



NZPUC · NEW ZEALAND PACIFIC

Before You Post

The seven things every video needs, in order

Work down this list once and it becomes muscle memory.
Most videos that underperform are missing something on
here, not missing talent.

Comment CHECKLIST

1voice.nz

1. The video itself

- Filmed upright, the way you hold your phone. Set your camera to that once and forget it.
- Under 60 seconds. Aim for 35 to 45.
- Hook in the first three seconds. No hello, no welcome back, no logo.
- One idea. If it is about two things it is about nothing.

2. How it opens

Whatever is on screen when the video starts is what a scroller judges it on, and on some apps it is also the still they see before they press play. Try not to open on a blink, a black screen, or your hand reaching for the record button. Open on your face, or on a title card.

3. Captions

Most people watch you on mute. Turn captions on in the app before you post. This is the single highest-value thirty seconds in this whole list.

4. The title (YouTube)

Your title is a second hook, and it is the only thing a stranger sees before deciding. Keep it under about 60 characters so it does not get cut.

- Make it work as a sentence someone would say out loud.
- No colons, no 'Part 1', no 'Ep. 4'.
- If your title and your hook are the same line, that is fine and often best.

5. The caption

Only the first line gets read. Everything after it sits behind a 'more' that most people never tap.

- Line one carries the whole idea.
- Then two or three short paragraphs, not one block.
- End on what you want them to do.

6. Hashtags

Four, at the end of the caption. Not thirty, and not in the first comment, because YouTube ignores hashtags in comments entirely.

- #OneVoice27 #OneVoice #NZPUC #ShineYourLight

- Capital letters change nothing for the search, but a phone reading the screen out loud says #OneVoice27 properly and mangles #onevoice27.

7. One next step

Someone watched, something landed, and then they scrolled and you never saw them again. That is what happens when there is no ask.

One step. Comment, share, message me, come to the group. Never two.

The thirty-second version

- Vertical, under 60s, hook in three.
- Opens on your face, not a blink.
- Captions on.
- Title works alone.
- First caption line carries it.
- Four hashtags at the end.
- One ask.

Stuck on the words? The Script Studio writes in exactly this shape: [1voice.nz/scripts](https://www.onevoice.nz/scripts)