Use this guide to plan, produce, publish, and improve organic content on Facebook, Instagram, TikTok, YouTube, LinkedIn, and Google Business Profile. It works for any business, product, or service. **Maximum is the reference standard: the full-execution strategy for every active platform.** Low and Medium are practical alternatives for platforms where the people, AI, automation, production capacity, or source material cannot yet support Maximum at full quality.

Each business supplies its own audience, offer, brand, source material, and conversion goals. The publishing system stays reusable. Platform eligibility and the features available to the actual account determine which parts can run.

The operating standard: give every active platform a complete schedule at its chosen tier, a purposeful format mix, strong original content, prompt community attention, a working conversion path, and a regular improvement cycle.

Quick start

The short version for the people running the accounts. Everything below expands on it.

1. **Fill in the business brief:** who buys, what you offer, the one destination each post sends people to, the exact offer wording, and what counts as a result.
2. **Run Maximum on every active platform you can support at full quality.** Where you can't yet, run Medium or Low as a stepping stone and plan the route to Maximum. Deliver the chosen tier every week; change tiers deliberately, never by quietly skipping posts.
3. **Give every post one job:** discovery, education, proof, conversation, or action. Use the angle menu so you never sound like the same ad twice.
4. **Make every video work in the first two to three seconds and with the sound off.** Make the opening frame clear on its own; where the platform lets you choose a thumbnail or cover, design that separately. Put on-screen text or captions on every video. End with one clear next step.
5. **Mix formats on every platform.** Short video reaches new people; carousels get saved; Stories keep you in front of followers; questions start conversations; search posts catch people looking right now.
6. **Never publish anything false.** Real demonstrations, verified results, credited material, and accurate prices and deadlines only.
7. **Schedule with each platform's own tools, then check that each post actually went live.**
8. **Reply to comments and messages the same day.** That is where posts turn into customers.
9. **Tag every link and judge the program by customer actions** (inquiries, bookings, signups, sales), not followers or likes.
10. **Review every two weeks and change one thing at a time.** Move toward Maximum as quality holds (see the tier rules).
11. **Paid ads are a separate decision** (Part II): a written brief, working tracking, an approved hard spending cap, and a decision rule set before launch.

Doing this yourself? You don't need all six platforms, and you don't need the Maximum tier. Start here:

1. Fill in the business brief. It takes about an hour and everything else depends on it.
2. Pick the one or two platforms where your customers already spend time.
3. Run the Low tier on those for a month, using the Quick start above as your checklist.
4. Let AI do the drafting. Give it your brief and this playbook, and ask it to plan and write your first week. Review every post before it goes out.
5. Move up a tier only when you can keep the quality up.

Leave Part II for later, once your organic posts are running and you know what a new customer is worth to you.

Evidence labels used in this guide

- **Platform rule:** official documentation; linked where used.
- **Benchmark:** a published dataset or vendor study. A guide for choosing tests, not a promise for any one account.
- **Knowledge base:** a finding synthesized from multiple independent marketing sources, with its strength: Established (many sources agree), Supported, or Emerging (one or two sources).
- **Operating target or judgment:** a chosen standard or practical judgment, not a platform requirement.

How to use this guide

1. Complete the business brief and account capability record.
2. Adopt the Maximum targets and worked week as the standard; where a platform cannot yet support Maximum at full quality, run Medium or Low and record the plan to reach Maximum.
3. Build source assets and platform versions using the production instructions.
4. Schedule, verify publication, and work the responses every day.
5. Review performance by the intended job of the post and the business outcome.
6. Expand successful formats and angles; replace weak approaches with better ones.

The numbers in the publishing program are **operating targets**. They are deliberately ambitious choices for a business with sufficient capacity. They are not claims that a platform officially recommends that exact volume or guarantees better reach at that frequency.

Part I: Organic Publishing

The operating rules

Give every platform its own schedule

Plan each platform independently. Publishing a source video on Facebook does not use up an Instagram, TikTok, or YouTube publishing slot. The same source can run on several platforms on the same day when it fits each audience and format.

Keep one master content record with separate platform views. Shared offer corrections, asset replacements, and expired deadlines must update every affected version. Independent cadence and coordinated accuracy work together.

Run Maximum, and deliver whatever tier you run

Maximum is the standard for every active platform (see **Volume tiers**). Build enough source material, templates, and production capacity to deliver it; where a platform cannot yet support Maximum at full quality, run Medium or Low with a recorded plan to move up. Treat the tier's targets as a production commitment; track missed slots and resolve their cause.

An unsupported claim, misleading image, or unusable post does not become acceptable because a slot is empty. Replace it with a useful approved asset. If that is not possible, record the missed slot and repair the production process. Do not quietly drift below the chosen tier; change tiers deliberately using the tier rules.

Give every post a job

Choose the audience, point, proof, format, and intended next step before production. Use a broad mix over the week: discovery, education, proof, conversation, and action. Include new or advanced formats when the account supports them and the content has a clear use for them.

Use format variety to communicate better. A poll needs a worthwhile question; a Live needs something worth attending; an Event needs a real event. Avoid manufacturing empty announcements or artificial deadlines to complete a format checklist.

Preserve the facts and adapt the delivery

Keep prices, fees, inclusions, eligibility, deadlines, and promises consistent with the approved offer. Adapt the hook, caption, pace, cover, and call to action to the audience and platform. A fact can stay the same while its explanation changes.

Use real demonstrations and verified results. Show whose work appears in an image. Keep permission records for customer material, supplier assets, music, and other licensed media. Label an illustration or synthetic demonstration when viewers could otherwise mistake it for real work or a real result.