

Tom Sharman

The Content Operators Playbook

Distribution. 4 principles.

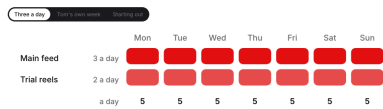
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4. Distribution

PLAYBOOK • DISTRIBUTION

Three a day

Post three times a day, with trial reels on top. At that volume every video is a lesson, and the momentum does the rest.



35 a week. What Tom set for Ben Knight on 2 October: three on the feed and two trial reels a day.

A week, heat mapped. Pick whose week to see.

- 01 Start at one a day, every day, and add the second once it feels easy.
- 02 Build to three on the main feed, from one batch shoot a week.
- 03 Run two trial reels a day to test hooks, and move the winners to the feed.

THE CONTENT OPERATORS

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Distribution, 1 of 4

Three a day

Three posts a day on the main feed, trial reels on top. Every post is a chance to learn.

Posting three times a day is really important. At that volume every video is a chance to learn. If you're posting three a day on Instagram, you should be doing trial reels on top, two a day. If three feels a lot, start at one a day, minimum, and add the second when it's easy.

How do I use it?

1. Start at one a day, every day, and add the second once it feels easy.
2. Build to three on the main feed, from one batch shoot a week.
3. Run two trial reels a day to test hooks, and move the winners to the feed.
4. Keep two formats daily and never up for testing, so a bad week still ships.

Questions

What does "Three a day" mean? Post three times a day, with trial reels on top. At that volume every video is a lesson, and the momentum does the rest.

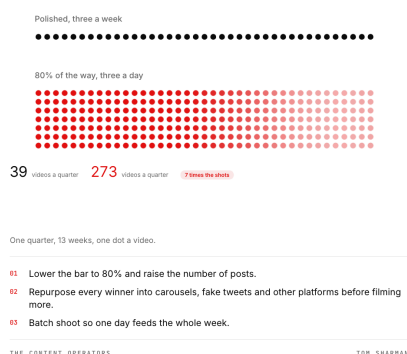
How do I put "Three a day" into practice? Start at one a day, every day, and add the second once it feels easy. Build to three on the main feed, from one batch shoot a week. Run two trial reels a day to test hooks, and move the winners to the feed.

Why does "Three a day" matter? Posting three times a day is really important. At that volume every video is a chance to learn.

tomsharman.com/playbooks/distribution/three-a-day/

Overwhelm the algorithm

Overwhelm the algorithm. Every post is a shot on goal, and 80% of the way five times a day will always out-learn 100% three times a week.



Distribution, 2 of 4

Overwhelm the algorithm

Volume first, refine second. 80% of the way five times a day over 100% three times a week.

My whole strategy is overwhelming the algorithm. Shots on goal. I'd rather you hit 80% of the way five times a day than be stuck on 100% three times a week. Over a quarter, three a week is 39 videos. Three a day is 273. That's how Sam Stoffel went from 0 to 500,000 followers in 10 months.

How do I use it?

1. Lower the bar to 80% and raise the number of posts.
2. Repurpose every winner into carousels, fake tweets and other platforms before filming more.
3. Batch shoot so one day feeds the whole week.
4. Refine once the volume is steady and the signals show what to keep.

In his words

To gain momentum on social media, you need to overwhelm the algorithm.

Tom Sharman, 2026

Questions

What does "Overwhelm the algorithm" mean? Overwhelm the algorithm. Every post is a shot on goal, and 80% of the way five times a day will always out-learn 100% three times a week.

How do I put "Overwhelm the algorithm" into practice? Lower the bar to 80% and raise the number of posts. Repurpose every winner into carousels, fake tweets and other platforms before filming more. Batch shoot so one day feeds the whole week.

Why does "Overwhelm the algorithm" matter? My whole strategy is overwhelming the algorithm. Shots on goal.

tomsharman.com/playbooks/distribution/overwhelm-the-algorithm/

Signals before numbers

A follow is the biggest signal there is, short of a sale. Watch the signals for three months; the numbers arrive around month four.



The first three are signals; from month four the numbers should show.

- 01 Track views divided by follows for every post. Lower is better.
- 02 Watch the average and the median rise, and ignore the single spike.
- 03 Count the DMs, the regular viewers and the named people watching the stories.

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Distribution, 3 of 4

Signals before numbers

Watch views per follow and average views. The numbers come around month four.

A follow is the biggest signal you can get online, short of someone buying. So the metric I use most is views divided by follows, every post. For the first three months we watch the signals: average views rising, outliers, DMs. The numbers come at month four.

How do I use it?

1. Track views divided by follows for every post. Lower is better.
2. Watch the average and the median rise, and ignore the single spike.
3. Count the DMs, the regular viewers and the named people watching the stories.
4. Agree with the client up front that numbers come at month four.

In his words

That's the biggest signal you can get online, other than someone actually buying from you, that they're going to buy from you is to follow.

Tom Sharman, 2026

Questions

What does "Signals before numbers" mean? A follow is the biggest signal there is, short of a sale. Watch the signals for three months; the numbers arrive around month four.

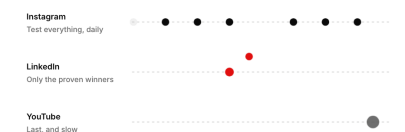
How do I put "Signals before numbers" into practice? Track views divided by follows for every post. Lower is better. Watch the average and the median rise, and ignore the single spike. Count the DMs, the regular viewers and the named people watching the stories.

Why does "Signals before numbers" matter? A follow is the biggest signal you can get online, short of someone buying. So the metric I use most is views divided by follows, every post.

tomsharman.com/playbooks/distribution/signals-before-numbers/

Instagram first

Instagram first, because that is where you learn fastest. LinkedIn gets the proven winners, because it holds the buyers.



Everything runs through Instagram. A winner moves down to LinkedIn.

- 01 Put every format on Instagram first and read the result within days.
- 02 Rewrite only the winners for LinkedIn, with the depth written underneath.
- 03 Cross-post to TikTok and Shorts when it costs nothing.

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Distribution, 4 of 4

Instagram first

Instagram is the test bed. LinkedIn gets the proven winners. YouTube comes last.

Right now you need to be Instagram first. It's where you learn fastest, so it's where we test. LinkedIn only gets the proven winners, because that's where the buyers are. YouTube is where the depth is long term, but it's the hardest platform to grow on right now, so it comes last.

How do I use it?

1. Put every format on Instagram first and read the result within days.
2. Rewrite only the winners for LinkedIn, with the depth written underneath.
3. Cross-post to TikTok and Shorts when it costs nothing.
4. Keep YouTube cheap until the positioning is proven.

In his words

Right now, you need to be Instagram first from a short form strategy.

Tom Sharman, 2026

Questions

What does "Instagram first" mean? Instagram first, because that is where you learn fastest. LinkedIn gets the proven winners, because it holds the buyers. YouTube comes last, because it is the hardest place to grow.

How do I put "Instagram first" into practice? Put every format on Instagram first and read the result within days. Rewrite only the winners for LinkedIn, with the depth written underneath. Cross-post to TikTok and Shorts when it costs nothing.

Why does "Instagram first" matter? Right now you need to be Instagram first. It's where you learn fastest, so it's where we test.

tomsharman.com/playbooks/distribution/instagram-first/