CASE STUDY 01 / EXECUTIVE PERSONAL BRAND, HUMANITARIAN SECTOR

# The content engine

One article a week in. A full week of multi-platform publishing out. Built as a documented system, run for a quarter, handed over intact.

| 185 | 61 | 6 | 4 |
|---|---|---|---|
| UNIQUE POSTS | VIDEOS PRODUCED | PLATFORMS | REPEATABLE FORMATS |

**Daniel Semphere** · Content systems & short-form video

Jan – Apr 2026

THE PROBLEM

# A founder producing good long-form, and five dormant channels

The client wrote substantial articles on leadership and decision-making, and published almost none of it anywhere people actually scroll. The channels existed. The cadence did not. **The brief was not "make content." It was "build the thing that converts what he already writes into a week of publishing, every week, without him running it."**

CONSTRAINT 01

### Founder time is the bottleneck

Any system requiring more than a voiceover session and one review call per week would not survive contact with his calendar.

CONSTRAINT 02

### Six platforms, one voice

Facebook, Instagram, TikTok, LinkedIn, X and YouTube. Different formats and pacing, same person underneath.

CONSTRAINT 03

### It had to outlive me

Documented well enough that the next person could pick it up cold. That shaped every decision below.

FORMAT ARCHITECTURE

# Four repeatable video formats, not an infinite idea list

Positioning was built on Jobs-to-Be-Done and Simon Sinek's Golden Circle to extract the narrative themes and audience avatars. That produced four formats. **Every asset for the quarter was one of these four**, targeting 20 short-form pieces a month.

FORMAT 01

### Narratives

Humanitarian leadership and high-stakes executive decisions, told as story.

FORMAT 02

### Myth-Busters

Misconceptions about productivity, leadership and emotional regulation.

FORMAT 03

### Quick Wins

Thirty to sixty second frameworks a viewer can apply the same day.

FORMAT 04

### Visual Vibe

Atmosphere and identity pieces that carry the brand between the teaching posts.

WHY A FIXED TAXONOMY

A named format set is what makes batching possible. It turns “what should we post” into “which four of these are we making this week,” which is the difference between a system and a scramble.

THE WEEKLY SOP

# The same six days, every week, from week three onward

SUNDAY

### Article handoff

Client's long-form piece lands. Source material for the whole week.

MONDAY

### Scripts

Voiceover scripts generated and formatted. Client records to script.

TUE – THU

### Production

Batch assembly in Premiere Pro and Canva against the style guide.

THURSDAY

### Review

Single review pass over Teams. One round, not open-ended.

FRIDAY

### Schedule

Full week queued in Metricool across all six channels.

### Weekly output mix

Two educational carousels, two to three quote and static posts, four to six short-form videos, one to two text posts, one long-form LinkedIn article.

### Style guide

Barlow Condensed for hooks against Playfair Display for editorial. Template systems for carousels, quote graphics and thumbnails. Documented logo standards across every asset including video.

### Testing

Hook A/B variations measured against watch time and retention on LinkedIn, YouTube Shorts and Instagram Reels.

