

PRACTICAL • PLATFORM-SPECIFIC • REPEATABLE

The 7-Day Social Media Strategy

A daily work-through plan for Facebook, Instagram and TikTok - built for ordinary users with no more than 60 minutes per platform, per day.

FACEBOOK

INSTAGRAM

TIKTOK

POST WITH PURPOSE. TALK LIKE A HUMAN. REVIEW
WHAT WORKED.

How to use this playbook

Run one platform at a time. Stop when the timer ends. Consistency and real conversation beat perfection.

1. Create one clear reason to respond

Teach one thing, tell one useful story, show a process, ask a specific question, or invite a choice.

2. Engage before and after publishing

Warm up the room with thoughtful comments, then stay present to answer early replies. Avoid generic comments and mass activity.

3. Reuse the idea - adapt the execution

A single weekly theme can travel across platforms, but the format and opening must feel native to each one.

4. Measure signals, not vanity

Prioritize meaningful comments, saves, shares, watch time, profile visits and DMs over raw likes.

5. Protect trust

Use original or licensed media, label partnerships, respect privacy, verify claims, and never buy engagement.

THE DAILY DECISION RULE

If you have less than 60 minutes: reply to people first, publish one useful piece second, and discover/comment third. Never sacrifice genuine replies just to post more.

Your weekly operating system

Use one content theme for the week, then give each day a job. The detailed platform checklists follow.

	Set direction	Choose one audience problem and publish a strong anchor idea.
	Teach	Give a useful tip, breakdown or demonstration.
	Invite	Ask a focused question and create a conversation.
	Show proof	Share a story, process, example or result.
	Participate	Join relevant conversations, trends or communities.
	Be human	Use a lighter, behind-the-scenes or personal angle.
	Review + reset	Learn from the week and prepare the next one.

A practical 60-minute shape

10 min - respond

20-30 min - create/publish

10-15 min - discover/comment

5-10 min - follow up or review

What counts as a thoughtful comment?

- ☐ Mention a specific detail from the post.
- ☐ Add a useful thought, relevant experience or sincere question.
- ☐ Write enough to move the conversation forward - usually one or two sentences.
- ☐ Do not pitch, drop links or copy the same response across posts.

Facebook strategy

CONVERSATION + COMMUNITY • Best for relationship-rich posts, Groups, local/community relevance, Events and useful discussion.

THE PLATFORM RULE

Best for relationship-rich posts, Groups, local/community relevance, Events and useful discussion.

Weekly content arc

1	Monday	Anchor the week
2	Tuesday	Teach with native value
3	Wednesday	Start a focused conversation
4	Thursday	Show the process or proof
5	Friday	Community participation
6	Saturday	Human connection
7	Sunday	Review and reset

Keep these guardrails

- ☐ One main audience action per post.
- ☐ Reply with substance; move sensitive details to DM.
- ☐ Use platform-native media and readable captions.
- ☐ Follow only accounts you genuinely want to hear from.
- ☐ Stop at 60 minutes - carry insights, not unfinished busywork, into tomorrow.

Facebook • Day 1: Monday

Anchor the week

TODAY'S OUTCOME

Publish a useful text/photo post that names one audience problem and gives 3 practical steps.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Reply to outstanding comments and DMs.

Done well = specific, human and relevant. Stop when the block ends.

25
MIN

☐ Write and publish: strong first line, short paragraphs, one specific question.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Leave 3 thoughtful comments on relevant people/Page/Group posts.

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ Return to your post; reply and ask one natural follow-up.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Success: substantive comments, shares, profile/Page visits.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Facebook • Day 2: Tuesday

Teach with native value

TODAY'S OUTCOME

Turn yesterday's theme into a short native video, photo sequence or concise how-to.

