

THE PLAYBOOK MEMBERSHIP

SOCIAL MEDIA | MODULE THIRTEEN

Platform Dos & Don'ts

INSTAGRAM DOS & DON'TS

TIKTOK DOS & DONT'S

PINTEREST DOS & DON'TS

INSTAGRAM

DO'S & DON'TS



DO ✓	DON'T ✕
Create content people want to send to someone else. Shares/sends are now one of the strongest signals for reaching new audiences.	Don't chase likes as your main measure of success. Likes alone aren't a particularly useful indication of whether content is growing your business.
Use Reels for discovery and reaching non-followers. Video remains one of Instagram's biggest discovery tools.	Don't make every post a Reel. Carousels and static posts still have a role, particularly for nurturing and engagement.
Create original content. Give people a reason to follow <i>your</i> account rather than seeing recycled versions of everyone else's posts.	Don't constantly repost other people's content or upload recycled/watermarked TikToks. Instagram's recommendation systems favour original content.
Prioritise quality and consistency. A sustainable rhythm of roughly 3–5 feed posts per week is a strong starting point for businesses.	Don't post every day purely because you think the algorithm demands it. More content isn't automatically better content.
Create strong hooks. For Reels, earn attention immediately. For carousels, make slide one compelling enough to swipe.	Don't spend the first few seconds introducing yourself. Get into the value/story first.
Optimise for Instagram SEO. Use natural keywords in your name/bio, captions, on-screen Reel text and relevant content.	Don't rely on hashtags as your discovery strategy. Instagram search and recommendations now extend far beyond hashtag browsing.
Use a small number of highly relevant hashtags where useful. Think categorisation/context rather than “growth hack.” I personally no longer use them.	Don't dump 20–30 generic hashtags underneath every post. Instagram now limits posts/Reels to five hashtags anyway.
Make content worth saving. Guides, checklists, educational carousels, tutorials and useful reference content can continue generating engagement.	Don't create generic “5 tips” content just for the sake of saves. The information still needs to be genuinely useful or distinctive.
Create content with a clear audience in mind. Instagram needs signals about who your content is relevant to.	Don't try to speak to everybody. Broad, generic content makes your positioning weaker and gives Instagram less context about your audience.
Use Stories to nurture your existing audience. Show personality, BTS, opinions, proof, offers and conversations.	Don't expect Stories to be your main growth tool. They're much stronger for relationship-building with people already connected to you.
Encourage genuine conversation. Reply to comments and DMs and interact like an actual human/business.	Don't use engagement bait. “COMMENT YES IF YOU AGREE” isn't a substitute for creating something people naturally want to respond to.
Use trending audio when it genuinely fits the content. Audio can still aid discovery and engagement.	Don't force every trending sound into your strategy. Relevance and the actual idea matter more than jumping onto every trend.
Track shares, saves, watch time, reach and non-follower reach. These tell you far more about content performance and growth.	Don't obsess over follower count alone. A smaller relevant audience can be far more valuable to a business than a large passive one.
Experiment with different formats and topics, then use Insights to identify patterns. Your own audience data should ultimately guide the strategy.	Don't blindly copy another account's strategy. What works for a fashion creator with 500k followers won't necessarily work for a local service business.
Create for humans first, algorithm second. Content that entertains, educates, inspires or creates a genuine reaction produces the behaviours Instagram wants.	Don't build your entire strategy around “hacking the algorithm.” The algorithm largely responds to how people behave around your content.

Things that personally helped me

- Posting on the same days & same time every week.
- You do have to change your strategy often as people get bored quicker.
- I have 4 pillars which are all series making my content easier to create
(font & colour combos, analysing brands branding, personal stories, my own work).
- Each pillar has their own template style I just duplicate.
- Answering the first batch of comments as soon as possible.
- Adding an audio to every carousel.
- Being on stories 5 days a week (BREAK DAYS ARE IMPORTANT!)
- Sharing posts to stories.
- Sharing my opinions no matter the disagreements (delete the negative comments).
- Stopped teaching canva tips helped gain more clients with higher budgets.
- Educating through visuals (moodboards/images etc) instead of just text is more engaging.
- Shorter captions but SEO friendly.
- Faceless is possible but I personally don't recommend as it is slower growth without connection.
- Selfies perform better than professional shoots but professional shoots attract clients with higher budgets.
- Aesthetics are important mixed with a sprinkle of personality (don't confuse aesthetics with boring)



