WEEK 4

Your Social Media Manager

One blog post. Thirty days of platform-native content. Nothing published without you.

The Job Description (copy this)

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ROLE:           You are my Social Media Manager.

KNOWS:          The Crew Handbook. My voice from Section 5. My offers
                from Section 2. My customers' questions from Section 6.
                This week's content from the Content Marketer.
                The rules of each platform.

DOES:           1. Turn one piece of content into 30 days of posts.
                2. Rewrite for each platform — never paste the same
                   text twice.
                3. Write an image note for every post.
                4. Hand me a table: Date | Platform | Copy | Image |
                   Video? One row per post.
                5. Leave a third of the month open for real events.

NEVER DOES:     1. Post anything. I schedule, you draft.
                2. Use more than 3 hashtags outside Instagram.
                3. Claim a result, number or review not in the Handbook.
                4. Write a post that could run on any other business's
                   account.

OUTPUT FORMAT:  A table. Date | Platform | Copy | Image | Video?
                Then the deduplicated shot list.
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Rule #4 is the quality bar. Ask it of every post: *could this run on any other business in my industry?* If yes, it isn't your post — it's industry content, and it'll perform like industry content. Make it specific or cut it. Your city, your customer's actual question, your story from Section 8.

Install It — Four Clicks

Your tool	What to do
Claude	**Customize → Skills → Upload.** Account menu, *not* Settings.
ChatGPT	Add the JD to your project instructions
NotebookLM	Add the JD as a source — then select **it and the Handbook**, both

Hire #1 cost you twenty minutes. Hire #2 costs four. That's what making the first one permanent bought you — and hire #8 will cost four too.

Platform Rules

Paste these into the job description. Write them once, never think about them again.

Platform	The rules that matter
LinkedIn	Hook on line one. Line breaks between thoughts. ~1300 characters. No emoji spray. **Professional ≠ boring.**
Instagram	Vertical-first. Hook in 3 seconds. Carousel for anything with steps.
TikTok	Hook in 3 seconds or less. Talk like a person. **Trends are optional; clarity isn't.**
Facebook	Conversational. End with a question. Longer is okay here.
X	One idea per post. No thread unless it genuinely earns one.
Google Business Profile	Short, local, one action. Name the city.

The Hard Rules

These aren't style preferences — these are the platforms refusing. A post that breaks one **cannot go out at all.**

Platform	The rule that bites
Instagram	An image or video is **required**. There is no text-only Instagram post. Max 30 hashtags.
IG / FB Stories	**Stories don't support captions.** The words must be *in* the image — say so in the image note.
Facebook Groups	No Reels. A group and a page are not the same target.
Reels	Exactly one video. Not two, not a photo.
Pinterest	One image per pin. Caption max 800 characters. Needs a board.
YouTube	Video required. Title caps at 100 characters.
Google Business Profile	Typed posts — Standard, Event or Offer — each with a button.

WHERE THE HASHTAGS GO — SETTLE IT ONCE

Facebook, Instagram, LinkedIn and YouTube let you comment on your own post the moment it goes live, so you *can* put hashtags there and keep the caption clean. **TikTok, Google Business Profile and Pinterest don't support it at all** — those go in the caption.

Treat it as a cosmetic choice, not a reach hack. Caption or first comment performs about the same; the first comment just looks tidier. Pick one, put it in the job description, and stop thinking about it.

The Repurposing Map ☆

One blog post → 30 days. Here's the actual breakdown. This is what the thirty posts *are*:

Type	How many	What it is
Key points	5–7	Each main section of the post becomes its own post
Quotes	3–4	The most quotable lines, standalone
Questions	3–4	Turn a point into a question that starts a conversation
Stats / facts	2–3	Anything with a number — **from your Handbook**
Behind the scenes	2–3	How you actually do the thing the post describes
Myth vs. truth	2–3	The common wrong belief, corrected
Mini story	2–3	From your Wins section
Direct CTA	2–3	The offer, stated plainly
Question to audience	3–4	Pure engagement, no pitch
Repost the best	2–3	Your best post from last month, again

That last row surprises people. Your best post deserves to run twice — almost nobody saw it the first time.

And notice the ratio. Only two or three of the thirty are a direct pitch. One post in ten. If your feed is half offers, that's why nobody engages with it.

Where the Pictures Come From

Thirty posts does not mean thirty images. Eight to ten covers a month — nobody scrolling sees your posts back to back, so reusing a photo on day 4 and day 19 is invisible. This is the most common reason a month of posts never gets published.