60-minute checklist (planned: 60 minutes)

10
MIN

- ☐ **Respond to every meaningful reply from Monday.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

- ☐ **Create/publish a 30-90 sec video or step-by-step post; add captions.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

- ☐ **Contribute useful answers in 1-2 relevant Groups where allowed.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

- ☐ **Note which opening line gets the earliest response.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Do not paste an external link unless it is essential.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Facebook • Day 3: Wednesday

Start a focused conversation

TODAY'S OUTCOME

Use a poll or question post with real choices - not a vague 'thoughts?'.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **DM/comment replies.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Create a poll or question with 2-4 clear options and context.**

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ **Comment thoughtfully on 4 community posts.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Reply to voters/commenters; ask why only when it feels natural.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Success: quality and depth of discussion, not vote count alone.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Facebook • Day 4: Thursday

Show the process or proof

TODAY'S OUTCOME

Share a mini case study, before/after, lesson learned or behind-the-scenes sequence.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Follow up on Wednesday's best thread.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ **Build/publish: context -> what changed -> lesson -> question.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Engage with 3 people whose audiences overlap yours.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Save one audience phrase or question for future content.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Protect private details; make the lesson the hero.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Facebook • Day 5: Friday

Community participation

TODAY'S OUTCOME

Prioritize Groups, local conversations, Events or a relevant live discussion.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Clear replies and DMs.

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ Make one valuable Group contribution or Page post.

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ Answer 3-5 questions/comments across relevant communities.

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ Invite ongoing conversation without pitching.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Follow Group rules; helpfulness comes before visibility.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Facebook • Day 6: Saturday

Human connection

TODAY'S OUTCOME

Publish a lighter personal story, workspace glimpse, weekend observation or values-led post.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Respond first.

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ Capture/publish one authentic photo or short Story with context.

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ Interact with familiar followers and community members.

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ Share/reply to one relevant Story or post with a personal note.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Keep it relevant to why people follow you.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Facebook • Day 7: Sunday

Review and reset

TODAY'S OUTCOME

Review the week, maintain the profile, and prepare one strong Monday idea.

60-minute checklist (planned: 60 minutes)

15
MIN

☐ **Check top 3 posts: comments, shares, reach, clicks/profile visits.**

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ **Read comments/DMs for recurring questions.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Refresh bio/cover/pinned post only if promise or offer is outdated.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Draft Monday's hook and 3 value points.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Thank or follow up with one high-quality contributor.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Profile photo: change only for a real brand, season or campaign shift - consistency builds recognition.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram strategy

VISUAL VALUE + RELATIONSHIPS • Best for Reels, carousels, Stories, saves/shares and ongoing audience conversation.

THE PLATFORM RULE

Best for Reels, carousels, Stories, saves/shares and ongoing audience conversation.

Weekly content arc

1	Monday	Publish the save-worthy anchor
2	Tuesday	Stories relationship loop
3	Wednesday	Teach in sequence
4	Thursday	Show face, process or proof
5	Friday	Collaboration and discovery
6	Saturday	Community and personality
7	Sunday	Insights and profile reset

Keep these guardrails

- ☐ One main audience action per post.
- ☐ Reply with substance; move sensitive details to DM.
- ☐ Use platform-native media and readable captions.
- ☐ Follow only accounts you genuinely want to hear from.
- ☐ Stop at 60 minutes - carry insights, not unfinished busywork, into tomorrow.

Instagram • Day 1: Monday

Publish the save-worthy anchor

TODAY'S OUTCOME

Use a Reel or carousel to solve one small, specific audience problem.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Reply to comments, Story replies and DMs.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ **Create/publish: clear cover, strong first frame, one idea, useful caption.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Comment on 4 relevant posts using specific observations.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Share the post to Stories with a question or poll sticker.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Success: saves, shares, meaningful comments and watch time.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram • Day 2: Tuesday

Stories relationship loop

TODAY'S OUTCOME

Use 3-5 Stories to show context, teach briefly and invite a low-friction response.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Answer Monday's comments and DMs.**

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ **Create Stories: opener -> value/process -> poll/question/slider.**

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ **Respond to Story interactions and visit engaged profiles.**

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ **Leave 3 thoughtful comments in your niche.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Use one interactive sticker, not a cluttered stack.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram • Day 3: Wednesday

Teach in sequence

TODAY'S OUTCOME

Publish a carousel with one promise and one action per slide.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Inbox/comments first.

