

— Guideline

The Syndicate

Syndicate® Confidential Material

INSTAGRAM SOP

Group's Invite Link:

<https://t.me/+ownFm1lKsBMwMTA0>



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Foreword

Welcome to all Syndicate members for the most important topic we've approached since we created the group in late October 2024.

In this guide, we are going to talk about **Instagram**—which is BY FAR the biggest traffic source in this industry. You must understand there's no comparison between IG and the other 6/7 traffic sources. It's IG and the rest.

Three things make Instagram lead the marketing side of the OnlyFans industry:

1. First of all, think about the biggest creators in the world and how they got into your mind. You first saw them on Instagram—Jellybeanbrains, Sophie Rain, etc.
2. Then, you need to take the biggest agencies in the world and analyze how to gain most of the traffic. You'll find that 80% or more are doing mainly Instagram.
3. Last but not least, if you look at the easiest ways to start out in this industry, you will definitely put Instagram in first place. Of course, the topic is complex, and we are not considering cases where creators are lazy or unwilling to film IG content, or the agencies doing black-hat methods (such as DA).

Exceptions don't break the rule; they simply exist within the OFM ecosystem and allow others to have different tools for reaching \$20k a month in a short period of time. But if you're looking to understand the market, and your position is similar to 95% of other agency owners, then this Instagram knowledge is for you.

Foreword

Instagram was living in the shadows of TikTok in the golden era of the Chinese platform (2020 & 2021—when everyone was making bank from posting sexual videos), but it took the leadership and has kept it since then. In fact, they actually increased their advantage in the market.

With TikTok's future uncertain, consumers and creators are looking for a solution. One thing is for sure: creators are not going to stop making content, and consumers are not going to quit using their phones and start reading books. So these people need an alternative, and the closest one to TikTok is Instagram Reels.

Therefore, this guide comes at the perfect time to solve this issue. No matter what happens with TikTok, Instagram will continue to grow in popularity among OF creators and will lead the market at least for the next 2 years.

So, you have plenty of time to scale your agency to multi-six figures a month.

Let's begin by understanding the setup of an account. This first step is crucial and will dictate the success of your strategy, as well as whether your content is distributed to the States or gains Asian views (which nobody wants).

CHAPTER I

Set-Up for a new Instagram account

IMPORTANT: Before you start, please make sure the SIM card is activated.

I use Simbase SIM (search it on Google).

Phone setup:

1. Insert all SIM cards into the phones.
2. Switch on the cell phones.
3. Select region -> USA.
4. Select to set up the phones manually.
5. Select mobile data, NOT WiFi.
6. Security & privacy -> skip the step.
7. Password -> create a password that you can easily remember and write it down somewhere in case you forget it.
8. Do NOT create an Apple ID.
9. Create a new email with the SIM card in the phone.
10. Set your name to the name of the stage name.
11. Create a new iCloud email and write down the data here as well so that you don't forget it.
12. You can add a photo. **Link of the channel is:** <https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc-> **IMPORTANT** to turn it off with the SIM card in the US.
13. Turn off Localized Advertising.
14. Select to set up Apple Pay later.
15. Do NOT accept the iCloud Keychain.
16. Select to activate Siri later.
17. Choose not to share analytical data.
18. Download Instagram with mobile data.
19. At step 18, you will be asked to verify your address and credit card. Then write to me so that I can send you all the necessary data. :)

CHAPTER II

WARM-UP for a new Instagram account

The warm-up phase isn't something that can be separated into "perfect vs. bad." There are different agencies that are very successful on Instagram, and everyone developed their own system—which is 80% the same for everyone.

I'm going to talk about my personal way of warming up Instagram accounts. My agency does close to half a million in revenue from 4 creators a month, and Instagram brings almost 50% of the entire volume.

Days 1-2 of an account:

1. Set up the username (make sure the accounts don't have almost identical usernames).

A bad example would be: jellybeanbrains1, jellybeanbrains2, etc.

A good example would be: sofiapeach, urfavsofia, blondegirlsofia, sofiaaakiss.

2. Have a display name, a bio (if you are low-effort, you can have the same bio for all accounts), and a profile picture.

! I recommend not using a real picture as a profile picture, but an anime/cartoon version of your creator. We've observed accounts can be linked this way.

! Also, I suggest if you go for the normal selfie of the creator, avoid having a sexual photo. For instance, don't use a selfie with a bra and push-up that shows 50% of boobs.

CHAPTER II

3. Within the first 48 hours, make sure you follow 10-20 accounts, which must be OF creators and US accounts.

What you want to avoid is spamming likes and comments all over the place—it will make your account look like a bot account, and you can already experience restrictions.

In my agency, we leave 10 likes + comments a day in the first 2 days of activity. Not more than that.

