

Content Creation

Papadanku

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About

This guide is to help create a consistent style of content creation across multiple platforms. The guide includes templates through variable fields that allow you to use this document across different users.

YouTube

Profile

1. Description of the channel
2. Methods of contact (if possible)
3. Other links (if possible)

Content

Video

- A. Description
 1. **At least 1 sentence** on what the video is about
 2. Timecodes (if needed)
 3. **All** sources used in the video, including their respective authors
 4. **Only 3 hashtags** related to the video
 - a. Hashtags must be **relevant**
 - b. Hashtags must be **different**
 - c. Hashtag set must be **mix of well known and niche**
 5. **No** unnecessary keywords
- B. **High-definition** thumbnails
- C. Associated playlist(s)
- D. **Only 3 to 5** tags
- E. Appropriate category
- F. Scheduled **at 12:00am** before the following
 1. Weekends (Friday and Saturday)
 2. Related events, such as holidays

Instagram

Profile

About

- A. Description of the creator
- B. Other links (if possible)

Content

Posts

- A. **No** Instagram filters or cropping
- B. **At least 1 sentence** on what the content is about
- C. **Only 3 to 5** hashtags
 - 1. Hashtags must be **relevant**
 - 2. Hashtags must be **different**
 - 3. Hashtag set must be **mix of well known and niche**

Examples

YouTube

Video Title

Video Name • Video Subject

Video Description

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[Timecodes]

0:00 - Event 1

1:00 - Event 2

[Links]

1) Link 1 Name: Link

2) Link 2 Name: Link

[Audio Sources]

1) Song Name (Author Name): Song Link

2) Recording Name (Author Name): Recording Link

[Video Sources]

1) Video Name (Author Name): Video Link

2) Video Re-upload Name (Re-upload Author Name, Original Author: Original Author Name): Video Link

[Notes]

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[Disclaimer]

Enim eu turpis egestas pretium aenean pharetra.

#hashtag1 #hashtag2 #hashtag3

Playlist

Devlogs

Tags

Alternative Title 1, Alternative Title 2, Alternative Title 3

Category

People & Blogs

Instagram

Posts

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#hashtag1 #hashtag2 #hashtag3