Before you publish: ten checks

The hand-out of the open class of Wednesday, October 21, 2026. One minute before every post, until it comes on its own.

Ten questions. If one comes out "no", fix it before you press **Publish**, not after: on the network it no longer edits the same way, and the first minute is the one most people see.

The text

1. Does it say something only you can say?

If anyone in your field could have signed the post, it is not there yet. What gets read to the end is yours: a number from your business, a mistake you made and what you did next, a before and after with a date, what a customer asked you this week. The idea is always yours; the tool only writes it faster.

In Fresh2Wow: in **Create**, *Write post* starts from the idea you type and writes it in your brand's voice. A vague idea gives a vague post.

2. Does the first line force people to keep reading?

Everything is decided before the cut: on Instagram about 125 characters show before "more", on LinkedIn two or three lines, in a video the first two seconds. No "Hi everyone" and no background first: open with the result, the question or the figure. Read it on its own, without the rest: would you want to know what comes next?

In Fresh2Wow: Hooks proposes first lines for the text you already have. On YouTube the first line is the title (up to 100 characters): make it look like one.

3. Does it sound like you and not like a machine?

Read it out loud. If there is a word you would never say, change it; if there is a sentence anyone could say, cut it. A generated text is a draft: the sentence you change by hand is the one that makes it yours, and the one people notice.

In Fresh2Wow: the brand keeps its voice, its language and what it never wants to say; every variant is edited before it is applied to its destination.

4. Is it adapted to each network, or copied and pasted?

The same text does not work everywhere. X cuts at 280 characters and Threads at 500; on LinkedIn the hook goes in the first line and hashtags are noise; on Instagram the hashtags go at the end and a question opens comments; on YouTube the description is search text, not conversation. Posting the same thing in seven places is posting well in one.

In Fresh2Wow: Variants per network adapts the base text to every chosen network, all at once, and each variant can be edited or regenerated. The counter in **Create** shows the lowest limit among the networks you ticked.

5. Does it ask for one thing, with the verb?

One post, one action: comment, save, open, reply. Two requests cancel each other out. And ask the way one asks: "Save it for Monday", not "hope this helps".

In Fresh2Wow: Hashtags proposes the closing line and the tags of each variant; the verb is yours.

What goes with the text

6. Do the links work where they go?

Open every link from the phone, not from the editor. On Instagram a link in the caption is not clickable: it goes in the bio or in a story with its sticker. On X a link always counts as 23 characters, whatever its length. If the post carries a code or an offer, check that the page accepts it today, not the day you wrote it.

In Fresh2Wow: the link lives in the text of each variant, so the Instagram one can say "link in bio" while the others carry the address.

7. Does the media fit each network?

Count, ratio and size change from one network to the next: X takes 4 images or 1 video; Instagram 1 image, a carousel of 2 to 10, or 1 video; TikTok and YouTube video only. In vertical, nothing important against the top edge or in the bottom third: that is where the network puts the name, the buttons and the text. An image with lettering is checked at phone size before approving it, not on the big screen.

In Fresh2Wow: if something does not fit a network, it tells you before publishing and that destination stays struck out until you fix it. On Instagram and Facebook, each destination picks *Feed*, *Reel* or *Story*.

8. Does it make sense without sound and without context?

Most people watch videos muted and in the middle of something else. Captions always; the first frame has to say what it is about, because it is the cover; a carousel is judged by its first card; a post is read without having seen the previous one. If something has to be known to understand it, say it inside.

In Fresh2Wow: **Grábate** records with a teleprompter and leaves the captions on; a reel's cover is its first frame, so the first shot already has to say it.

When and who

9. Does it go out when your people are looking, in their time zone?

Post when your audience is there, not when it suits you: your own metrics know more than any general rule. Check which time zone your followers live in (19:00 in Miami is 17:00 in Mexico City and 01:00 in Madrid) and avoid bursts: five posts in an hour draw the network's attention; five in a week do not.

In Fresh2Wow: Schedule… uses your workspace's time (**Settings** → **Profile** → **Time zone**) and the preview also shows it in your local zone when it differs. Shortcuts: *In an hour*, *Tomorrow at this time*, *On Monday*.

10. Has someone else seen it, or you tomorrow?

A misspelled name, an old price, a date already gone: they show in the preview, not in the editor. If the team is more than one person, whoever writes does not publish. If you work alone, schedule it and open it again before the time, with a fresh head.

In Fresh2Wow: Send for review notifies whoever publishes; in **Posts** they open the preview, see each destination with its variant, and approve with a date or reject with a reason. If you are the only person in the workspace, schedule it and open the post again from Posts before it goes out.

And after publishing

- **Reply to every comment the same day.** The first hours decide how many more people see it.
- **If a destination fails, read the reason.** It is usually one of four: the account needs reconnecting, the media is not valid for that network, the text is too long, or the network set a rate limit. Fix it and retry; there is no need to remake the post.
- **After seven days, look at what worked** and repeat it with a different first line. What did not work is telling you something too.

The limits, to keep at hand

Network	Text	Media
X	280 characters	4 images or 1 video
Instagram	2,200 (about 125 show before "more")	1 image, 2 to 10 in a carousel, or 1 video
Facebook	63,206	up to 4 images or 1 video
LinkedIn	3,000	images or 1 video
Threads	500	images or a carousel
TikTok · YouTube	the description (on YouTube, the first line is the title, up to 100)	1 video

> Want to do it with your brand? app.fresh2wow.com: 7 days free with 100 credits, no card. If you do not publish in those days, we give you 7 more.

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