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ Create 5-8 clean slides: hook, steps, recap, focused CTA.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Engage through niche search, locations or relevant hashtags.

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ Pin one useful early comment or add a clarifying reply.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Make slide one understandable without the caption.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram • Day 4: Thursday

Show face, process or proof

TODAY'S OUTCOME

Create a short Reel: result first, then process, lesson and next step.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Replies.

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ Record/edit 15-45 sec; readable captions; remove dead time.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Leave 3-4 comments on accounts your audience genuinely follows.

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ Add a Story that invites questions about the Reel.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Use trending audio only when it strengthens the idea.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram • Day 5: Friday

Collaboration and discovery

TODAY'S OUTCOME

Build proximity through a Collab post, creator conversation, Remix or valuable Story mention.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Reply and follow up.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Discover 5 relevant posts/accounts via search and recommendations.

Done well = specific, human and relevant. Stop when the block ends.

20
MIN

☐ Create one collaboration-ready idea or publish a Remix/response.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Send 1-2 specific, no-pressure collaboration messages.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: No cold mass outreach; explain the mutual audience value.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram • Day 6: Saturday

Community and personality

TODAY'S OUTCOME

Share a lighter Reel/photo dump/Stories sequence that still connects to your theme.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Replies.

Done well = specific, human and relevant. Stop when the block ends.

25
MIN

☐ Capture/publish a human moment with a useful or relatable angle.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Use Stories to ask one easy, specific question.

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ Reply to responses with words, not only reactions.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Authentic does not mean unedited; remove anything irrelevant.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Instagram • Day 7: Sunday

Insights and profile reset

TODAY'S OUTCOME

Study what held attention and prompted action; prepare Monday.

60-minute checklist (planned: 60 minutes)

15
MIN

☐ **Review reach, watch time/retention, saves, shares, profile visits.**

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

☐ **Read replies for exact audience language.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Check profile photo, name field, bio promise, link and pinned posts.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Outline Monday Reel/carousel and write 3 hooks.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Archive nothing solely because it underperformed.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Refresh photo/bio only if recognizability, positioning or current offer needs it.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok strategy

RETENTION + PARTICIPATION • Best for fast, native video ideas, search-led discovery, strong hooks, watch time and video replies.

THE PLATFORM RULE

Best for fast, native video ideas, search-led discovery, strong hooks, watch time and video replies.

Weekly content arc

1	Monday	Set the series
2	Tuesday	Search-led tutorial
3	Wednesday	Reply with video
4	Thursday	Story or proof
5	Friday	Participate selectively
6	Saturday	Behind the scenes
7	Sunday	Analytics and next batch

Keep these guardrails

- ☐ One main audience action per post.
- ☐ Reply with substance; move sensitive details to DM.
- ☐ Use platform-native media and readable captions.
- ☐ Follow only accounts you genuinely want to hear from.
- ☐ Stop at 60 minutes - carry insights, not unfinished busywork, into tomorrow.

TikTok • Day 1: Monday

Set the series

TODAY'S OUTCOME

Launch a repeatable weekly series around one tightly defined viewer problem.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Reply to comments and check audience questions.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ **Script/record/edit 20-45 sec: result/problem first, then value.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Watch/search your niche; leave 3 useful comments.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Reply quickly to early comments.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Success: average watch time, completion, shares, saves, profile views.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok • Day 2: Tuesday

Search-led tutorial

TODAY'S OUTCOME

Answer one phrase people actively search for; say and show the topic clearly.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Mine comments and search suggestions for a question.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ **Create/publish a concise demo with on-screen keywords and captions.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Comment on 3-5 relevant videos with added value.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Note drop-off risks: slow intro, repetition, unclear visuals.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Write for humans; keywords should sound natural.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok • Day 3: Wednesday

Reply with video

TODAY'S OUTCOME

Turn a real comment into a useful video response.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Choose a question with broad relevance.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ **Record/publish the answer; show the comment; deliver value immediately.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Reply in text to other comments and ask one clarifying question.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Save 2 more comments as future video prompts.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: One viewer question can become a recurring series.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok • Day 4: Thursday

Story or proof

TODAY'S OUTCOME

Tell a compact story: situation, tension, turning point, takeaway.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Replies.