4. I suggest posting one feed post per day and posting a story. The story one of thumb is: profiles **Not everyone deserves the full material. For the full one, message @bsmlvk with a SS of you being subscribed to viewers who the Syndicate YouTube channel**

Also, make sure you consume content (scroll, search—use IG) for a minimum of 10 minutes in the first days. Each day. **Link of the channel is:**

Once the link is active, **<https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc>** reduced to 5 minutes a day.

Again, I want to highlight that we're not on a MasterChef show where you must follow exact numbers to bake the perfect cake. These numbers exist to set clarity for my employees and come after years of working on Instagram.

For example, a question I might get asked is, "What happens if I post 2 stories instead of 1?"—absolutely nothing bad. You are just focusing too much on details and missing the big picture.

CHAPTER II

The mental program when working on Instagram is to appear as real as possible. Think about what a normal user would do. Would it be a problem to post 2 stories instead of 1? Would it be a problem to scroll for 16 minutes and 10 seconds instead of exactly 15? **NO.**

However, actions get flagged if you open a new Instagram account and upload 100+ pictures at once—this is not normal activity for a user.

Use your brain in this process; don't blindly follow exact numbers. My numbers show a bigger picture and not a fixed protocol that sets the difference between making 300 paid subs a day vs. 0 subs a day—that's not how Instagram works.

Day 3 of an account:

To sum it up, so far, we haven't posted any external link to any of the accounts, nor have we started posting reels—just pictures and stories.

From day 3, you can upload your first reel.

You should also continue posting a third picture on the feed and uploading a story.

You can post an external link in the bio.

! Make sure each account has its own link and you are not using the same link between accounts. It will uncover all your accounts and Instagram will shadowban most of them.

! That's also why the content must be originally filmed on each account, or at least erase the metadata (but we will discuss this in depth in the next chapters).

CHAPTER II

On day 3, make sure to continue scrolling and consuming content. My employees are instructed to continue following US pages and creators, leaving likes and comments from time to time.

Day 4 of an account:

From day 4, we begin full activity on the account: the only difference is we can go from 1 reel posted on day 3 to 2-3 reels a day for the rest of the days when we are working with that account.

It makes no sense to upload more than 4 reels a day—we've tested that already, and it brings no benefit.

! Keep in mind to use a maximum of 4 accounts per device. That's what I recommend after testing every account.
Not everyone deserves the full material. For the full one, message @bsmlvk with a SS of you being subscribed to the Syndicate YouTube channel

! Before you post on the account, always check the account status.

Link of the channel is:

Let's recap quickly before moving on with the next chapters: **<https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc->**

You have original content (original or spoofed) on each account. Your VA will need to start the day by scrolling on each account and consuming content. Leaving likes and comments can be done, but in reality, it is not something that significantly affects the accounts.

CHAPTER II

Make sure you have active stories on each account and check the account status before posting. What I suggest is adding the link to the profiles from day 3 and also avoiding linking the accounts to each other in any form. My accounts never follow other agency accounts, we have different links on getallmylinks, and we don't even watch the stories of agency accounts with other agency accounts.

All our accounts post the same ideas (not the same videos, but the same concepts) and we are careful not to have days without activity. Even if the creator can't deliver, we have videos in the vault ready to be posted, and during those days we upload 1 such video. Usually, the activity is 2-3 reels posted a day, but sometimes we post only 1 or, conversely, post 4. Whatever we do, we never post more than 4.

The work process is simple: the creator films the videos and uploads them to Google Drive, from where VAs take them and post on the accounts. (If there's less content than accounts, the VA will have to spoof the content and avoid posting the exact same file on 2+ accounts).

CHAPTER III

Content Creation

This topic is never-ending. No matter how long I write this section, there will always be questions formulated under an unlimited number.

So, instead of trying to reinvent the wheel, I'm going to focus on teaching you the mental framework of picking the right ideas and the system behind doing so.

I want to discuss the 3 major elements that set your account to have US reach:

A. SEO

SEO means the text, trends, captions, and hashtags. It's a simple yet complex subject.

For example, nowadays, writing a text about TikTok **Not everyone deserves the full material. For the full one, message @bsmlvk with a SS of you being subscribed to the Syndicate YouTube channel**

Another example, the 2020 US election fire.
Another subject used to be the Trump election.

You get the point. **Link of the channel is:**

Captions **[https://youtube.com/@ofmsyndicate?](https://youtube.com/@ofmsyndicate?si=Yh5MpMl3Xt91mdc-)** usually a second text, i.e. **si=Yh5MpMl3Xt91mdc-** to add more context/details to the story.

! Talking about visual elements, I highly recommend using texts, captions, and hashtags because they help keep people on your video. The longer they stay, the more your video will be pushed by the algorithm.

