

How to Create and Post Video Content Weekly

A practical playbook on how to create content, record it, schedule it, and publish short-form video to multiple platforms without turning it into a full-time job.

In March of 2026, I began consistently recording and publishing videos using this method to Facebook, TikTok, LinkedIn, Instagram, X and YouTube.

As of July of 2026, only a few months later, I am now getting over 170,000 views per month on Facebook alone.

Publishing videos consistently can build visibility and social proof for your brand, get attention and drive leads to business ventures, and also drive professional opportunities at a very low cost.

In this guide, I will show you my system for collecting ideas, recording videos in batches, the equipment I use and recommend, leveraging AI to take work off of your plate, and scheduling and publishing content in bulk to multiple platforms to drive views and engagement.

Why Post Video Content

Posting video content on Facebook, TikTok, X, Instagram, LinkedIn, and YouTube can help you increase visibility, build more social connections, promote a side hustle or business, and spread your ideas online.

Video works because people already like to consume it, it costs very little to produce, and organic distribution does not require the same budget as paid advertising. With a simple process, you can post often without spending much time.

Implementing the strategies in this guide can drive hundreds of thousands (if not millions) of views without paying advertising fees or paying for a marketing firm.

What to Post About

A common mistake is to directly promote your business every day. Product-focused content has its place (especially when someone is actively researching a purchase) but influencer-style content needs variety.

Think of the feed like a show. Even when the show is about you, each episode needs a different situation, take, location, or observation. The attention you earn through variety can still drive people toward businesses you own.

Synthetic, overly polished content is boring. A real day, a real opinion, and a real location is more interesting.

The Weekly Workflow

1. Capture 20-30 ideas during the week. Write down anything. Anything!
2. Record them all in one 30-to-45-minute session.
3. Use AI to generate titles, descriptions, filenames, and a posting schedule.
4. Upload and schedule the videos in bulk across platforms.
5. Repeat the habit every week.

Step-by-Step Playbook

STEP 01

Capture 20-30 Ideas Per Week

Keep a running note on your phone. Write down anything you think about during the week. Do not tailor the ideas too heavily to what you assume people want to hear.

The videos could be about a product you like, a store you like going to, something you are thinking about doing, or anything at all.

Out of 20 or 30 ideas - the surprising winner may be something mundane, like a food opinion or a quick take about a city. Keep an open mind and produce the video. It costs you nothing.

STEP 02

Get Basic Equipment

You do not need expensive gear, but a few items make the process easier and the result more watchable.

Item	Why it matters	Practical note
Gimbal	Adds stability and improves framing.	A basic phone gimbal is enough. Brand is not critical.
Microphone	Clear audio matters more than the camera.	Expect around \$150 for a decent clip-on mic. Avoid the cheapest options.
Lighting	Improves image quality when the location is dim.	A small rechargeable light helps, but natural light is often better.

Audio check: Check the gain level in the microphone app before recording. Audio that is too hot or too close to your face will distort quickly.

STEP 03

Choose a Good Location

Avoid green screens and plain rooms unless the space is visually interesting. People like detail behind you. A rooftop, busy street, park, or other rich background gives the viewer's eye something to explore.

Take basic care of your appearance: clean face, neat hair, and a nice shirt. Look clean without overthinking it.

STEP 04

Record Your Videos

Use a smartphone with a decent camera. Use the microphone manufacturer's app, such as the Rode app for a Rode microphone, so the microphone audio is synced to the video automatically.

Look at one title, start recording, and riff for one to two minutes. Do not use a script or teleprompter. Your natural cadence and small mistakes make the content feel more authentic.

Hold the phone idea list in one hand, and the gimbal in the other. Record in a well-lit rooftop or similarly interesting location. Do a quick gain test before starting. Delete obvious bloopers; the first two clips are often the warm-up files. A full recording session should take about 30 to 45 minutes.

STEP 05

Use AI for Titles, Descriptions, and Scheduling

After recording, transfer the videos to your computer and ask an AI tool to generate titles, descriptions, filenames, and a posting schedule.

“Please provide a Facebook description, LinkedIn description, TikTok description, X post, Instagram description, YouTube title, and YouTube description for each video”

Any AI that understands video can help. The important point is that AI handles the titles and descriptions, because doing that manually can consume the time you saved by batching.

An AI tool that can work locally and rename the files can be helpful, but isn't explicitly required.

STEP 06

Schedule in Bulk

Facebook

Set your Facebook account to professional mode and use the bulk uploading tool for Reels. Upload all videos at once, paste in the descriptions, and schedule times from the AI-generated file.

YouTube

Use YouTube Studio to upload batches. Paste the AI-generated title and description for each video. Use scheduling when available; otherwise, publishing together is acceptable.

LinkedIn, X, Instagram, and TikTok

Consider a third-party scheduler such as Hootsuite. LinkedIn, X, Instagram, and TikTok also have API or bulk-scheduling options depending on your setup. Post everywhere because content often performs differently across platforms.

STEP 07

Drive Traffic Without Hurting Reach

Posting links in a Facebook description or comment can reduce reach because the platform wants users to stay on the platform.

Instead, buy a simple URL with your name, print it on a T-shirt, and wear it in your videos. Viewers see the URL throughout the video and are more likely to visit it. Use that URL to collect email signups or sell products.

An email list is extremely valuable because it gives you a direct relationship outside of the platforms.

STEP 08

Understand Platform Differences

Platform	Best fit	Practical angle
TikTok	Entertainment-focused content	Move quickly and lead with a clear hook.
LinkedIn	Business and work-related content	Tie observations to work, career, or entrepreneurship.
Instagram	Visually striking content	Prioritize locations, composition, and style.
YouTube	Educational or informational content	Use clearer titles and more explanatory framing.
X	Hot takes and opinions	Be direct, concise, and opinionated.
Facebook	Authentic human content	Often the easiest platform for broad reach.

STEP 09

Ignore the Comments

If you post daily across multiple platforms and get large reach, you will receive many comments. Some will be positive, and some will disagree. Reading constant disagreement can make you second-guess yourself.

Trying to please your audience can throttle your creativity – post what you want, learn from the patterns and avoid letting comments become the editor.

STEP 10

Make It a Weekly Habit

6. Capture 20-30 ideas during the week.
7. Record them all in one 30-45 minute session.
8. Use AI to generate titles, descriptions, and a schedule.
9. Upload and schedule in bulk across all platforms.

When you travel, film things that seem mundane. Publish short, unedited clips instead of obsessing over perfection. That is the underlying philosophy.

Final Thought

This strategy can turn almost anyone into a content creator. If you own a business, do not limit yourself to explicit advertising. Create content about yourself and your life. People will come to know and like you as a person, and they will also know about your businesses.

Talk confidently, talk quickly, film in a good location, and share your honest take.