we create uses a set number of credits. Your monthly plan includes a fixed credit allowance - the credit list below shows exactly what each content type costs, so you always know what you're getting.

CONTENT TYPE	CREDITS
PHOTOGRAPHY ONLY POST A single-photography post using stock imagery sourced from Magnific or Envato Elements, or AI-generated visuals via Higgsfield.	2
Using photography you provide	1
GRAPHIC POST A single-graphic post built with graphic design elements - including typography, shapes, illustrations, and brand visuals.	3
Using an existing graphic layout we've created for you	2
VIDEO POSTS	
Video (up to 15 seconds) A single video post produced from concept to final edit - no footage required from your side.	5
Extended video without providing content (16-30 seconds)	6
Extended video without providing content (30s-1 min)	7
Using video footage you provide (up to 15s)	4
Using video footage you provide (16-30s)	5
Using video footage you provide (30s-1 min)	6
Using an existing video template, we've created for you	3

PHOTOGRAPHY CAROUSEL A carousel post using stock imagery sourced from Magnific or Envato Elements, or AI-generated visuals via Higgsfield.	
2-3 slides	3
4-8 slides	4
Using photography you provide (2-3 slides)	1
Using photography you provide (4-8 slides)	2

GRAPHIC CAROUSEL A carousel post built with graphic design elements - including typography, shapes, illustrations, and brand visuals.	
2-3 slides	4
4-8 slides	5
Using an existing graphic layout we've created for you (2-3 slides)	2
Using an existing graphic layout we've created for you (4-8 slides)	3

CONTENT RESIZED FOR ADS Adapting an existing asset to a new format or placement (dimensions).	
Single photography resize	0.5
Single graphic resize	0.5
Carousel resize (2–3 slides)	1
Carousel resize (4-8 slides)	1.5
Video resize	1.5

REVISIONS

Revision Credits:
Each month you have a free revision allowance equal to 20% of your monthly credit plan. For example, on a 20-credit plan you have 4 credits available for revisions at no additional cost. If your revision requests exceed this allowance, the standard rates below apply.

MINOR CHANGES	LAYOUT CHANGES	NEW CREATIVE DIRECTION
0 Credits - Always included	0.5 credits each	Full asset credit
Copy or caption updates, image swap, colour adjustment - anything that keeps the same layout.	Moving elements, reordering the layout of the visual, small adjustments on the visual.	A significant change in concept or direction. Treated as a new asset -credit cost depends on the content type.

New clients:
Layout change revisions (0.5 credits each) are complimentary during your first 2 months. This gives you time to fine-tune your content preferences as we get to know your brand.

Captions: Writing and refining captions is included as part of every content asset - it is not counted as a separate credit.

Scheduling: Scheduling of all approved content is included as part of every content asset - it is not counted as a separate credit.

Buy Additional Credits

To purchase additional credits, please reach out to your Client Success Manager and request the required amount for the specific month. We will guide you through the next steps from there.

Please note that, in order to proceed with the implementation, we require written approval confirming your acceptance of the additional credits at the value proposed by the Client Success Manager.

Credit Balance

Your credits are tracked as a running balance each month	Always visible
Credits used beyond your monthly allowance	Deducted from next month
Your balance is shown in your monthly partnership report	Every month
Any balance change is discussed before production	No surprises
Monthly Revision Allowance - Included Free	20% of your monthly allowance can be used for free as Revision Credits

How we work

ADDITIONAL CONTENT REQUEST (OUTSIDE THE MONTHLY CALENDAR)

Static posts (photography & graphics)	1-3 working days from calendar sign-off
Video & carousel posts	3-5 working days from calendar sign-off

Additional content requests made outside of the monthly planning meeting are subject to team availability and will be confirmed by your Client Success Manager before production begins. Please submit any additional requests at least 3 to 4 working days in advance to ensure timely delivery.

SUBMITTING BRIEFS & ASSETS

For any additional requests, changes, or assets outside of the monthly planning meeting, please get in touch with us via email. This ensures your request is properly logged, nothing gets missed, and we can respond with a clear timeline and credit estimate.
Assets should be delivered at the correct resolution and in standard formats (JPG, PNG, MP4), ready to use. If files require any preparation before we can work with them, we will let you know in advance.

FEEDBACK DEADLINES

To keep production on schedule, feedback and revision requests should be provided within 5 working days of receiving your content for review. Delays beyond this may affect your delivery timeline for that month.

MISSED OR CANCELLED PLANNING MEETING

If you need to reschedule your monthly planning meeting, please let us know as soon as possible. We will find the next available date together. Please keep in mind that rescheduling the meeting will delay the start of production and may affect your content delivery timeline for that month.

AI-GENERATED PRODUCT VISUALS

For content featuring AI-generated product imagery, we work to represent each product as accurately as possible based on the references provided. As we do not always have access to the physical product, minor details may vary. We therefore require final client approval prior to publishing to confirm accuracy.

CONTENT OWNERSHIP

All content produced by our team is published across your agreed social media platforms as part of your monthly plan. Design templates, layouts, and source files - including PSD, Illustrator, and After Effects files - remain the property of the agency and will not be shared with clients. All stock imagery and AI-generated visuals used in your content are sourced through licensed platforms by The Obsidian Co.