CHAPTER III

Hashtags work in the same way. Writing #usa #lasvegas #trump, etc., will push you more on the US FYP than using #soccer #europe #asia, etc. It's a simple example, but you have no idea how many people actually do this and how many creators use hashtags just because the subject is trending (but the problem is, trends can be only in Europe or Asia).

B. Sound | Audio

Certain sounds go viral in certain parts of the world. If you were to travel to Tokyo, Japan tomorrow and open Instagram, you'd realize the creators there use completely different trends and songs than US creators.

Sounds logical, but it's not always easy to spot.

What I do for my agency is check the sounds and spend some time checking the most viral 10 ideas using that audio. I look at their profiles to see if these are US creators or Latinas/European girls who got a lot of views.

If that's the case, I wouldn't use the sound for my creator because we want to avoid that part of the world.

! Regarding virality, we always pick sounds that have at least 10k videos created using them, but avoid those with over 500k.

CHAPTER III

C. Looks

The interesting remark I want to make is I see more and more creators pushing sexual content. However, the only views these ideas attract are from third-world countries, rather than quality people. The horny low spenders.

I suggest you market smartly, where sexuality is created by the overall idea rather than showing 90% of boobs.

Also, regarding looks—from the background to the outfit—you want to get as US as possible. Your untrained eye may not see the difference, but for an American, your girl screams from 10 miles away that she's European. Study 50 Instagram real US accounts and force your mind to understand the outfits and setups they have—you'll learn a lot of new things you didn't see before.

If you are a newbie...

If you're a newbie, I can't teach you Instagram with just a guide. But I can give you the tools to start.

Not everyone deserves the full material. For the full one, message @bsmlvk with a SS of you being subscribed to the Syndicate YouTube channel

The biggest mistake would be scheduling trends/ideas from other creators. It's completely different from your own sense.

Link of the channel is:

Once you **[https://youtube.com/@ofmsyndicate?](https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc-)** to filter out the ideas. **ing.** One thing you can do is compare views and engagement.

CHAPTER III

An idea with 1M views and 1k likes is much worse than 500k views and 5k likes. Views mean nothing if the idea didn't make people engage. They just took out the dopamine and continued to scroll the FYP, and if you recreate the same idea, you'll find yourself with high views and low subs.

1. Pool of example accounts done.
2. Filtering out ideas done.
3. Next, upgrade the ideas. Never copy, but try to improve the text, add a higher movement factor, and inject more sexual context.

If you are intermediate...

If you already make money with IG, you need a different explanation. You most likely have a system for finding ideas and understanding how to find trends.

In your case, I'm going to talk about "mature trends." Mature trends are useless; they're already there, sitting with all the views, and there's nothing left for you to take—similar to investing in Bitcoin when it just hit its all-time high. Trends don't grow nonstop—they hit a peak and stop being recommended.

So you understand this foundation, but still pick trends which have millions of views and have been on your FYP for days in a row. I would only orient myself into smaller trends (early wave) that have around 50-100k views and are about to hit a 10x or more soon. Then, you will see all the FYP girls following these initial influencers.

CHAPTER III

You want to put your money in an early project, you want to put your attention on a young girl, and you want your agency to recreate early trends.

There is no money and no reward in coming late to a hot topic. It's like starting TikTok now when everyone is scared of its US restrictions.

If you are advanced...

In this case, "scaling" is your next step. You already understand the Instagram protocol, and the only reason you are still making 20k instead of 200k is because you haven't scaled.


In my agency, we run almost 10 accounts per creator and we're in the middle of scaling even more. It never stops.

For all of you wondering about my own personal SOP:

My creators can film original content on 7 accounts, and for the rest, they don't have time. So, my VAs spoof the content and post it on the other accounts.

For example, if I send my creator 3 trends for Monday, she is going to upload 7x first trend, 7x second trend video, 7x third trend video in Google Drive.

For the rest, my VAs will take any of the videos and change the metadata.

 *For more content creation information, I would talk to Salim and put together more information for our group call I upload a full YouTube video on this topic I write a second PDF only on Content Creation – or all 3 together (depending on how many requests will be from Syndicate members).*

CHAPTER IV

Other Important Rules

This section is reserved for other important rules that I couldn't include in any of the previous chapters.

Let's see what other key notes you need to take into consideration:

- Recent Instagram updates can spot pictures that are 80%+ the same, no matter if you erase the metadata. Therefore, in my agency, we upload stories and feed posts for each account that are slightly different.
- One way of doing so is asking the creator to take different positions while taking pics.

Not everyone deserves the full material. For the full one, message @bsmlvk with a SS of you being subscribed to the Syndicate YouTube channel

- You should post reels at least 2.5 hours between each other. Some agencies would post 3 reels in the morning over the span of an hour, and that's a bad idea because the video's reach is low.

