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ONLINE

AI • FUNNELS • WEBSITE • AUTOMATION • TRAINING
SOCIAL MEDIA • TRAFFIC • ADS • AFFILIATE MARKETING
ENGLISH • FRENCH

2026 PRACTICAL GUIDE

The Essential Social Media Playbook

for Entrepreneurs

The complete AMO framework for setting up your profiles, creating purposeful content, and building a social presence that supports real business growth.

SET UP. CREATE. CONNECT.

Six platform setup guides, content strategy, a seven-day calendar, repurposing workflow, paid advertising, and launch checklists.

andrewmurphy.online

Andrew Murphy Online | Bilingual AI systems for smarter growth

**01 | PROFILE SETUP**

Build profiles that convert

Use the exact setup guidance from the AMO Social Media page to create a professional, recognizable, and action-oriented presence.



Facebook

PROFILE SETUP

Image Specs

- Profile Photo — 180 × 180 px
- Cover Photo — 820 × 312 px
- Safe zone — 640 × 312 px
- Post Image — 1200 × 630 px
- Video Cover — 820 × 462 px

Page Bio & About Section

- **Short Description** — who you help, how, and the result
- **Username** — use the same clean handle everywhere
- **Website** — link directly to your primary lead capture page
- **Category** — Digital Creator or Entrepreneur
- **CTA Button** — Sign Up or Learn More
- **Pinned Post** — free guide, strongest video, or highest-value resource



Instagram

PROFILE SETUP

Image Specs

- Profile Photo — 320 × 320 px
- Square Post — 1080 × 1080 px
- Portrait Post — 1080 × 1350 px
- Reels / Stories — 1080 × 1920 px
- Highlight Cover — 1080 × 1920 px

Profile Optimization

- **Bio line 1** — what you do and your expertise
- **Bio line 2** — who you help and the result
- **Bio line 3** — proof, benefit, or social proof
- **Bio line 4** — one CTA to the bio link
- **Account Type** — Business or Creator
- **Highlights** — About, Free Guide, AI Tools, Testimonials, Tips



01 | PROFILE SETUP

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LinkedIn

PROFILE SETUP

Image Specs

- Profile Photo — 400 × 400 px
- Background Banner — 1584 × 396 px
- Post Image — 1200 × 627 px
- Article Cover — 1920 × 1080 px

Profile Optimization

- **Headline** — who you help, what you deliver, specialty
- **About** — first person with a strong opening hook
- **Featured** — lead magnet, article, service page, testimonial
- **Experience** — services and searchable keywords
- **Skills** — add at least five important skills
- **Recommendations** — two or three specific endorsements
- **Custom URL** — short, clean, professional



TikTok

PROFILE SETUP

Image Specs

- Profile Photo — 200 × 200 px
- Use 800 × 800 px for best clarity
- Portrait Video — 1080 × 1920 px
- Landscape Video — 1920 × 1080 px
- Thumbnail — 1080 × 1920 px

Profile Optimization

- **Bio** — concise topic, audience, or result
- **Emojis** — one or two relevant emojis only
- **Bio Link** — lead capture page or primary offer
- **Account Type** — Business for analytics and ads
- **Pinned Videos** — introduction, useful tip, lead magnet

**01 | PROFILE SETUP**

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YouTube

PROFILE SETUP

Image Specs

- Channel Icon — 800 × 800 px
- Channel Banner — 2560 × 1440 px
- Centre safe zone — 1546 × 423 px
- Video Thumbnail — 1280 × 720 px
- Shorts — 1080 × 1920 px

Channel Optimization

- **Description** — first lines state topic and audience
- **Keywords** — add relevant topics in YouTube Studio
- **Channel Trailer** — 60–90 seconds for new visitors
- **Featured Sections** — Start Here and Latest Videos
- **Banner Links** — lead funnel, site, and main socials
- **End Screens** — next video and subscribe button
- **Community** — polls, updates, questions, behind-the-scenes

**PROFILE SETUP**

Image Specs

- Profile Photo — 400 × 400 px
- Header Banner — 1500 × 500 px
- Post Image — 1200 × 675 px
- Card Image — 1200 × 628 px

Profile Optimization

- **Bio** — expertise, audience, benefit, and CTA
- **Website** — primary lead page, not general home page
- **Location** — city or region for local relevance
- **Pinned Post** — best thread, guide, or offer
- **Profile Consistency** — photo, positioning, and handle
- **Highlights** — showcase best posts when available

**02 | ORGANIC CONTENT**

Create content people want to follow

Strong organic content balances useful, credible, personal, and action-oriented posts so your audience has a reason to notice you, trust you, and take the next step.

**Educate**

Share useful knowledge that helps your audience understand a problem, develop a skill, or make a better decision.