OUTPUT, ONE QUARTER

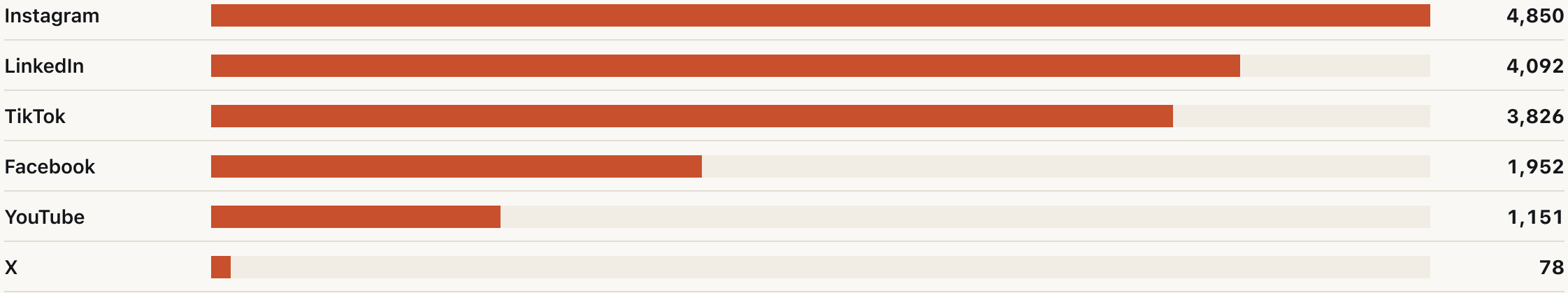
# What the system actually shipped

**185**
Unique posts

**237**
Platform deliveries (52 cross-posts)

**61**
Video productions, 33% of all posts

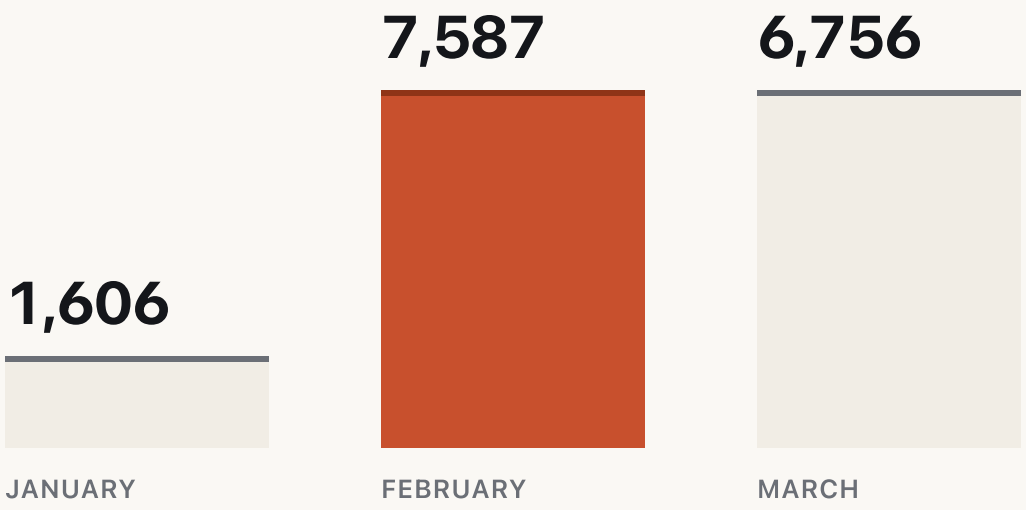
**58**
Image assets, 31% of all posts




Impressions by channel across the quarter, 15,949 in total against 499 interactions. Instagram carried the most reach, X the least despite 60 deliveries. Figures from the Metricool export, 22 Jan to 23 Mar 2026.

MOVEMENT

# Monthly impressions across the quarter




**+372%**

January to February. March came back 11 percent, on 14 percent fewer posts.

### STATED WITH ITS BASE, AND WITH ITS CEILING

These are small absolute numbers on an account being rebuilt from a standing start, and the percentage means nothing without them. February was the peak rather than the endpoint, so March is on the chart too. The audited Metricool export is the only figure set used in this deck.

HANDOVER

# The deliverable was the system, not the posts

The engagement closed with a written handover covering everything needed to keep running it: the weekly SOP, platform access and settings, the tool stack, the four content formats, and the full branding standards. **The quarterly report was built from the platform export with a written methodology note distinguishing unique posts from cross-posted deliveries, so the numbers could be audited rather than taken on trust.**

HANDED OVER

### Process

Weekly SOP, batch production pipeline, review and approval rhythm.

HANDED OVER

### Standards

Visual style guide, template systems, logo and brand application rules.

HANDED OVER

### Measurement

Reporting methodology, channel benchmarks, the hook testing framework.

WHAT THESE FIGURES COVER

The figures above are production and platform reach, taken from the scheduling tool's export. They describe what the system shipped and how far it travelled, and nothing beyond that; no lead, booking or revenue outcome is claimed.