TIKTOK

DO'S & DON'TS

DO ✓	DON'T ✕
Create TikTok-first content that feels native to the platform.	Don't simply repost everything you make for Instagram.
Hook viewers within the first few seconds. Get to the interesting part quickly.	Don't start with long introductions or unnecessary context.
Prioritise authentic, human content. Founders, employees, customers and creators work particularly well.	Don't make everything look like a polished traditional advert.
Optimise for TikTok Search. Use relevant keywords in spoken words, on-screen text and captions.	Don't rely on hashtags alone for discoverability.
Target a specific niche/community. Make content for the exact people you're trying to attract.	Don't create generic content in an attempt to appeal to everyone.
Post consistently. Current Hootsuite research suggests 3–5 posts per week is a realistic sweet spot for brands once established.	Don't assume you need to post multiple times every day to grow. TikTok itself recommends high frequency, but current independent research suggests businesses can succeed with less.
Use trends when they're relevant to your audience and brand.	Don't jump on every viral sound, meme or trend simply because it's popular.
Create around searchable questions, problems, recommendations and tutorials.	Don't think TikTok is only about viral entertainment. It's increasingly a search/discovery platform.
Create content that feels entertaining even when you're educating or selling.	Don't turn your feed into a catalogue of products/services.
Show products/services in real situations. Demonstrations, BTS, transformations, FAQs and social proof work well.	Don't constantly <i>tell</i> people how good your business is. Show them.
Use creators/UGC where appropriate. Creator trust is increasingly important for driving actual purchasing behaviour.	Don't assume all content has to come directly from the official brand account or look perfectly branded.
Focus on business outcomes: leads, traffic, sales and conversions.	Don't use views and virality as your only measures of success.
Batch content so you can maintain consistency without constantly filming.	Don't force yourself to create from scratch every single day.
Experiment with formats, hooks and topics, then analyse what actually performs.	Don't assume one underperforming video means the idea doesn't work.
Use comments, questions and audience behaviour as content research.	Don't create your strategy in isolation from what your audience is telling you.
Build repeatable content themes/series around what works.	Don't constantly abandon successful ideas because you think every TikTok needs to be completely original.
Stay aware of TikTok culture and how your niche communicates.	Don't blindly copy trends without understanding why people are engaging with them.



Things I learnt from managing client's accounts

- TikTok feels like more of a laid back personable platform. like you're facetimeing a friend. So put the little mic away, sit on your sofa, and talk to the screen that way instead of having the perfect set up.
- Search is also SO important for education so SEO in captions and on the text within videos is highly important.
- Posting 2 to 3 times a day at the beginning is really important to get the account going (it's a lot of work!) but after this you can reduce down to once a day and then even less.
- Videos do better than static
- Impossible to be faceless on this kind of platform if you want to grow.