Link of the channel is:

[https://youtube.com/@ofmsyndicate?](https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc-)

[si=Yh5MpMI3Xt91mdc-](https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc-)

- You can also use a YouTube channel to drag people to your IGs, but you should never post the same link in your accounts' bio, because it will look like you're using the same funnel.

Translation: you can use a YouTube channel, for example, to drag people to all of your accounts, but you should never post the same link in your accounts' bio.

CHAPTER IV

- Don't delete accounts, but rather make them private and log out of them. Instagram will eventually delete them in the long-distance future.
- Deleting accounts can affect your device.

Not everyone deserves the full material. For the full one, message @bsmlvk with a SS of you being subscribed to the Syndicate YouTube channel

- Avoid having reels of less than 6 seconds or longer than 15 seconds.

Link of the channel is:

- Don't have 3+ was logged into your accounts at the same time. **<https://youtube.com/@ofmsyndicate?si=Yh5MpMI3Xt91mdc->** devices opened on the same time in different parts of the world is definitely going to destroy the trust score.
- Always use a bio and avoid emojis like 🍆, 🍑, 💕, 🍌 or the words "adult content," "OnlyFans," etc.

CHAPTER IV

Management of VAs and Scaling

VAs have the same Telegram channels like in the Threads case (see Threads SOP), and we continuously purge Instagram accounts. Only 1/3 or 1/4 accounts of Instagram will pick up the views you want, so the rest must be replaced every 2 weeks (that's why one of the important rules was referring to deleting accounts).

Initial followers are extremely important because they set the US direction. If you have US followers, you will be distributed in the US. Buying fake followers or buying promotion from shady Instagram pages might give you a 50% Indian audience and then the game is over.

One VA can successfully manage the work on at least 10 accounts and needs to scroll 5+ minutes on each account after the initial 72 hours are done.

What we like doing in my agency is having a VA for each creator, so we're not mixing up the jars. He is responsible for finding trending content, upgrading it, sending the reels to the models, downloading the content from Google Drive (after the creator has uploaded the work), spoofing the content if needed, uploading on each account + always adding the text, caption, hashtags, scrolling on each account, posting on the feed, and keeping an active story at all times.

You can only scale if you understand what actions led to your success (and also your failure), and you can only understand if you analyze through feedback.

What we found the best is either having a VA fully controlling the numbers or using tools for that. One tool we used was Notion, but keeping people on multiple platforms is not really productive.

CHAPTER IV

Instead, right now we connected all Instagram accounts in the chatting CRM we are using. That is CreatorHero, and we are having VAs with access to the “statistics” -> “Instagram tracking” section.

Views are important, but the protocol for them is to also look at the reach of each video, as well as the follower count.

From my experience, keeping all things under the same roof makes the employees work faster and actually do what we tell them to do.

You can work your own way, or you can use a tool. If you are an agency that wants to scale, then do your research on tools for Instagram tracking and use it to your advantage.

We have tested traffic CRMs, but working with a chatting CRM for traffic tools was the best option for me, and that's why we stick with CreatorHero.

Look at your numbers and learn to love taking decisions based on numbers. We are doing the same thing by checking Syndicate analytics of the group 3 times a day, and that's what made us the hottest group in OFM in the last 3 months.

What I recommend to everyone is having fully sized spreadsheets with both successful reels (successful sheet) and failure spreadsheets. A failure idea is an idea posted across 10+ accounts that didn't pick up traction on any of the accounts.

Final Word

A successful idea is an idea posted on 10+ accounts that got great views on at least 3+ accounts.

Successful spreadsheet conclusions are marked with green, while failure spreadsheet conclusions are written down with red.

For every successful agency, there will be 5 struggling agencies. Same like on the Threads example, there were 6+ people making 20k+ from my guide and 100+ agencies making an effort to have even 1 paid sub.

There is a rule of an ecosystem that can't be altered. Nobody will eat the same food, just as some of you are lions while some are mice. What you need to understand is the guide offers you all the learnings to start Instagram correctly, but it is not babysitting you until you're having 1M+ views on each idea.

It starts from the guide, but does not end with the guide.

The ones who will truly benefit from it are the agency owners who tick more conditions: working with a hard-working content creator, themselves working and analyzing accounts for hours each day, developing a unique content creation strategy, finding a good branding for their creator, and constantly giving feedback to themselves.

Final Word

That's why the PDF represents step 1, but attending Salim's calls, reaching out in private messages to me with questions, consuming YouTube content on the IG topic (doesn't need to be only Syndicate content), and also talking with other people in DMs are the required steps of making 50k+ per model from Instagram.

We will keep offering value and knowledge on the Instagram game and even come up with videos on this topic, but you HAVE TO play your role.