Content examples

How-to posts, tutorials, tips, checklists, explanations, and common mistakes to avoid.

**Build Authority**

Demonstrate your experience, process, and point of view without making every post feel like a sales pitch.

Content examples

Case studies, results, industry analysis, demonstrations, and behind-the-scenes expertise.

**Create Connection**

Let people discover the person, values, experiences, and purpose behind the business they choose to follow.

Content examples

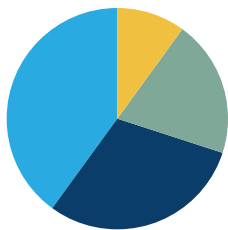
Personal stories, lessons learned, values, opinions, milestones, and relatable experiences.

**Drive Action**

Offer interested followers a clear next step when they are ready to learn more, subscribe, connect, or buy.

Content examples

Lead magnets, service invitations, consultations, product offers, webinars, and direct calls to action.

Your Weekly Content Mix

- **Educational** 40%
Teach something useful.
- **Authority** 30%
Show experience.
- **Connection** 20%
Build familiarity.
- **Promotional** 10%
Present a clear offer.

High-Performing Post Formula

- 1 Start with a hook.
- 2 Name the problem.
- 3 Deliver the value.
- 4 Make it easy to read.
- 5 Add a clear takeaway.
- 6 Invite one action.

**03 | CONTENT STRATEGIES**

Match the message to the platform

Each platform rewards a different type of attention. Adapt one core idea to its native formats, audience expectations, and rhythm.

**Facebook**

Build community, conversation, and local visibility.

WHAT TO PUBLISH

Discussion posts, stories, native video, livestreams, and updates.

RHYTHM 3-5 weekly + stories

**Instagram**

Create recognition through visuals, personality, and repetition.

WHAT TO PUBLISH

Useful Reels, saveable carousels, and daily Stories.

RHYTHM 3-5 weekly + daily stories

**LinkedIn**

Establish expertise and valuable professional relationships.

WHAT TO PUBLISH

Professional lessons, opinions, case studies, frameworks, and results.

RHYTHM 3-4 weekly + commenting



Share timely ideas and join active conversations.

WHAT TO PUBLISH

Observations, practical tips, useful threads, and replies.

RHYTHM 1-3 daily + replies

**TikTok**

Reach new audiences through human short-form video.

WHAT TO PUBLISH

Fast explanations, demonstrations, reactions, comparisons, and reviews.

RHYTHM 4-7 focused videos weekly

**YouTube**

Build searchable authority that continues working over time.

WHAT TO PUBLISH

Tutorials, walkthroughs, explainers, comparisons, and Shorts.

RHYTHM 1 long video + Shorts

**04 | SEVEN-DAY CALENDAR**

Turn strategy into a weekly routine

Use this practical rhythm as a starting point. Build trust with a few strong core ideas, then adapt them across the platforms you use.

Monday**EDUCATE****Teach one useful concept**

Answer a common question, explain a process, or share one actionable tip.

FORMATS LinkedIn post · Instagram carousel · Facebook post · X thread

Tuesday**CONNECT****Share a story behind the work**

Talk about an experience, lesson, challenge, mistake, or behind-the-scenes moment.

FORMATS Facebook story · Instagram Stories · LinkedIn story

Wednesday**SHOW****Create a tutorial or demonstration**

Show how to complete a task, use a tool, solve a problem, or achieve a useful result.

FORMATS YouTube tutorial · Instagram Reel · TikTok tutorial

Thursday**BUILD TRUST****Share proof, progress, or a result**

Strengthen confidence in your expertise with evidence and a practical takeaway.

FORMATS LinkedIn document · Case study · Carousel

Friday**ENGAGE****Publish something interactive**

Ask a useful question, create a poll, or share an opinion that invites discussion.

FORMATS Poll · Question post · X conversation · Stories

Saturday**HUMANIZE****Publish lighter, relatable content**

Show more personality and perspective while staying connected to your business.

FORMATS Facebook update · Reel · Story

Sunday**OPTIMIZE****Review, repurpose, and prepare**

Review results, repurpose winners, collect ideas, and plan the coming week.

FORMATS Review analytics · Repurpose winners · Schedule posts

**05 | REPURPOSE**

Create one strong idea. Turn it into more content.

A sustainable content system does not require starting from zero every day. Build one useful core piece, then adapt it to each platform.



One Core Idea, Six Platform-Specific Pieces

Core content: "How Entrepreneurs Can Save Five Hours Every Week with AI Automation"

**Facebook**

A discussion post that invites practical comments.

**Instagram**

A saveable carousel with the key steps.

**LinkedIn**

A professional lesson with a clear business takeaway.