PINTEREST

DO'S & DON'TS

DO ✓	DON'T ✕
Treat Pinterest like a visual search engine. Create content around what your ideal customer is actively searching for.	Don't treat Pinterest like Instagram. It's not primarily about posting updates to an existing community.
Use Pinterest SEO. Research relevant keywords and naturally include them in Pin titles, descriptions, boards and your profile.	Don't upload beautiful imagery with vague titles/descriptions. Pinterest needs context to understand and surface your content.
Create Pins around specific search intent. Think “Small bathroom ideas”, “Luxury brand identity inspiration” or “Summer wedding guest outfits”.	Don't make every Pin simply about your business name or product name. Most Pinterest searches are unbranded.
Create fresh, original Pins consistently. Give Pinterest new creative and new ways for people to discover your content.	Don't repeatedly upload identical Pins and expect continued growth.
Use vertical, mobile-friendly creative. Pinterest recommends a 2:3 aspect ratio , with 1000 × 1500px a standard size.	Don't design Pins primarily for landscape viewing. Pinterest consumption is heavily mobile and vertical.
Make the Pin understandable at a glance. Strong imagery, a clear subject and useful text overlay can immediately communicate the value.	Don't overcrowd Pins with tiny text and excessive design elements. Pretty doesn't help if nobody understands what the Pin offers.
Link Pins to a relevant destination. Product pages, blogs, portfolios, recipes, lead magnets and service pages can turn discovery into business results.	Don't send every Pin to your homepage. The landing page should fulfil the promise made by the Pin.
 Create evergreen content. Pinterest content can continue being discovered months after publication.	Don't judge a Pin after 24–48 hours. Pinterest isn't built around the same immediate engagement cycle as Instagram or TikTok.
Plan seasonal content early. Pinterest users actively plan ahead, so publish before the event or season arrives.	Don't wait until Christmas week to start posting Christmas inspiration. By then, people may have been searching and planning for months.
Use Pinterest Trends and search data to inform content. Look for rising searches relevant to your audience.	Don't blindly copy every aesthetic trend. Only use trends that make sense for your brand and customer.
Create multiple useful creative angles around important content/products. Different imagery, headlines and search intents can lead people to the same destination.	Don't assume one blog post/product/service should only ever have one Pin. One piece of content can generate multiple searchable Pins.
Organise boards around clear topics your audience searches for.	Don't create random boards with vague or overly clever names. Search-friendly clarity beats cute naming.
Test video as well as static Pins. Current Buffer data found video Pins generating higher engagement than images.	Don't assume Pinterest is exclusively a static-image platform.
Create content worth saving. Inspiration, tutorials, guides, checklists, ideas, products and reference content naturally suit Pinterest behaviour.	Don't chase likes/comments as your primary goal. Saves, clicks, discovery and conversions are much more relevant to most businesses.
Optimise for clicks AND saves. Give users a reason to either act now or save your idea for later.	Don't create pretty mood-board content with no business purpose whatsoever. Inspiration should still connect back to your strategy.
Use high-quality, visually strong imagery. Pinterest is fundamentally visual, so creative quality matters.	Don't upload low-resolution, badly cropped or illegible graphics just to maintain posting frequency.
Analyse which keywords, Pins and topics generate outbound clicks, saves and conversions.	Don't measure success purely by follower growth. Pinterest can drive substantial discovery without someone ever following you.
Create content for different stages of the buying journey. Inspiration → research → consideration → purchase.	Don't make every Pin a hard sell. People often arrive on Pinterest before they've decided exactly what they want to buy.





Things that personally helped me

- Aesthetics are important. The better it looks, the more clicks it gets.
- AMAZING for ads and sending people to your website.
- SEO is again, SO important on this platform. So always match your pretty designs with STRONG SEO.
- There's honestly no limit to the amount of pins you post a day. You can post 1 or 10. It doesn't matter.
- Followers don't matter (which I LOVE!).
- Start seasonal content ahead of time and ensure you're actually posting seasonal content.

OVERVIEW

Instagram	TikTok	Pinterest
Connection + conversion	Discovery + reach	Search + discovery
Build community	Reach new audiences	Get found
Nurture followers	Capture attention	Capture intent
Current/recent content	Current + cultural content	Evergreen content
Reels, carousels, static, Stories	Primarily video	Static + video Pins
Social-first	Entertainment-first	Search-first
Engagement matters	Retention matters	Keywords + relevance matter
Followers matter more	Interest matters more	Followers matter less
Content often peaks quickly	Content can travel over time	Content can work for months
“Why should I trust this brand?”	“Why should I keep watching?”	“Is this what I've been looking for?”

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

Pick Your Platform

Choose your primary social platform: Instagram, TikTok or Pinterest.

Then write down:

- **3 things you'll START** doing based on today's best practices.
- **1 thing you'll STOP** doing that could be holding your growth back.
- **1 metric you'll focus on** to measure whether your new approach is working.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: HOW TO BUILD A COMMUNITY