Short-Form Posting Checklist (TikTok / Reels / Shorts)

Before you post

• Hook lands in the first 2 seconds

• Captions burned in and readable on mute

• 9:16 framing — nothing important near the edges

• Audio levels balanced — voice over music

• On-screen text under 5 words per card

Caption & packaging

• Caption under 150 characters with one clear CTA

• 3-5 hashtags: 2 broad + 3 niche

• Cover frame readable in the grid

• Pinned comment with a question to spark replies

Posting rhythm

• Post 1-3x daily for the first 30 days

• Best windows: 7-9am, 12-2pm, 7-10pm audience time

• Never delete underperformers before 72 hours

• Repost winners after 30 days with a new hook

Weekly review

• Track views, completion rate, profile visits, link clicks

• Clone your top 2 formats with new angles

• Kill formats under 20% completion after 5 tries

• Reply to every comment in the first hour

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