**X**

A practical thread that breaks the lesson into steps.

**TikTok**

A quick demonstration that solves one visible problem.

**YouTube**

A searchable tutorial with the full walkthrough.

Build a Content Library - not a disposable feed

Save ideas, hooks, client questions, visuals, and performance results so every strong piece makes next month faster.

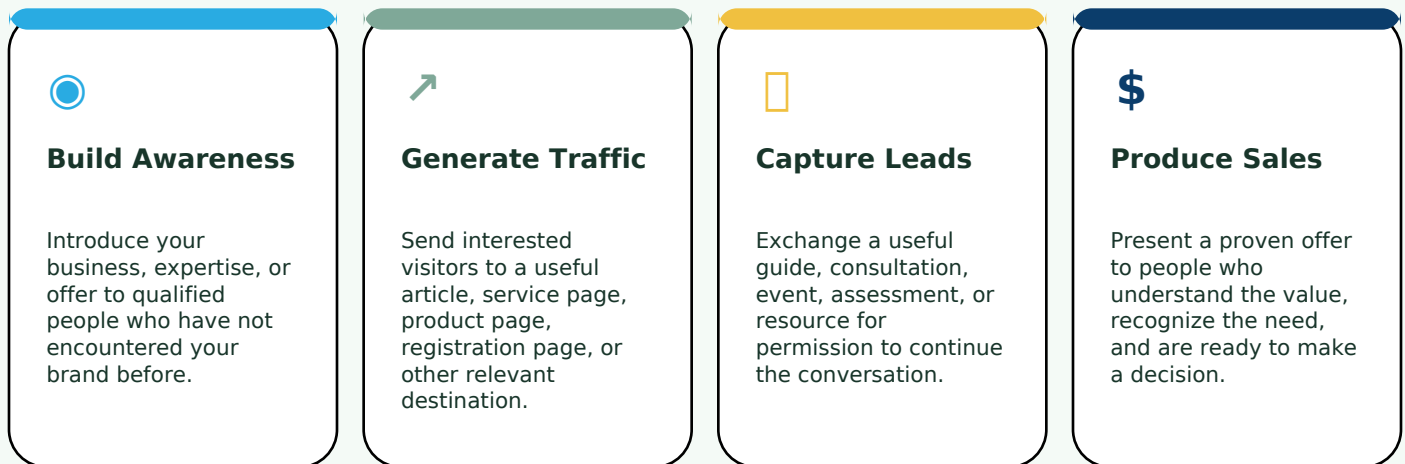


06 | PAID ADVERTISING

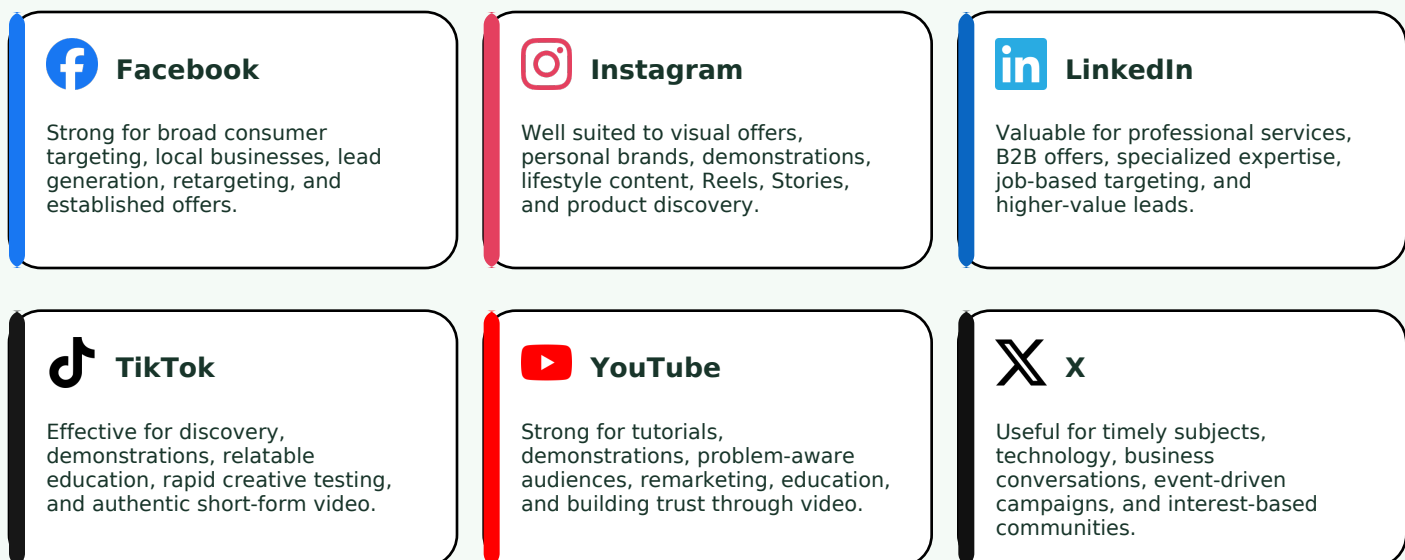
Turn attention into measurable business growth

Paid advertising works best when it supports a clear journey: earn attention, build understanding, present an offer, and follow up with value.