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ Script/record/edit 30-60 sec; cut every line that does not advance it.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Engage with adjacent creators and conversations.

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ Check whether the first frame works with sound off.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Be specific without exposing private information.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok • Day 5: Friday

Participate selectively

TODAY'S OUTCOME

Use a trend, Stitch or Duet only when you can add a clear perspective or demonstration.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ **Search current niche formats and check recency/relevance.**

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ **Create a native response with your contribution in the first seconds.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ **Comment on the source and 2 related videos.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ **Credit the source and verify any factual claim.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Skip trends that do not fit your audience or voice.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok • Day 6: Saturday

Behind the scenes

TODAY'S OUTCOME

Show the setup, mistake, routine, tools or unpolished middle behind a result.

60-minute checklist (planned: 60 minutes)

10
MIN

☐ Replies.

Done well = specific, human and relevant. Stop when the block ends.

30
MIN

☐ Film/publish 3-6 quick clips with voiceover or text narrative.

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

☐ Invite one specific choice or question in comments.

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

☐ Answer early comments while the post is fresh.

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Raw is a style, not an excuse for weak audio or no point.

Quick notes

What sparked a response? _____

What question should I answer next? _____

TikTok • Day 7: Sunday

Analytics and next batch

TODAY'S OUTCOME

Use retention and comment data to decide what deserves a sequel.

60-minute checklist (planned: 60 minutes)

15
MIN

- ☐ **Review watch time, completion, rewatches, shares, saves, follows.**

Done well = specific, human and relevant. Stop when the block ends.

10
MIN

- ☐ **Compare hooks and identify the strongest topic/format.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

- ☐ **Check bio, profile image, link and 3 pinned videos for a clear promise.**

Done well = specific, human and relevant. Stop when the block ends.

15
MIN

- ☐ **Draft 3 hooks and batch a simple shot list.**

Done well = specific, human and relevant. Stop when the block ends.

5
MIN

- ☐ **Reply to one high-value comment or record it in the idea bank.**

Done well = specific, human and relevant. Stop when the block ends.

QUALITY CHECK

- ☐ The first line/frame makes the value clear.
- ☐ There is one focused invitation to respond.
- ☐ All comments and claims are accurate, respectful and on-topic.
- ☐ I returned to engage - I did not post and disappear.

Platform note: Profile updates should clarify positioning; do not disrupt recognition weekly.

Quick notes

What sparked a response? _____

What question should I answer next? _____

Weekly review + reset

Complete this once after all three platform cycles. Aim for better decisions, not a perfect score.

1 • Capture the signals

- ☐ List the top 3 pieces by meaningful comments, saves/shares, watch time or profile actions.
- ☐ Write down the best hook, topic and format on each platform.
- ☐ Note which post produced real conversation, DMs, enquiries or useful feedback.
- ☐ Record one weak result without deleting it; name the likely lesson.

2 • Listen to the audience

- ☐ Collect 3 exact questions or phrases from comments, DMs, search and community discussions.
- ☐ Identify one objection, confusion or desire worth answering next week.
- ☐ Choose one thoughtful commenter or community connection to follow up with.

3 • Make next week easier

- ☐ Choose one weekly theme and one outcome for the audience.
- ☐ Draft 3 hooks and select the strongest one for Monday.
- ☐ Prepare only the essential assets: one recording spot, a few clips/photos, or a simple carousel outline.
- ☐ Decide what to repeat, improve and stop.

WEEKLY SCORECARD

Theme: _____ Best platform: _____

Best topic/format: _____

Repeat: _____ Improve: _____ Stop: _____

Next Monday's hook: _____

THE FINAL RULE

Keep the plan sustainable. A useful post plus genuine conversation, repeated for weeks, is more valuable than a frantic burst followed by silence.