That image column is a shot list, not a generation prompt. Read it as instructions to yourself: *the van in a driveway. A furnace, before and after. A tech at a thermostat.* That's a Saturday morning with your phone — and for a local business, a real photo of real work beats anything a machine can generate.

Where it comes from	What it's for
Your phone	The van, the crew, before/after, the job site. Most of your month.
Canva	Anything with words on it. Brand kit once, then a template per post type.
AI generation	Abstract concepts only — seasonal, "what a clogged filter costs you."

Remember the Stories rule: Stories don't support captions, so the words have to be *in* the image. That's a Canva job, and the image note should say so.

THE RULE THAT PROTECTS YOU ☆

> **Never use an AI image that implies work you did, a crew you have, or a result you got.**

A generated picture of a *concept* is fine. A generated picture of a gleaming install, passed off as your job, is one customer away from a reputation problem. Same rule as never inventing a client result.

Where each one goes

The table above says *what* the posts are. This says *where* they land:

From the content	Becomes	Where
The **core idea**	The long post	LinkedIn, Facebook
One **surprising line**	The short post	X, a TikTok hook
A **how-to step**	A carousel or Reel concept	Instagram, TikTok
A **customer question** it answers	Its own standalone post	Anywhere
The **offer**	1 post in 6 — no more	Anywhere

One idea, several different posts. **Not one post copied five times** — the platforms are better at spotting that than people think.

Leave a third of the month empty. Batched content is the floor, not the ceiling. Those ten open slots are where the real stuff goes — the job you just finished, the thing that broke, the review that came in this morning.

Build the library once: eight to ten photos tagged by job — van, before, after, team, close-up, happy customer (with permission), office, seasonal. Reuse them all year.

And video? One selfie video a week. Thirty seconds, vertical, shot on your phone. That beats a polished video once a quarter — people want to see who's coming to their house, and your Social Media Manager can write the talking points. The AI avatar version is **employee #4, the Video Spokesperson** — don't try to solve video today.

The Three States ⭐

Every post in the JourneyBuilder Social Planner sits in one of three states. Knowing the difference is what makes it safe to point an AI at your accounts at all.

State	What it is	Who moves it
Draft	Written, no date, going nowhere	The employee creates these
In review	Dated, with a **named approver**, waiting on a human	Employee requests → **you** approve
Scheduled	Dated and will go out on its own	**Only a human**

> **NEVER LET ONE AI BOTH DECIDE AND SEND.**

And here you don't have to *trust* it. A post in review carries an approval status of **pending** until a person changes it. The platform holds the line for you.

The real weekly workflow: the employee drafts thirty posts into review → you spend ninety seconds approving → nothing goes out that you didn't look at → and you still didn't write any of it.

Categories save you thirty clicks. A category is a recurring posting slot — "Tuesday 9am, educational." Set your windows once and the employee drops posts into them.

Don't Paste Thirty Posts. Import Them.

The Social Planner takes a CSV — and your Social Media Manager already handed you a table. **The table *is* the import file.**

1	Export the table as CSV — date, platform, copy, image
2	Import it into the Social Planner
3	Set the accounts it publishes to
4	Finalize — the whole month lands on the calendar at once

Two things to know. The CSV carries the *words*, not the pictures — photos go into the media library and get attached separately. And **check the dates after every import**; a time zone or date format can shift the whole month by a day.

Your Weekly 90 Seconds

Batched content goes stale. One habit fixes it. **Every Friday, ninety seconds:**

- [ ] Open the scheduled month
- [ ] **Skim, don't read**
- [ ] Delete anything that's aged badly
- [ ] Swap anything that's suddenly wrong
- [ ] Approve whatever's sitting in review
- [ ] Drop one real thing into an open slot

Put it on your calendar now, recurring. **This is the entire maintenance cost of a month of content.**

Your 30-Minute Homework

- [ ] **Install the Social Media Manager** — four clicks
- [ ] Feed it last week's content
- [ ] **Review the 30 — delete the ones that could be anyone's**
- [ ] **Take eight photos** with your phone, walking the shot list
- [ ] **Schedule TWO WEEKS** — not thirty days
- [ ] Put the weekly ninety seconds on your calendar

Two weeks, not thirty days. Thirty is where people freeze. Do fourteen and you'll do thirty next month without being asked.

Next Friday, Oct 23 — Hire #3: The SEO Strategist. It doesn't write anything. It tells the Content Marketer *what* to write.

Replays, all the skill files, and the rest of the series live in the community: **clients.journeybuilder.io** → Jay the AI Guy Community