Choose One Primary Campaign Objective



Select Platforms According to Audience and Intent





06 | PAID ADVERTISING

Build a campaign system

A clear funnel, sensible budget, and disciplined testing create better decisions than guessing or scaling too early.

1

Earn attention

Use a clear hook, visible problem, useful insight, or outcome to earn the right person's attention.

2

Build understanding

Explain the problem, value, proof, and relevance of your approach before asking for action.

3

Present the offer

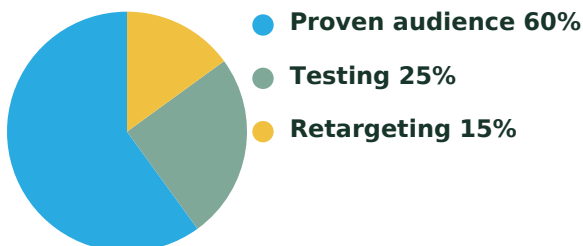
Show the offer clearly and direct interested people to one focused next step.

4

Follow up

Use email, retargeting, proof, and useful content to help interested people decide.

A Simple Starting Budget Structure



Test One Major Variable at a Time

1

Opening hook

Compare different problems, benefits, or opening statements.

2

Creative format

Test video, static images, carousels, demonstrations, or testimonials.

3

Audience

Compare interests, professional characteristics, or remarketing groups.

4

Offer and action

Evaluate different lead magnets, offers, and calls to action.



07 | LAUNCH CHECKLISTS

Prepare carefully Launch with confidence

Use these practical checks before you publish, promote, and measure your social media activity.



Profile readiness

- Recognizable profile photo and visual identity
- Clear positioning and complete business information
- Working website links and suitable CTA buttons
- Account access and security confirmed



Content preparation

- Defined content pillars and first seven days prepared
- Balanced formats adapted for each platform
- Accessible visuals, captions, and clear next steps
- Core ideas ready to repurpose



Publishing review

- Strong opening hook and one clear purpose
- Correct destination link and final quality check
- Native format and image dimensions confirmed
- Time available to respond after publishing



Engagement + measurement

- Reply promptly and start useful conversations
- Record a baseline for reach, saves, replies, and clicks
- Identify topics and offers attracting qualified attention
- Use what worked to improve the next cycle

A Practical Seven-Day Launch Sequence





Build the system behind smarter growth

I help entrepreneurs turn the tools in this guide into a clear, workable online system - in English or French.

Funnels & websites

Pages and funnels that clearly explain your offer and guide visitors to the next step.

AI systems & automation

Practical workflows that connect your tools and reduce repetitive manual work.

Social media building

A sustainable content and visibility system built around your real business.

Training & coaching

Clear, personal guidance so you can confidently use the tools long after the project ends.

Not sure where to begin?

Book a Discovery Call and identify the next system improvement that will matter most.

[Book your Discovery Call →](#)



Meet Andrew Murphy

A Québec-based builder, lifelong learner, and bilingual partner for entrepreneurs who want to use technology with purpose.

One strategy. Two languages. More opportunity.

I build practical websites, funnels, automations, and AI workflows for people who want their online business to feel clear, useful, and human. I work in English and French, helping you reach the markets that matter to you.



Based in the Laurentians

From Sainte-Agathe-des-Monts, Québec - serving entrepreneurs online.

Built around real life

Single father. Devoted son. Always learning and always looking for a better way to help.

Keep learning with me

New blog post every Monday. The AI Advantage newsletter arrives on the 1st of every month.

[Read the blog and newsletter archive →](#)



Keep learning with me

Follow Andrew Murphy Online for practical AI ideas, system-building tips, and new resources for entrepreneurs.



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X

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08 | YOUR NEXT STEP

Build a smarter social system

Choose your most important platform, complete its setup, and use the seven-day plan to start publishing with a system behind you.

Book a Free Discovery Call

Get practical help with profiles, content systems, websites, lead funnels, automations, and the AI tools that support your growth.

andrewmurphy.online/book-discovery-call-opt-in-page

Also explore the **FREE AI Tools Guide** at andrewmurphy.online/lead-funnel-ai-opt-in.